



WINERY MARKETING COMMITTEE
MEETING MINUTES
December 7, 2021

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00am on Tuesday, December 7, 2021.

The meeting was called to order at 9:00am.

In attendance were committee members Tanya McMahan, Jon Bjork, Todd Maley, Dan Panella, Jason Eells, and Steve Felten. A quorum was established.

Others present were Tom Hoffman (Heritage Oak Winery), Nina Schatz (Peltier Winery), Sarah Spenker Pratt (Spenker Winery), and Nancy Beckman (Visit Lodi!).

Staff present were Stuart Spencer, Jenny Heitman, and Katie Crippen.

Meeting minutes from the November 2, 2021, meeting was reviewed and approved. Bjork/McMahan carried.

Public Comments on Items Appearing on the Agenda

No public comments.

Winery Marketing Committee Strategy & Ideas

Strategic Planning – The main points from the planning include developing a stable funding model, signature event, an integrated marketing plan, and a dynamic engaged winery community. The Commission presented the winery strategic priorities to the winery community on December 2 at the All-Winery Meeting. The committee made comments that the meeting was great, and everything was explained thoroughly.

Educational Programming – The committee agreed that the community was splintered during COVID and we need to get them involved, one idea is to create a project or committee to get community involved. Winery mixers are a great a way for tasting room staff, but we need more engagement from owners, suggestions for more frequent All-Winery meetings, as emails are not the best way to connect and contact everyone. Self-education and/or education programs like we have done in the past such as ABC training, social media training, tasting room staff education, etc. Staff will begin looking into starting educational programming for the community in the new year.

Lodi Wine & Chocolate 2022

The 2022 Lodi Wine & Chocolate Weekend, taking place February 4-6 format will be: winery experiences on Friday, grand tasting tour on Saturday, and a winemaker brunch



on Sunday. Wineries are highly encouraged to participate in more than one of the weekend's events. Winery paperwork was sent out on December 2 after the All-Winery meeting, and is due Friday, December 17. Staff will be using TicketSauce for ticket sales, for the Saturday grand tasting tours we will be able to indicate starting locations to appropriately distribute glassware. Staff is working with the Honey Agency again updated collateral and updating artwork to celebrate the silver anniversary.

Celebrate Petite Sirah 2022 – The Staff reported helping with the Celebrate Petite Sirah promotion, it will be in the previous passport style format, no tickets required. This year's events will be hosted Saturday through Monday, January 15-17, 2022. Staff reported that postcards had gone to the printers and that promotional materials and social media graphics would be ready within the next week to be distributed to participating wineries.

2020-21 Year-to-Date Budget Review

A budget for period ending October 2021 was presented. There were no questions.

Reports from Other Committees

Grower Marketing Committee – Following the success of the 2020 mailing, a promotional mailing to buyers of Lodi winegrapes is planned for 2021. Like 2020, included collateral will be branded with the Lodi Wine Growers logo. A thank you letter will accompany each package. The Commission will be supporting the launch of Randy Caparoso's book "Lodi!" with a media mailing to 50-100 recipients. The book will also be available for purchase from the Lodi Wine Visitor Center. Staff is reviewing a proposal from Rindal & Co. to produce a series of videos which would highlight Lodi growers as well as the region. Included in the proposal is a video focused exclusively on old vines. The Commission will have a booth at Unified, and has the opportunity to have a booth at ZAP ZinEx, both taking place in January 2022.

Lodi Rules Committee – Staff informed the committee that LODI RULES sustainable winergrowing program continues to grow, currently there are 66,000 acres certified, half in Crush District 17, and half outside of the Crush District.

REC Committee – Staff informed the committee we just had an IPM breakfast meeting about Mealybug in the Jahant AVA as it is spreading leafroll virus. There is a rootstock focus group whose focus currently is on rootstock for the future. Staff is still currently looking to hire a viticulture research assistant to help initiate trials. Staff is also looking to host a meeting discussing ways to burn vineyards when the law goes into effect, bio-char has been researched to be better for the environment or the use of burn boxes was brought up.

Public Comment on Items not Appearing on the Agenda

No public comments.



Agenda items for Future Meetings

The committee requested that educational programming and a signature event committee be added to the agenda for the next meeting.

Set Next Meeting Date

The next meeting will be held at 9:00am on Tuesday, January 11, 2022.

Adjourn

The meeting was adjourned at 10:10am.

Respectfully submitted,
Steve Felten, Committee Chair

Questions or requests for further information should be directed Steve Felten (209-333-1845) or Stuart Spencer (209-367-4727).