



To empower all Lodi Crush District 11 winegrowers and serve their common interests to enhance the profitability of winegrape production through promotion, research, and education.

WINERY MARKETING COMMITTEE  
MEETING NOTICE & AGENDA  
Sent and posted Friday, March 25, 2022

The Lodi Winegrape Commission will hold a public meeting as follows:

**Date:** Tuesday, April 5, 2022

**Time:** 9:00AM

**Place:** Lodi Winegrape Commission, 2545 West Turner Road, Lodi, CA, 95242

The agenda for the meeting is as follows:

1. Call to order
2. Roll call and establishment of quorum
3. Review and approval of March 8, 2022 minutes
  - *Action Item*
4. Public Comment on Items Appearing on the Agenda (two minutes maximum per person)
5. Winery Marketing Committee Activities
  - Strategic Planning
    1. Winery BID Feasibility Study
  - Wine & Chocolate 2023
  - Celebrate Rosé
6. Educational Programming
7. Signature Event
  - Signature Event Committee
8. FY 2021-22 Budget Review
9. Reports from other LWC Committees
10. Public Comment on Items Not Appearing on the Agenda (two minutes maximum per person)
11. Agenda Items for Future Meetings

12. Set Next Meeting Date
13. Adjourn

All agenda items are subject to discussion and possible action. All interested parties are invited to attend the meeting. Questions regarding the meeting should be directed to Chairman Steve Felten (209-810-5258) or Stuart Spencer (209-367-4727). Persons with disabilities needing special accommodation should contact Stuart Spencer, Executive Director at 209-367-4727 or [stuart@lodiwine.com](mailto:stuart@lodiwine.com) at least five days prior to the meeting. Notices and agendas for upcoming Commission meetings are available on the internet at <https://www.lodigrowers.com/commission/agendas-minutes/>.