



WINERY MARKETING COMMITTEE
MEETING MINUTES
March 8, 2022

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00am on Tuesday, March 8, 2022.

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

In attendance were committee members Steve Felten, Jon Bjork, Tanya McMahan, Todd Maley, and Jorja Lerner. A quorum was established.

Others present were, Nina Schatz (Peltier Winery), Tom Hoffman (Heritage Oak Winery), and Kendra Altnow (LangeTwins Winery & Vineyards).

Staff present was Jenny Heitman and Katie Crippen.

Meeting minutes from the February 8, 2022, meeting were reviewed and approved. Bjork/Maley carried.

Public Comments on Items Appearing on the Agenda

No public comments.

Winery Marketing Committee Strategy & Ideas

Strategic Planning / Funding Model Options – Tom Hoffman updated the committee on the activities of the Strategic Planning Committee. The committee is currently exploring the formation of a business improvement district (BID) as one option of sustainable funding. The first step in determining whether the BID will provide the necessary funding is to conduct a feasibility study. The Lodi Association of Wineries (LAW) has agreed to fund the feasibility study.

Lodi Wine & Chocolate Post-Event (February 4-6, 2022)

Staff presented the committee with a preliminary post event report. Nine wineries participated in Friday Evening Experiences. A total of 162 tickets out of 177 tickets were sold with a net sale of \$19,500, compared to \$9,400 in 2020. Over 75% of attending customers indicated they were satisfied or extremely satisfied with the atmosphere, hospitality, food/wine quality, and value of the ticket.

Thirty-seven wineries participated in Saturday Winery Tours. A total of 2,221 tickets were sold for a net sale of \$150,727, compared to 229,060 in 2020. Over 75% of attending customers indicated they were satisfied or extremely satisfied with the



atmosphere, hospitality, and value of the ticket. By comparison, only 47% of customers were satisfied or extremely satisfied with the number of participating wineries.

Twenty-one wineries participated in Sunday Winemaker's Brunch. The event sold out with 325 tickets sold for a net sale of \$29,547. Over 75% of attending customers indicated they were satisfied or extremely satisfied with the atmosphere, hospitality, and quality of the wine. Only 46% of customers were satisfied or extremely satisfied with the quality of good, and 32% of customers were satisfied or extremely satisfied with the value of the ticket price.

Attendees came from California and 19 other states with 1,361 attendees coming from Lodi and the surrounding area. Another 483 attendees came from greater Sacramento area while 366 came from the greater Bay Area. A total of 64% of attendees were between ages 26-54; 33% were aged 55+; and 1% were aged under 25. A total of 50% of attendees indicated a HHI of \$100,000 to \$200,000 while 27% indicated a HHI of \$50,000 to \$100,000. Sixty percent of attendees indicated possession of a bachelor's degree or higher.

Most committee members believed the weekend met the goals of the event. Steve Felten suggested the committee consider bringing back the Saturday/Sunday tours but restructure to take place at a single location. Some committee members, including Tom Hoffman and Jorja Lerner, would like to see this year's structure continue in 2023. The committee will discuss further at the next meeting.

Educational Programming – The committee will be hosting an in-person media training with Calhoun & Company on March 29 at 10:00am and 1:30pm. Training will include talking points on Lodi as well as how to interact with media. Staff is currently exploring options for seminars focused on email marketing and hospitality.

Celebrate Lodi Rosé (June 11 + 12, 2022) – Tom Hoffman provided the committee with an update on the upcoming event weekend. Twenty-four Lodi winery tasting rooms have indicated they would participate in the event. Staff is collecting information from participating wineries.

2020-21 Year-to-Date Budget Review

A budget for period ending January 2022 was presented. There were no questions.

Reports from Other Committees

Grower Marketing Committee

Lodi Book Media Mailing (spring 2022) – The Commission will be supporting the launch of Randy Caparoso's book "Lodi!" with a media mailing to up to 100 recipients. The book is available for purchase from the Lodi Wine Visitor Center.



Grower Video Series (2021-2022) – 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.

SommFoundation Lodi Immersion Tour (April 2022) – Once again, the Commission will be partnering with SommFoundation to host a Lodi Appellation Immersion tour for qualified members of the trade.

Lodi Rules Committee – The LODI RULES committee hosted a Lodi Rules educational happy hour at the Lodi Wine Visitor Center on February 16. The committee continues to work on updates to the pesticide risk model.

REC Committee – The committee has several upcoming education and outreach meetings. On March 22, the committee will be hosting a sales workshop as part of its Modern Farmer series. On April 7, the committee will host a Mealybug and Virus Outreach meeting and on April 30, a family field day focused on canine detection of vineyard viruses will take place.

Public Comment on Items not Appearing on the Agenda

No public comments.

Agenda items for Future Meetings

The committee will add “Wine & Chocolate 2023” under “Committee Activities” for the next meeting.

Set Next Meeting Date

The next meeting will be held at 9:00am on Tuesday, April 5, 2022.

Adjourn

The meeting was adjourned at 10:13am.

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).