



GROWER MARKETING COMMITTEE
MEETING MINUTES
December 15, 2021

The Grower Marketing Committee of the Lodi Winegrape Commission met at 2:00pm on Wednesday, December 15, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 2:01pm.

Roll was called. Committee members Joan Kautz, Craig Ledbetter, Curt Gillespie, Jaclynn Stokes, staff members Stuart Spencer, Katie Crippen, and Jenny Heitman, and guests Katie Calhoun (Calhoun & Company), and Katina Bush (Calhoun & Company) were in attendance.

A quorum was established.

Minutes from the July 19 (Exhibit A) were approved. Gillespie/Kautz – carried.

Public Comment on Items Appearing on the Agenda

No public comments on items appearing on the agenda were made.

Marketing & Advertising

Staff provided an overview of ongoing and future marketing and advertising initiatives.

Save the Old Vines Campaign (Fall 2021) – The fall 2021 Save the Old Vines campaign has nearly completed. This year, we partnered with Wine Enthusiast on a contenting marketing campaign which included a published article on WineMag.com supported by digital advertising and social amplification. Digital ads on WineMag.com have completed. Digital ads on partner websites will run through December 31. Like 2020, the campaign was supported on Lodi Wine Instagram and through Lodi Wine e-newsletter marketing. This year, we extended the campaign into Lodi winery tasting rooms through display, coasters, bottle neckers, custom tissue and stickers. Several wineries created old vine-specific experiences in their own tasting rooms.

Grower Video Series (2021-2022) – Staff continues to review 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.

LWC 30th Anniversary Celebration (November 17, 2021) – The Lodi Winegrape Commission celebrated its 30th anniversary with a social and wine tasting on November 17 at Hutchins Street Square. The evening began with a 30-minute program with words from Stuart Spencer, Aaron Shinn, and Karen Ross, Secretary of Cdfa. Papapavlos



provided heavy appetizers. Guests were offered a gift of Lodi Wine- and/or Grower-branded merchandise.

Public Relations

Staff provided an overview of ongoing and future public relations activities.

PR Initiatives Planning, January – June 2022 – Prior to today’s meeting, staff and Joan Kautz met with the Commission’s PR agency, Calhoun & Company, to plan initiatives for January through June 2022. Some upcoming initiatives include: Lodi immersion trip in partnership with SommFoundation (spring 2022), deskside media visits in New York (spring 2022), “Lodi!,” by Randy Caparoso, book launch (early 2022), and media outreach with the goal of inspiring visitation. Target media include, but are not limited to, Jim Gordon (Wine Enthusiast), Ray Isle (Food & Wine), Esther Mobley (San Francisco Chronicle), and Patrick Comiskey (Wine & Spirits).

Media Visits – We continue to host individual media visits. An October media pitch on Lodi’s diversity of varieties resulted in four visit requests from the following media: Betsy Andrews (FOOD & WINE, Eating Well, SevenFifty Daily), Bonnie Graves (Girl Meets Grape), Alissa Fitzgerald (Forbes, Travel & Leisure, Real Simple), and Emma Krasov (Real Travel Adventures and Kstati – a Russian American newspaper serving nearly 100,000 subscribers in the San Francisco area). Both Emma Krasov and Betsy Andrews have since visited – Emma November 18-20; Betsy November 20 and 21.

Wine Influencer Media Tour (September 19-22, 2021) – In September, the Commission hosted a group of six social media influencers for an in-person tour of the region. The group included Noël Burgess (Wine O Xperience), Jamie Knee (Petite Wine Traveler), Elle Rodriguez (The Modern Pour), Desiree Harrison-Brown (Wino Noire), Casleah Herwaldt (By The Stem), and Lexi Stephens (Lexi’s Wine List). Staff and Calhoun reported the trip a success. To date, the trip has resulted in 46 posts to individual Instagram accounts reaching an estimated audience of 592,305.

TEXSOM Lodi Wine Seminar & Luncheon (November 15, 2021) – We hosted a Lodi wines-exclusive seminar and luncheon on Monday, November 15, at the Texas Sommelier Conference (TEXSOM). Wine educator Elaine Brown led the presentation. Katie Calhoun and Katina Bush of Calhoun & Company attended to provide support. Attendees sampled a total of eight Lodi-grown wines. Calhoun reported the seminar a success.

Grower/Buyer Mailing (December 2021) – A promotional mailing to buyers of Lodi winegrapes has been completed. Custom Lodi Wine Growers-branded merchandise included a Camelback MultiBev 22-ounce stainless water bottle, a Leatherman Wave Multi-Tool, and a Richardson cap with leather patch. Packages were also custom-branded, utilizing Lodi Wine Growers branding. A thank you letter accompanied each package.



Lodi Book Media Mailing (January/February 2022) – 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. The book is expected to arrive in February or March 2022.

FY 2020-21 Budget

The committee reviewed the budget as of October 31, 2021. Expenditures to date are currently 23%. There were no questions or comments.

Reports from Other Committees

Research, Education & Communications Committee

Rootstock Focus Group –The Grapevine Rootstock Research Focus Group continues to meet monthly with Committee Members Chris Storm, Kyle Brown, and Dr. Keith Striegler, Student Volunteer Lisa Meline, and Dr. Stephanie Bolton present, among others.

Mealybug & Virus Outreach Meeting (April 7, 2022) – Lodi’s Mealybug Biocontrol & Grapevine Virus Research Focus Groups will host a mealybug and virus outreach meeting and lunch on April 7 at the Cabral Ag Center in Stockton. The meeting is free and open to all.

LODI RULES Committee

New PEAS Assessment Tool Development – Dr. Bolton continues to work with SureHarvest (for Protected Harvest) and IPM Institute to develop a new working on developing a new digital tool for PEAS assessment.

Program Growth – The program continues to grow. To date, there are 64,000 acres certified in Lodi, across 13 additional California crush districts, in Washington, and Israel.

Winery Marketing Committee

Lodi Winery Strategic Planning – The strategic planning task force met on Tuesday, November 16, to review strategic priorities, objectives, and initiatives defined during the August retreat. As one of its first orders of business, the task force will begin to explore alternate and sustainable funding models which includes the formation of a Business Improvement District (BID).

Lodi Wine & Chocolate Weekend (February 4-6, 2022) – The committee will host the 25th annual Lodi Wine & Chocolate, February 4-6, 2022. The committee has developed three unique events for the weekend: Friday Experiences (intimate evening events at participating wineries), Saturday Tours (passport-style wine tasting event at participating wineries), and Sunday Winemaker’s Brunch (walk-around wine tasting with food pairings) at Wine & Roses. Ticket sales are expected to open the week of December 20. Staff is working with Honey Agency to update marketing materials to reflect the event’s anniversary.



Public Comment on Items Not Appearing on the Agenda

No public comments on items not appearing on the agenda were made.

Agenda Items for Future Meetings

No agenda items were requested to be added to future meetings.

Set Next Meeting Date

The next meeting of the Grower Marketing Committee is scheduled for Wednesday, February 9, at 2:00pm.

Adjourn

The meeting adjourned at 3:53pm.

Respectfully submitted,

Joan Kautz, Committee Chair

Questions or requests for further information should be directed to Joan Kautz (209-712-3300) or Stuart Spencer (209-367-4727).



GROWER MARKETING COMMITTEE
MEETING MINUTES
July 19, 2021

The Grower Marketing Committee of the Lodi Winegrape Commission met at 2:30pm on Monday, July 19, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 2:33pm.

Roll was called. Committee members Joan Kautz, Curt Gillespie, Jaclynn Stokes, Kyle Lerner, Kendra Altnow, and staff Stuart Spencer, Katie Crippen, and Jenny Heitman were in attendance.

A quorum was established.

Minutes from the May 25 (Exhibit A) meeting were reviewed. A motion to approve the minutes was made. Altnow \ Stokes – carried.

Public Comment on Items Appearing on the Agenda

No public comments on items appearing on the agenda were made.

Marketing & Advertising

Staff provided an overview of ongoing and future marketing and advertising initiatives.

Spring Storytelling Campaign (May-June 2021) – Staff provided the committee with an update on “The People & The Place” spring storytelling campaign. The campaign has recently completed. The partnership with Wine Enthusiast was extremely successful, garnering over two million impressions. Staff utilized Lodi Wine social media channels and e-newsletters to augment the paid advertising. Staff will pull together a campaign recap for presentation to the committee at the next meeting.

Save the Old Vines Campaign Continuation – The committee discussed ideas for expanding on this program for fall 2021. Ideas include: 1) building a database of old vine grape buyers and old vine growers; 2) mapping Lodi’s old vine vineyards; 3) producing a video focused on old vines; 4) hosting an international Zinfandel and old vine technical conference for trade and media; and 5) extending the programming into winery tasting rooms via marketing messaging and collateral.

Grower Video Series (2021-2022) – The committee discussed extending our recent storytelling campaign from illustration to video in the coming fiscal year. A series of videos would highlight Lodi growers and vineyards. Staff has begun to contact film production companies for evaluation and project estimates.



LWC 30th Anniversary Celebration – The committee discussed the upcoming anniversary celebration which will likely take place in November 2021. The committee discussed producing a video commemorating past accomplishments, like the video produced for the 25th anniversary.

Public Relations

Staff provided an overview of ongoing and future public relations activities.

PR Strategic Planning (July 28, 2021) – Staff will be meeting with PR agency on record, Calhoun & Company, at 10:00am on July 28 to plan initiatives for FY 2021-22. Staff invited committee chair Joan Kautz to attend.

Media Visits – We continue to host individual media visits. Following his visit April 30-May 2, Alder Yarrow published a review – “[Tasting California’s Ancient Vines: Lodi’s Heritage Vineyards](#)” (June 22, 2021) – to his own platform, Vinography. Alder’s article was later shared on JancisRobinson.com. Well-known writer Sara Schneider, former wine editor at Sunset Magazine, is scheduled to visit in August 2021. Sara will be gathering information for an upcoming article with Robb Report – the leading voice in the global luxury market. In September, the Commission will be hosting a group of six to eight social media influencers for an in-person tour of the region. Criteria for inclusion will include a focus on wine.

FY 2020-21 Budget

The committee reviewed the 2020-2021 budget through May 2021 (Exhibit B).

Reports from Other Committees

Research, Education & Communications Committee

Rootstock Focus Group – Lodi’s Rootstock Focus Group continues to meet regularly regarding rootstock trials which will be conducted across the Lodi AVA for the purpose of long-term data collection. Today, the group was joined by Dr. Andrew Walker of UC Davis. Dr. Walker has extensive experience in developing new rootstocks with resistance to several diseases and/or pests.

LODI RULES Committee

Onsite Audits – Onsite vineyard audits are currently underway and will end August 1, 2021.

New PEAS Assessment Tool Development – Dr. Bolton is working with SureHarvest (for Protected Harvest) and IPM Institute to develop a new working on developing a new digital tool for PEAS assessment.

Winery Marketing Committee

Lodi Winery Strategic Planning – The Commission is contracting with Solterra



Strategies to lead the winery community through a strategic plan. Solterra assisted the Commission with its own strategic plan several years ago. The goal of the strategic plan is to 1) reengage winery proprietors and principal staff in elevating and advancing the region; and 2) ensure winery-specific marketing initiatives and educational programming is relevant to today's needs and challenges. The strategic planning task force, consisting of 10 Lodi winery principals, will meet August 18 & 19.

Public Comment on Items Not Appearing on the Agenda

Kyle Lerner informed the committee that he would be stepping down as a member, effective immediately.

Agenda Items for Future Meetings

No agenda items were requested to be added to future meetings.

Set Next Meeting Date

The next meeting of the Grower Marketing Committee will be scheduled following harvest.

Adjourn

The meeting adjourned at 4:17pm.

Respectfully submitted,

Joan Kautz, Committee Chair

Questions or requests for further information should be directed to Joan Kautz (209-712-3300) or Stuart Spencer (209-367-4727).