



WINERY MARKETING COMMITTEE
MEETING MINUTES
April 5, 2022

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00am on Tuesday, April 5, 2022.

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

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

Others present were, Nina Schatz (Peltier Winery), Faryn Schatz (Peltier Winery), Tom Hoffman (Heritage Oak Winery), Denise Gage (m2 Wines), Steve Carson (Drava Wines), Nancy Beckman (Visit Lodi!), and Liz Bokisch (Bokisch Vineyards).

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

Meeting minutes from the March 5, 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 – Staff and 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 Lodi Association of Wineries (LAW) has agreed to fund the feasibility study. During the study, sales tax data will be obtained from San Joaquin and Sacramento counties. If the task force determines to move forward with establishing a BID, a second contract would be established with Civitas to guide the group through the following steps: 1) petition process; 2) plan establishment; and 3) city and county approval.

Lodi Wine & Chocolate Post-Event (February 4-6, 2022) – Staff presented the committee with a post-event expenses report. After expenses, staff is estimating the committee will net approximately \$125,000. Steve Felten proposed reinstating the Saturday and Sunday event but at a single location like the Lodi Grape Festival Grounds. Felten provided the committee with estimated cost of hosting a two-day event at the venue. According to the estimate, hosting a two-day event at a single location



would result in a net profit less than the 2022 event. Several committee members agreed that the venue would not aid in achieving one of the event's primary goals which is to elevate the Lodi wine region. Members McMahan and Lerner along with guests Gage and Hoffman would prefer to repeat the 2022 event structure in 2023.

Celebrate Lodi Rosé (June 11 + 12, 2022) – Tom Hoffman provided the committee with an update on the upcoming event weekend. Twenty-five Lodi winery tasting rooms have indicated they will participate in the event. Staff is supporting the event by creating marketing materials including a postcard and event brochure.

Signature Event (2023) – The committee discussed hosting a signature event in 2023.

2020-21 Year-to-Date Budget Review

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

Reports from Other Committees

Grower Marketing Committee

Spring Campaign with Wine Enthusiast – Staff is working with Wine Enthusiast on a sweepstakes for a single grand prize winner to visit Lodi for three days, two nights. The sweepstakes will begin in May and will be supported by digital and social advertising.

Lodi Book Launch (April 14) – The Commission will be supporting the launch of Randy Caparoso's book "Lodi!" with a book signing in the Visitor Center on Thursday, April 14 at 5pm. The book is available for purchase from the Lodi Wine Visitor Center.

Grower Video Series (2021-2022) – Staff is working with Rindal & Co. to produce a series of nine 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.

Export – Camron King will be hosting a group of Sommeliers from Mexico and an importer group from Eastern Europe at the end of April. Camron will be representing the Lodi Winegrape Commission in May in Copenhagen and Paris and in Düsseldorf at ProWein.

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 April 7, the committee will host a Mealybug and Virus Outreach meeting. On May 3, the committee will host a meeting on RNA research with mildew. On May 17, the committee will host a workshop on grape to wineglass.

Public Comment on Items not Appearing on the Agenda

Tom Hoffman invited winery owners to meet the candidates for San Joaquin County Supervisors, District 4, on April 19, at 6:00pm at Klinker Brick Winery.

Agenda items for Future Meetings

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

Set Next Meeting Date

The next meeting will be held at 9:00am on Tuesday, May 10, 2022.

Adjourn

The meeting was adjourned at 10:15am.

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).