



WINERY MARKETING COMMITTEE  
MEETING MINUTES  
May 10, 2022

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00am on Tuesday, May 10, 2022.

The meeting was called to order at 9:03 am.

Roll was called. Committee members Steve Felten, Jon Bjork, Tanya McMahan, and Dan Panella along with Tom Hoffman, Denise Gage, and Liz Bokisch, and staff Stuart Spencer and Jenny Heitman were in attendance.

Meeting minutes from the April 5, 2022, meeting were reviewed and approved. Bjork/Panella 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 group is waiting for approval to obtain sales tax data from both Sacramento and San Joaquin counties to conduct a feasibility study.

**Lodi Wine & Chocolate Post-Event (February 4-6, 2022)** – Staff confirmed a net profit of \$124,000 for the 2022 event. Event expenses including graphic design, advertising, and supplies (chocolate, wine glasses, etc.) totaled approximately \$74,000. The committee selected the dates of February 3 through 5 for the 2023 event.

**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 are participating in the event. Staff has created marketing materials including a postcard and event brochure which have been distributed to participating wineries. Staff will offer additional support by including a notice to consumers via e-newsletter as well as by creating an event on Facebook.

**Educational Programming** – Staff reported that San Francisco Wine School is interested in creating a tasting room management program or similar for Lodi wineries. The program would span four to six weeks.



**Signature Event (2023)** – The committee discussed hosting a signature event in 2023. Several committee members and guests indicated interest in being involved in the planning process.

#### **2020-21 Year-to-Date Budget Review**

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

#### **2022-23 Budget Request**

The committee reviewed the draft budget request for 2022-23. Based off contributions and event income projections, the committee will experience a \$15,000 excess. The committee agreed to allocate the excess to sponsorship of road shows. A motion to recommend the budget of \$174,250 to the Executive Committee was made. Bjork/Panella carried. All were in favor.

#### **Reports from Other Committees**

##### **Grower Marketing Committee**

**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. Video filming and interviews will take place over several dates in April and May.

**SommFoundation Lodi Immersion Tour (April 18-21, 2022)** – The Commission partnered with SommFoundation to host a Lodi Appellation Immersion tour for qualified members of the trade. The tour took place April 18 through 21, the 10 sommeliers who visited were from OK, NY, CO, NV, IL, and CA visit.

**New York Media Visits (April 25-28, 2022)** – Stuart Spencer and LWC board chair Aaron Shinn meet with several members of the wine media in New York during the final week of April. Katie Calhoun from Calhoun & Company accompanied Stuart and Aaron. The goal of the visits is to provide education and updates on the region as well as to establish and/or bolster relationships.

**Export Marketing** – The Commission hosted a group from Eastern Europe at the end of April and will be hosting a group from Japan and South Korea in May. Camron King will be representing the Lodi Winegrape Commission in May in Copenhagen and Paris and in Düsseldorf at ProWein.

##### **REC Committee**

**Educational Happy Hour: Bringing the Vineyard into the Tasting Room (May 11, 2022)** – The committee is hosting an educational “happy hour” for winery proprietors and tasting room employees at the Lodi Wine Visitor Center at 5:00pm. Attendees will learn about viticulture from Lodi winegrowers and leave with grapevine knowledge to share that is interesting to tasting room guests.



**Winegrape Quality Workshop (May 17, 2022)** – The committee is hosting a workshop for both winegrowers and winemakers focused on identifying quality metrics in berries in the vineyard as well as in wine in the bottle.

**Public Comment on Items not Appearing on the Agenda**

Tom Hoffman invited winery owners to attend the Lodi Association of Wineries (LAW) annual membership meeting on May 17 at 5:00pm.

**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 Monday, June 6, 2022.

**Adjourn**

The meeting was adjourned at 10:40am.

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).**