



WINERY MARKETING COMMITTEE
MEETING MINUTES
July 11, 2022

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00am on Monday, July 11, 2022.

The meeting was called to order at 9:06 am.

Roll was called. Committee members Steve Felten, Jon Bjork, Tanya McMahan, Todd Maley, and Dan Panella along with Tom Hoffman, and staff Stuart Spencer, Katie Crippen, and Jenny Heitman were in attendance.

Meeting minutes from the May 10, 2022, meeting were reviewed and approved. Bjork/Maley carried (Exhibit A).

Public Comments on Items Appearing on the Agenda

No public comments.

Winery Marketing Committee Strategy & Ideas

Strategic Planning / Winery BID Feasibility Study – Staff and Tom Hoffman updated the committee on progress of the feasibility study for the formation of a business improvement district (BID) as one option of sustainable funding. Sacramento County has approved the sharing of tax data with CINTAS. San Joaquin County has not yet discussed. The request is scheduled to appear on a future agenda at the end of July or August.

Lodi Wine & Chocolate 2023 – The committee selected the dates of February 3 through 5 for the 2023 event. The 2023 event will follow the same format as the 2022 event and will include Friday Evening Experiences, Saturday Winery Tours, and Sunday Winemaker's Brunch. The committee believes more wineries will be incentivized to participate next year as sales and visitation have recently slowed.

Celebrate Lodi Rosé Recap (June 11 + 12, 2022) – Tom Hoffman informed the committee that feedback from participating wineries was positive overall. Some feedback included: 1) Saturday's traffic was less in 2023 than in 2022; 2) Sunday sales and visitation were up in 2023 as compared to 2022; and 3) Utilizing a ticketing platform to gauge attendance. Hoffman speculated that reasons for reduced traffic may have been reliant on competing events and/or high temperatures.

Educational Programming – Staff reported that they were in conversation with WISE (Wine Industry Sales Education) Academy to conduct in-person trainings for Lodi wineries in the areas of tasting room experience and sales, email marketing, and more.



Roadshows (2022-23) – Staff has reviewed and opened conversations with several California roadshows regarding opportunity for participation including Pacific Food & Wine Classic (October 2022), San Diego Bay Wine & Food Festival (November 2022), Rancho Mirage Wine & Food Festival (January 2023), Palm Desert Food & Wine (March 2023), and CA Wine Festival, Santa Barbara (July 2023). Staff has received a proposal from San Diego Bay Wine & Food Festival and is awaiting additional details from Rancho Mirage Food & Wine and Palm Desert Food & Wine. The committee agreed to move forward with sponsoring San Diego Bay Wine & Food Festival in November. Staff will be reaching out to the winery community to gauge interest in participating. An opportunity to host a Lodi Wine-exclusive tasting at the California Automobile Museum in Sacramento in October was brought to the committee by Vern Vierra of St. Jorge Winery. Staff is working on details but estimates there will be opportunity for 20-25 wineries to participate.

Signature Event (2023) – The committee discussed hosting a signature event in 2023. The idea is to bring back a large-scale event in an elevated environment. Name, date, time(s), style, and more are open for discussion.

2020-21 Year-to-Date Budget Review

A budget for period ending May 2022 was presented. There were no questions (Exhibit B).

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 will highlight Lodi growers as well as the region. Video filming and interviews took place over several dates in April and May. Additional shooting will take place in September around harvest. Videos are expected to be released in early winter 2022 or spring 2023.

Lodi Social Influencer Group (September 2022) – The Commission will be hosting another group of social media influencers for an in-person tour of the region. The trip will include multiple Lodi vineyard visits, hand and mechanical harvesting, winemaking experiences, comparative blind tastings, and in-person conversations with several of Lodi's winegrowers and winemakers.

Export Marketing – Camron King will be hosting sommeliers from the UK for dinner on July 15. Wine Institute Export Program Annual Meeting will take place in Lodi at Wine & Roses on July 21. Following the meeting there will be a BBQ at Oak Farm Vineyards. Lodi member and non-member wineries are encouraged and welcome to attend.

LODI RULES Committee



LODI RULES 4th Edition – The committee has been working on the fourth edition of LODI RULES which will include the new pesticide risk model. It is expected to go into effect for the 2023 growing season.

REC Committee

IPM Breakfast Meeting (August 2, 2022) – The committee is hosting a workshop for winegrowers discussing owls, bats, and birds in the vineyards.

Public Comment on Items not Appearing on the Agenda

No public comments.

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, August 8, 2022.

Adjourn

The meeting was adjourned at 10:16am.

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).



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).

LODI WINEGRAPE COMMISSION
2021-2022 BUDGET
AS OF MAY 31, 2022

<u>ACCOUNT CODE</u>	<u>REVENUES</u>	<u>FY 2021 - 2022 BUDGET</u>	<u>REVENUE TO DATE</u>	<u>%</u>
4120	Assessments	\$1,716,269.00	\$1,862,502.31	108.52%
4160	Winery Contributions	\$85,000.00	\$77,625.00	91.32%
4162	Event Revenue	\$100,000.00	\$202,873.91	202.87%
4122	LODI RULES Licensing Fees	\$58,000.00	\$63,077.06	108.75%
4131	Grant Income	\$54,000.00	\$4,089.13	7.57%
4130	Interest	\$1,000.00	\$369.09	36.91%
4150	Other Income (Sponsorship)	\$10,000.00	\$9,658.15	96.58%
	Subtotal Commission Revenue	\$2,024,269.00	\$2,220,194.65	109.68%
	Revenue (CWEF-Visitor Center)			
4145	Administrative Agreement	\$207,395.88	\$190,886.11	92.04%
4148	Rent	\$49,007.74	\$44,923.77	91.67%
	Subtotal CWEF Revenue	\$256,403.62	\$235,809.88	91.97%
	Total Revenue	\$2,280,672.62	\$2,456,004.53	107.69%
<u>ACCOUNT CODE</u>	<u>EXPENDITURES (LWC)</u>	<u>FY 2021 - 2022 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	Grower Marketing	\$768,350.00	\$598,910.95	77.95%
	Winery Marketing	\$74,750.00	\$137,094.00	183.40%
	Research, Education & Communication	\$155,050.00	\$115,963.25	74.79%
	LODI RULES	\$50,900.00	\$13,151.37	25.84%
	Admin & Personnel	\$921,828.00	\$769,284.27	83.45%
	Visitor Center Sponsorship	\$75,000.00	\$68,750.00	91.67%
	Subtotal Commission Expenditures	\$2,045,878.00	\$1,703,153.84	83.25%
	CWEF Expenditures			
	Visitor Center	\$256,403.62	\$235,809.88	91.97%
	Subtotal CWEF Expenditures	\$256,403.62	\$235,809.88	91.97%
	Total Expenditures	\$2,302,281.62	\$1,938,963.72	84.22%
	Excess of Revenues Over (Under) Expenditures	-\$21,609.00	\$517,040.81	

LODI WINEGRAPE COMMISSION
GROWER MARKETING
2021-2022 BUDGET
AS OF MAY 31, 2022

DEPARTMENT: GROWER MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2021 - 2022 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<u>Industry, Trade & Consumer Promotion</u>			
6100	Graphic Design (Advertising Design)	\$75,000.00	\$81,531.25	108.71%
6110	Advertising (Paid Media)	\$350,000.00	\$164,989.00	47.14%
6120	Printing & Materials	\$30,000.00	\$44,806.53	149.36%
	Industry, Trade & Consumer Promotion Expenditures	\$455,000.00	\$291,326.78	64.03%
	<u>Promotional Events & Activities</u>			
6023.2	Export Promotion	\$32,500.00	\$25,000.00	76.92%
6140	Promotional Sponsorship	\$11,000.00	\$11,000.00	100.00%
6150	Community Sponsorship	\$6,000.00	\$5,000.00	83.33%
6160	Trade Shows	\$1,600.00	\$2,137.58	133.60%
	Promotional Events & Activities Expenditures	\$51,100.00	\$43,137.58	84.42%
	<u>Public Relations</u>			
6023	Consulting Services (Agency)	\$78,000.00	\$71,500.00	91.67%
6098	Supplies	\$3,000.00	\$4,690.41	156.35%
6130	Public Relations Activities	\$75,000.00	\$80,544.69	107.39%
6132	Lodi Wine Blog	\$72,000.00	\$72,000.00	100.00%
6170	Wine Purchases	\$1,500.00	\$1,696.33	113.09%
	Public Relations Expenditures	\$229,500.00	\$230,431.43	100.41%
	<u>Activities Support</u>			
6033	Office Supplies	\$1,000.00	\$50.49	5.05%
6035	Postage/Shipping	\$15,000.00	\$10,425.16	69.50%
6060	Website - Internet	\$12,000.00	\$10,393.73	86.61%
6076 & 6080	Travel	\$7,500.00	\$12,735.38	169.81%
6221	LWC Meeting Expenses	\$750.00	\$410.40	54.72%
	Activities Support Expenditures	\$36,250.00	\$34,015.16	93.83%
	Total Expenditures	\$771,850.00	\$598,910.95	77.59%

LODI WINEGRAPE COMMISSION
WINERY MARKETING
2021-2022 BUDGET
AS OF MAY 31, 2022

DEPARTMENT: WINERY MARKETING

ACCOUNT CODE	CATEGORIES	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%
	<u>Consumer Promotion</u>			
6070.3	Maintenance Directional Signs	\$2,500.00		0.00%
6100 & 6120	Wine Trail Maps	\$10,000.00	\$13,619.99	136.20%
6100	Graphic Design (Advertising Design)	\$15,000.00	\$21,076.25	140.51%
6110	Advertising	\$13,000.00	\$12,800.00	98.46%
6120	Printing & Materials	\$7,500.00	\$8,353.04	111.37%
6130	Public Relations	\$1,000.00	\$6,856.14	685.61%
	Consumer Promotion Expenditures	\$49,000.00	\$62,705.42	127.97%
	<u>Events (Roadshows)</u>			
6140	Promotional Sponsorship	\$0.00		#DIV/0!
6070.2 & 6098	Supplies & Maintenance	\$5,000.00	\$26,875.42	537.51%
6076 & 6080	Travel	\$500.00	\$188.70	37.74%
	Events Expenditures	\$5,500.00	\$27,064.12	492.07%
	<u>Activities Support</u>			
6023	Consulting Services (Strategic Plan)	\$15,000.00	\$33,801.02	225.34%
6221	Meeting Expenses	\$2,500.00	\$2,436.22	97.45%
6033	Office Supplies	\$500.00		0.00%
6090	Merchant/Bank Fees	\$500.00	\$6.44	1.29%
6035	Postage	\$1,500.00	\$3,581.78	238.79%
6060	Website - Internet	\$250.00	\$7,499.00	2999.60%
	Activities Support Expenditures	\$20,250.00	\$47,324.46	233.70%
	Total Expenditures	\$74,750.00	\$137,094.00	183.40%

LODI WINEGRAPE COMMISSION
RESEARCH EDUCATION & COMMUNICAT
2021-2022 BUDGET
AS OF MAY 31, 2022

DEPARTMENT: RESEARCH, EDUCATION & COMMUNICATION

ACCOUNT CODE	CATEGORIES	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%
<u>Outreach & Education</u>				
6033 & 6098	Supplies	\$2,000.00	\$310.15	15.51%
6070.2	Maintenance - Cleaning	\$400.00	\$166.43	41.61%
6076 & 6080	Travel	\$10,000.00	\$4,693.06	46.93%
6130	Public Relations	\$1,000.00	\$1,213.67	121.37%
6160	Trade Show & Conference Fees	\$2,200.00	\$1,119.04	50.87%
6200 & 6270	Staff Education & Reference Materials	\$700.00	\$668.21	95.46%
6170 & 6220	Grower Meetings & Socials	\$16,000.00	\$17,844.77	111.53%
6221	LWC Meeting Expenses	\$1,200.00	\$1,001.93	83.49%
6250	Membership/Dues	\$3,000.00	\$1,969.00	65.63%
6255	Subscriptions	\$1,650.00	\$2,159.85	130.90%
6266	Weather Services	\$30,000.00	\$27,468.00	91.56%
6310	Retired San Joaquin Farm Advisor	\$2,000.00		0.00%
Outreach & Education Expenditures		\$70,150.00	\$58,614.11	83.56%
<u>Communications</u>				
6035	Postage	\$10,000.00	\$3,151.62	31.52%
6060	Website/Internet	\$5,000.00	\$6,641.78	132.84%
6070.5	Demo Vineyard	\$10,000.00		0.00%
6100	Graphic Design	\$8,000.00	\$2,422.50	30.28%
6120	Printing & Materials	\$2,500.00	\$6,434.39	257.38%
6210	Publications	\$30,000.00	\$1,643.98	5.48%
Communications Expenditures		\$65,500.00	\$20,294.27	30.98%
<u>Research</u>				
6320	AVF Contributions	\$10,000.00	\$10,000.00	100.00%
6140	NGRA Contributions	\$10,000.00	\$10,000.00	100.00%
6330	Winegrape Research	\$15,000.00	\$17,054.87	113.70%
Research Expenditures		\$35,000.00	\$37,054.87	105.87%
Total REC Expenditures		\$170,650.00	\$115,963.25	67.95%

RESEARCH, EDUCATION, COMMUNICATION

LODI WINEGRAPE COMMISSION

LODI RULES

2021-2022 BUDGET

AS OF MAY 31, 2022

DEPARTMENT: LODI RULES

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2021 - 2022 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<u>Communications, Marketing & Promotions</u>			
6060	Website/Internet	\$1,000.00	\$40.34	4.03%
6100	Graphic Design	\$3,000.00	\$190.00	6.33%
6120	Printing & Materials	\$7,000.00	\$4,857.74	69.40%
6130 & 6170	Public Relations	\$8,000.00	\$971.84	12.15%
6160	Trade Shows/Conferences	\$500.00		0.00%
6210	Publications (Newsletters & Videos)	\$8,000.00		0.00%
6220	Grower Meetings & Seminars	\$9,000.00	\$5,325.01	59.17%
	Communications, Marketing & Promotions Expenditures	\$36,500.00	\$11,384.93	31.19%
	<u>Program Improvements</u>			
6023	Consulting Services	\$6,000.00		0.00%
	PRT License Fees	\$1,000.00		0.00%
6200	Reference Materials	\$200.00	\$135.31	67.66%
	Program Improvements Expenditures	\$7,200.00	\$135.31	1.88%
	<u>Activities Support</u>			
6022	Legal Fees	\$1,200.00		0.00%
6033 & 6098	Supplies	\$300.00	\$65.89	21.96%
6035	Postage/Shipping	\$700.00	\$250.05	35.72%
6076 & 6080	Travel	\$4,000.00	\$475.79	11.89%
6221	LWC Meeting Expenses	\$1,000.00	\$839.40	83.94%
	Activities Support Expenditures	\$7,200.00	\$1,631.13	22.65%
	Total Expenditures	\$50,900.00	\$13,151.37	25.84%

LODI WINEGRAPE COMMISSION
ADMINISTRATION
2021-2022 BUDGET
AS OF MAY 31, 2022

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%
	<u>Personnel</u>			
6000	Salaries/Wages	\$558,090.00	\$467,138.48	83.70%
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$135,602.00	\$111,689.21	82.37%
	Personnel Expenditures	\$693,692.00	\$578,827.69	83.44%
	<u>Office Expenses</u>			
6026	Insurance	\$14,000.00	\$12,517.19	89.41%
6033	Office Supplies	\$11,000.00	\$10,066.41	91.51%
6035	Postage	\$1,500.00	\$1,334.32	88.95%
6040	Rent	\$76,984.00	\$70,265.37	91.27%
6041	Offsite Storage	\$5,494.00	\$5,483.00	99.80%
6054	Property Tax	\$1,200.00	\$991.42	82.62%
6056 & 6058	Utilities & Telephone	\$13,000.00	\$13,390.60	103.00%
6070.2 & 6070.6	Office Maintenance	\$7,000.00	\$5,215.68	74.51%
090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$736.22	73.62%
6120	Printing & Supplies	\$1,000.00	\$1,606.95	160.70%
	Office Expenditures	\$132,178.00	\$121,607.16	92.00%
	<u>Professional Fees</u>			
6022	Legal Counsel	\$7,500.00	\$2,924.28	38.99%
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00	\$21,600.00	102.86%
6099	CDFA Charges	\$37,000.00	\$28,815.38	77.88%
	Professional Fees Expenditures	\$65,500.00	\$53,339.66	81.43%
	<u>Information Technology</u>			
6060	Software Licenses	\$2,000.00	\$1,684.00	84.20%
6070.1	IT Services	\$23,216.00	\$5,738.48	24.72%
6070.4	Copier/Lease	\$3,742.00	\$7,083.16	189.29%
	Information Technology Expenditures	\$28,958.00	\$14,505.64	50.09%
	<u>Other Admin Expenses</u>			
6075	Vehicles	\$0.00		#DIV/0!
6076 & 6080	Travel (Mileage & Travel)	\$250.00		0.00%
6221	LWC Meeting Expenses	\$1,000.00	\$884.12	88.41%
6250	Dues	\$250.00	\$120.00	48.00%
	Other Admin Expenditures	\$1,500.00	\$1,004.12	66.94%
	Total Expenditures	\$921,828.00	\$769,284.27	83.45%

LODI WINEGRAPE COMMISSION

CWEF

2021-2022 BUDGET

AS OF MAY 31, 2022

DEPARTMENT: CALIFORNIA WINE EDUCATION FOUNDATION/VISITOR CENTER

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2021 - 2022 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<u>Personnel</u>			
8000 & 8003	Salaries/Wages	\$168,080.00	\$154,421.48	91.87%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$39,315.88	\$36,464.63	92.75%
	Personnel Expenditures	\$207,395.88	\$190,886.11	92.04%
	<u>Office Expenses</u>			
8040	Rent	\$49,007.74	\$44,923.77	91.67%
	Office Expenditures	\$49,007.74	\$44,923.77	91.67%
	Total Visitor Center Expenditures	\$256,403.62	\$235,809.88	91.97%