



To empower all Lodi Crush District 11 winegrowers and serve their common interests to enhance the profitability of winegrape production through promotion, research, and education.

JOINT GROWER & WINERY MARKETING COMMITTEES
MEETING NOTICE & AGENDA
Sent and posted December 29, 2022

The Lodi Winegrape Commission will hold a public meeting as follows:

Date: Monday, January 9, 2023

Time: 12:00pm

Place: Barrel Room, Lodi Grape Festival Grounds, 413 E. Lockeford St., Lodi, 95240

The agenda for the meeting is as follows:

1. Call to order
2. Roll call and establishment of quorums
3. Review and approval of May 3, 2022 minutes (Grower Marketing Committee)
 - *Action Item*
4. Review and approval of December 5, 2022 minutes (Winery Marketing Committee)
 - *Action Item*
5. Public Comment on Items Appearing on the Agenda (two minutes maximum per person)
6. Lodi Winegrape Commission Activities
 - Winery BID – updates
 - Annual Meeting, January 18
7. Marketing & Advertising (consumer, media, trade, & grower)
 - Paid advertising – updates
 - Events – Lodi Wine & Chocolate, roadshows, signature event (May 2023)
8. Public Relations Activities
9. Educational Programming
 - WISE Academy DTC Sales & Marketing Workshops
 - Grower education – upcoming
10. FY 2022-23 Budget Review

11. Report from other committees
12. Public Comment on Items Not Appearing on the Agenda (two minutes maximum per person)
13. Agenda Items for Future Meetings
14. Set Next Meeting Dates
15. Adjourn

All agenda items are subject to discussion and possible action. All interested parties are invited to attend the meeting. Questions regarding the meeting should be directed to Grower Marketing committee chair Joan Kautz (209-712-3300), Winery Marketing committee chair Steve Felten (209-810-5258), or Stuart Spencer (209-367-4727). Persons with disabilities needing special accommodation should contact Stuart Spencer, Executive Director at 209-367-4727 or stuart@lodiwine.com at least five days prior to the meeting. This notice and agenda is available on the internet in Upcoming Meetings and Events on www.lodigrowers.com.