



WINERY MARKETING COMMITTEE  
MEETING MINUTES  
August 8, 2022

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00am on Monday, August 8, 2022.

The meeting was called to order at 9:04 am.

Roll was called. Committee members Jon Bjork, Tanya McMahan, Todd Maley, Jorja Lerner, and Dan Panella along with Denise Gage, Liz Bokisch, and staff Stuart Spencer, Katie Crippen, and Jenny Heitman were in attendance.

Meeting minutes from the July 11, 2022, meeting were reviewed and approved. Bjork/Lerner carried.

**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). Sacramento County has approved the sharing of tax data with CIVITAS. San Joaquin County has not yet discussed. The request is scheduled to appear on a future agenda.

**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 received a large amount of winery interest in participating at San Diego Bay Wine & Food Festival (November 11+12, 2022). Staff was able to secure 10 tables at this year's event and will begin reaching out to wineries in order of received interest. Preference will be given to those who are up to date on their 2022-23 winery contributions. Staff is evaluating Palm Desert Food & Wine (March 2023) and waiting on additional details from Rancho Mirage Wine & Food Festival (February 2023). A Lodi Wine-exclusive tasting at the California Automobile Museum in Sacramento was brought to the committee by Vern Vierra of St. Jorge Winery. Staff has confirmed the event will take place on Friday, October 21, from 5:30 to 8:30pm. Opportunity to participate is open to 25 wineries.

**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. Staff suggested hosting the signature event at the end of September or in October. Locations being considered are Lodi Lake and Hutchins Street Square.

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

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

### **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 late winter 2022 or early 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.

#### **LODI RULES Committee**

**LODI RULES 4<sup>th</sup> 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.

### **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, September 12.

### **Adjourn**

The meeting was adjourned at 10:23am.

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).**