



WINERY MARKETING COMMITTEE
MEETING MINUTES
December 5, 2022

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

The meeting was called to order at 9:01 am.

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

A quorum was established.

Minutes from the November 11, 2022, meeting were approved. Bjork/Maley – carried.

Public Comments on Items Appearing on the Agenda

No public comments.

Winery Marketing Committee Strategy & Ideas

Strategic Planning / Winery BID Feasibility Study – Staff 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 had their board of supervisors meeting, and it was approved without any issues. CIVITAS can go through with contracts to get sales tax data now.

Educational Programming – The Commission has partnered with WISE (Wine Industry Sales Education) Academy to conduct in-person workshops for DTC sales and marketing. Workshops will be open to proprietors and staff of contributing Lodi wineries at a small cost per workshop. Seats per workshop will be limited to two attendees per winery. The first session will take place on Monday, December 12 at 9:00am. Average attendance is currently sitting at thirty sign-ups per course. The two sessions with the highest sign-ups are workshops three and six, Deep Dive into Wine Club Best Practices and Event Planning and ROI.

Lodi Wine & Chocolate Weekend (February 3 – 5, 2023) – 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. Tickets are expected to go on sale within the week. To date, 5 wineries have committed to participating in the Friday events, 40 wineries have committed to participating in the Saturday events, and 18 wineries have committed to participating in the Sunday Events. Staff is reaching out to wineries to gauge interest in pouring at the Sunday Event, we are hoping to have 25



wineries participate. Staff is working with Honey Agency on marketing materials. CocoTutti will be the chocolate sponsor for the 2023 weekend.

Celebrate Petite Sirah – Tom Hoffman let the committee know there will be no Celebrate Petite Sirah in 2023.

Roadshows (2022-23) – 10 wineries participated in this year's San Diego Bay Wine & Food Festival (November 11+12, 2022). Committee members who attended provided feedback. One attending winery was disappointed in the lack of trade presence at the event. Feedback surrounding the Friday evening event somewhat negative. Wineries cited the following as reasons they would not be interested in participating in the Friday evening event in 2023: 1) lack of planning on behalf of event; 2) no food or limited selection of food (only one food truck was available at a cost to wineries and guests); 3) insufficient amount of ice for wineries; and 4) late end time. Feedback surrounding the Saturday event was overall positive. Wineries suggested negotiating for a larger space in 2023. The provided space in 2022 didn't allow for adequate access of guests to wineries based on location of winery tables. The committee would consider sponsoring the Saturday event in 2023. The committee is interested in attending the Palm Desert Food & Wine (March 2023) and staff is evaluating a sponsorship proposal.

Signature Event (2023) – The idea is to bring back a large-scale event in an elevated environment. Staff has reserved Lodi Lake for the weekend of May 19-21, 2023. Staff is having a meeting with So Eventful, an event planning company, to learn more about their capabilities and having them put together a proposal to help with day of event logistics. Staff is working with Rindal & Co. on branding and marketing materials.

2022-23 Year-to-Date Budget Review

A budget for period ending September 2022 was reviewed. 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. Videos are expected be released in late winter 2022 or early spring 2023.

Holiday Buyers Gift – Following the success of the 2020 and 2021 mailing, a promotional mailing to buyers of Lodi winegrapes is planned for 2022. Included collateral is branded Felco shears with accompanying holster and sharpener engraved with the Lodi Wine Growers logo. A thank you letter will accompany each package.

Commission Annual Meeting (January 2023) – The Lodi Winegrape Commission will be holding its Annual Meeting with social and wine tasting on January 18, 2023, at 4:00pm at Hutchins Street Square.



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. Staff reported that during the 2022 growing season over 70,000 acres were certified under LODI RULES.

Research, Education and Communication Committee

Rootstock Workshop (December 2022) – The committee is hosting a workshop in partnership with Gallo for winegrowers discussing the 30-year history of the Liberty Field Trial.

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 12:00pm on Monday, January 9.

Adjourn

The meeting was adjourned at 9:55am.

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).