



WINERY MARKETING COMMITTEE
MEETING MINUTES
March 6, 2023

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00am on Monday, March 6, 2023.

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

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

A quorum was established.

Minutes from the January 9, 2023 meeting were reviewed and approved. Maley/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 updated the committee on progress of the feasibility study for the formation of a business improvement district (BID). CIVITAS had staff review the list of wineries without sales tax data to be sure it was complete. From the list, 36 wineries were missing. CIVITAS forwarded the missing wineries to HdL, the sales tax service provider, and is waiting on the data from the missing wineries. Once CIVITAS has received the data, they will lay out several scenarios for us to discuss and determine if we wish to move forward. Other factors to consider are addressing the anomalies with regard to who can and cannot participate.

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 fourth session will take place on Tuesday, March 14, at 9:00am.

Lodi Wine & Chocolate Weekend (February 3 – 5, 2023) – Staff presented the committee with a preliminary post event report. Five wineries participated in Friday Evening Experiences. A total of 129 tickets out of 1,132 tickets were sold with a net sale of \$15,625, compared to \$19,500 in 2022. Over 90% of attending customers indicated



they were satisfied or extremely satisfied with the atmosphere, hospitality, food/wine quality, and value of the ticket.

Forty-two wineries participated in Saturday Winery Tours. A total of 2,539 tickets were sold for a net sale of \$158,185, compared to \$150,727 in 2022. Over 70% of attending customers indicated they were satisfied or extremely satisfied with the atmosphere, hospitality, and value of the ticket. This year, 91% of customers were satisfied or extremely satisfied with the number of participating wineries, while last year only 47% were satisfied or extremely satisfied.

Twenty-four wineries participated in Sunday Winemaker's Brunch. The event sold 228 out of 300 tickets for a net sale of \$20,900, compared to \$29,547 in 2022. Contributing factors to a lesser attendance may have included 1) dissatisfaction of 2022 attendees with quantity of food; 2) deterrence due to rainy weather; and 3) being unaware that the event had been moved from outdoors to indoors. Over 75% of attending customers indicated they were satisfied or extremely satisfied with the atmosphere, hospitality, and quality of the wine. Last year only 46% of customers were satisfied or extremely satisfied with the quality of food, and 32% of customers were satisfied or extremely satisfied with the value of the ticket price, compared to this year, 93% of customers were satisfied or extremely satisfied with the quality of food, and 79% of customers were satisfied or extremely satisfied with the value of the ticket price.

Attendees came from California and 19 other states with 1,231 attendees coming from Lodi and the surrounding area. Another 393 attendees came from greater Sacramento area while 350 came from the greater Bay Area. A total of 61% of attendees were between ages 26-54; 36% were aged 55+; and 3% were aged under 25. A total of 65% of attendees indicated a HHI of \$100,000 to \$200,000 while 22% indicated a HHI of \$50,000 to \$100,000. Sixty-seven percent of attendees indicated possession of a bachelor's degree or higher.

Most committee members believed the weekend met the goals of the event.

Roadshows (2022-23) – Staff confirmed that 11 wineries would be participating in this year's Palm Desert Food & Wine Festival (March 25 & 26, 2023). Stuart and Katie will be attending as support at both the Saturday and Sunday Grand Tasting. Lodi Wine will have a table with giveaways next to the wineries at the weekend's Grand Tasting events.

Signature Event (May 19 & 20, 2023) – We will be bringing back a large-scale event in an elevated environment. Staff has reserved Lodi Lake for the weekend of May 19-20, 2023. Staff will be working with So Eventful, an event planning company, to help plan and execute day of event logistics. Staff is working with Rindal & Co. on branding and marketing materials. Event paperwork will be sent out shortly for participating wineries at the Saturday Grand Tasting.



2022-23 Year-to-Date Budget Review

A budget for period ending November 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 to be released in April 2023.

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, PEAS 2.0. 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

Weed Field Day (February 2023) – The committee hosted a workshop on weeds in 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 12:00pm on Tuesday, April 4.

Adjourn

The meeting was adjourned at 10:28am.

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).