



GROWER MARKETING COMMITTEE
MEETING MINUTES
March 7, 2023

The Grower Marketing Committee of the Lodi Winegrape Commission met at 2:00pm on Tuesday, March 7, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 2:14pm.

Roll was called. Committee members Joan Kautz, Curt Gillespie, Craig Ledbetter, and Ben Kolber along with staff Stuart Spencer, Jenny Heitman, and Katie Crippen were in attendance.

A quorum was not established.

Minutes from the January 9, 2023, meeting (Exhibit A) were approved.
Ledbetter/Gillespie – carried.

Public Comment on Items Appearing on the Agenda

No public comments on items appearing on the agenda were made.

Marketing & Advertising

Staff provided an overview of ongoing and future marketing and advertising initiatives.

Grower Video Series – Staff has been working with Rindal & Co. and videographer Mitch Tobias on our new video series called “A Rising Tide.” Videos are currently being edited and are expected to be complete in the next two months. Staff is working with Rindal & Co. and a web developer to create a dedicated page on LodiWine.com for the videos. Videos will be utilized in spring advertising initiatives.

FY 2022-23 Marketing Plan & Partners – Staff provided the committee with an update of spring advertising initiatives. Campaigns are scheduled with Wine Spectator, VinePair, and Punch. Each campaign will include custom content creation supported by digital promotions including banner advertisements, social media, and email newsletters. Focus of content will vary by advertiser: Wine Spectator – visitation; VinePair – LODI RULES; and Punch – general region.

PR 1-Sheet – The committee discussed creating a “PR 1-sheet” for in-market promotions by distributors and retailers. The sheet would include facts on Lodi, including selling points.



Public Relations

Staff provided an overview of ongoing and future public relations activities.

Ongoing Media Visits – We continue to host individual media visits. Stacy Briscoe, wine editor for Wine Enthusiast, regrettably canceled her visit in October 2022. Calhoun & Company continues to follow up to reschedule. Peter Marks, program director, and Nancy Johnson, program educator, with The National Institute of Masters of Wine will be visiting Lodi in April. The goal of their visit is to preview a sample tour and programming which may be offered to students from Lodi. Randy is helping to coordinate the tour and programming.

Media Releases & Pitches – A media release announcing the 4th edition of LODI RULES and launch of PEAS 2.0 was sent on January 17. A media release announcing Lodi Wine Experience is scheduled for next week. The release will coincide with the launch of ticket sales.

TEXSOM Lodi Wine Seminar & Luncheon (August 27-29, 2023) – We will be returning to TEXSOM this year to host a Lodi Wine seminar and luncheon. Wine educator Elaine Brown will lead the seminar. We will also host a Lodi Wine table during one of the evening's trade tastings.

CA Wine Export, Mexico Sommeliers Lodi Tour (May 2022) – We will be hosting a group of sommeliers from Mexico as part of a California Wine Tour sponsored by California Wine Export Program.

American Wine Society, St. Louis (November 9-11, 2023) – Stuart Spencer has been invited to present at the national conference in November.

ProWein Trade Fair, Düsseldorf, Germany (March 19-21, 2023) – Several Lodi wineries will be attending ProWein. Preceding the event, several of the wineries will be taking part in trade tastings and dinners in Brussels and Antwerp, Belgium. Camron King will be attending on behalf of the Commission to provide support for all events.

California State Fair Judges Dinner (June 7, 2023) – The Commission will be hosting dinner and tasting for CA State Fair judges at Harney Lane Winery in June. Additional wineries will be invited to attend. Approximately 80-100 judges are expected to attend.

FY 2021-22 Budget Review

The committee reviewed the budget for January 2023. There were no questions.

Reports from Other Committees

LODI RULES Committee

LODI RULES Standards 4th Edition – The LODI RULES committee has released the 4th edition of LODI RULES standards next week. This update is the result of over six



years of research and review and includes 35 new farming practice standards, bringing the total count to more than 150. Part of the fourth edition update includes PEAS 2.0, the winegrape industry's most advanced tool to quantify the total environmental and human impact of plant protectants applied to LODI RULES vineyards annually. PEAS 2.0 is based on the IPM Institute of North America's Pesticide Risk Tool (PRT) and measures risk on 15 indices.

Research, Education, & Communication Committee

PBS "Viewpoint with Dennis Quaid" – The Commission, with emphasis on its LODI RULES sustainable winegrowing program, will be featured in an upcoming episode of PBS's "Viewpoint with Dennis Quaid." The episode will feature Stuart Spencer and Dr. Stephanie Bolton from the Lodi Winegrape Commission as well as Logi grower Curt Gillespie and Melinda Kearney of Lorenza Wines.

New Planting ROI Worksheet – Staff is working with growers Bob and Richard Lauchland, Craig Ledbetter, and Bill Stokes to develop a practical worksheet which will aide growers in determining development costs and their return on investment (ROI) for new plantings.

UC Davis V&E on the Road (March 9, 2023) – The UC Davis Department of Viticulture & Enology will present an educational seminar in Lodi on March 9. This seminar is open to all at \$20 per person and includes breakfast and lunch.

Winery Marketing Committee

Lodi Wine & Chocolate Weekend – post event – The committee hosted the annual Lodi Wine & Chocolate Weekend, February 3-5. The event included three unique experiences: Friday Evening Experiences, Saturday Winery Tours, and Sunday Winemakers Toast. The number of wineries participating in each event included five for Friday; 42 for Saturday; and 24 for Sunday. Total tickets sold amounted to 129/132 for Friday; 2,539 for Saturday; and 228/300 for Sunday. Gross sales amounted to \$194,710.

WISE Academy DTC Sales & Marketing Workshops – The committee has partnered with WISE (Wine Industry Sales Education) Academy to conduct in-person workshops for DTC sales and marketing. Workshops are open to proprietors and staff of contributing Lodi wineries at the cost of \$50.00 per person per workshop. The next session is scheduled for March 14 at 9:00am. There are future sessions scheduled for April and May.

Palm Desert Food & Wine Festival (March 25 & 26, 2023) – The Winery Marketing committee will be sponsoring the Palm Desert Food & Wine Festival in March. Up to 12 wineries will have the opportunity to participate. The Commission will also host a table during weekend festivities for marketing and promotion. Stuart Spencer and Katie Crippen will attend.



Lodi Wine Experience (May 19 & 20, 2023) – The committee is working with CWF to bring back the region’s signature event in May. There will be two components to the event: 1) a dinner on Friday evening; and 2) a grand tasting on Saturday. The Commission has contracted with So Eventful, a Sonoma-based event management company, to execute logistics. Rindal & Co. is developing the creative based on our current Lodi Wine branding. Ticket sales are expected to open next week.

Public Comment on Items Not Appearing on the Agenda

No public comments on items not appearing on the agenda were made.

Set Next Meeting Date

The next meeting of the Grower Marketing Committee is scheduled for Monday, May 7, at 12:00pm.

Adjourn

The meeting adjourned at 3:39pm.

Respectfully submitted,

Joan Kautz, Committee Chair

Questions or requests for further information should be directed to Joan Kautz (209-712-3300) or Stuart Spencer (209-367-4727).