



WINERY MARKETING COMMITTEE
MEETING MINUTES
January 9, 2023

The Lodi Winegrape Commission's Winery Marketing Committee met at 12:00pm on Monday, January 9, 2023.

The meeting was called to order at 12:15 pm.

Roll was called. Committee members Jeremy Trettevik, Dave Phillips, Jason Eells, Jorja Lerner, Dan Panella, and Tanya McMahan, along with Faryn Schatz, Nancy Beckman, and staff Stuart Spencer, Katie Crippen, and Jenny Heitman were in attendance.

A quorum was established.

Minutes from the December 5, 2022, meeting were approved. Trettevik/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). 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 second session will take place on Tuesday, January 10 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. Ticket sales are at the following: Friday Evening Experiences 97/132 tickets sold, Heritage Oak and Oak Farm Vineyards are sold out experiences, Saturday Winery Tours: 618/3,000 tickets sold, and Sunday Winemaker's Toast 61/300 tickets sold. To date, 5 wineries have committed to participating in the Friday events, 40 wineries have committed to participating in the



Saturday events, and 24 wineries have committed to participating in the Sunday Events. This year we extended the brand to include merchandise some of the items include: Camelbaks, sweatshirts, and the 25th Anniversary wine glasses. Staff will be working with USA Today to have digital ads running to promote the weekend.

Roadshows (2022-23) –The committee is interested in attending the Palm Desert Food & Wine (March 2023) and staff has signed a proposal and will be sending out email to confirm participating shortly.

Signature Event (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.

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 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. We sent out over 80 gifts to respective buyers.

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



Weed Field Day (February 2023) – The committee is hosting a workshop in 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 9:00am on Monday, February 6.

Adjourn

The meeting was adjourned at 2:19pm.

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).