



WINERY MARKETING COMMITTEE  
MEETING MINUTES  
April 4, 2023

The Lodi Winegrape Commission's Winery Marketing Committee met at 12:00pm on Tuesday April 4, 2023.

The meeting was called to order at 12:00 pm.

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

A quorum was established.

Minutes from the March 6, 2023 meeting were reviewed and 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). CIVITAS had staff review the list of wineries without sales tax data to be sure it was complete. CIVITAS has completed and collected the data and shared three scenarios for setting the BID at 1%, 1.5% and 2%. Staff will be putting together a group to help decide the rate, and then begin the petitioning process with the city and the wineries. 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 are limited to two attendees per winery. The fourth session took place on Tuesday, March 14, at 9:00am.

**Roadshows (2022-23)** – Staff confirmed that 11 wineries participated in this year's Palm Desert Food & Wine Festival (March 25 & 26, 2023). Stuart and Katie attended as support at both the Saturday and Sunday Grand Tasting. Lodi Wine hosted a table with giveaways next to the wineries at the weekend's Grand Tasting events. Overall, the wineries were happy with our placement outside the main tent and with having our own



section. Participating wineries were happy with attendance and audience demographics. Participating wineries did note that Sunday felt lighter as many vendors did not show up. Additional feedback from participating wineries included: 1) requesting food vendors be placed near our area to draw a larger crowd; and 2) improved communications from the event organizers. The committee would be interested in sponsoring this event again.

**Signature Event (May 19 & 20, 2023)** – Our signature event – Lodi Wine Experience – is returning to Lodi Lake, May 19 & 20. Staff is working with So Eventful, an event planning company, to help plan and execute day of logistics. Staff is working with Rindal & Co. and Rampant Design on branding and marketing materials. At the time of this meeting, ticket sales are at the following levels: 265 sold/500 available for the Friday Signature Dinner and 213 sold/1,500 available for the Saturday Grand Tasting. Currently over 40 wineries have committed to participating at the Saturday Grand Tasting. This year's dinner caterer is Sierra Coast Catering out of Sacramento. Previously, Sierra Coast has catered the Tower Bridge Dinner. Staff will be working with Sactown Magazine and SF Chronicle/Hearst Media for digital and print advertising and with Bonneville and CapRadio for radio promotions. All advertising is set to kick off mid-to late April.

#### **2022-23 Year-to-Date Budget Review**

A budget for period ending February 2023 was reviewed. There were no questions.

#### **Reports from Other Committees**

##### **Grower Marketing Committee**

**Grower Video Series (2021-2022)** – Staff has been working with Rindal & Co. to produce a series of eight 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 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, PEAS 2.0. It went into effect for the 2023 growing season. Staff reported that during the 2022 growing season over 70,000 acres were certified under LODI RULES.

#### **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 Wednesday, May 3.



**Adjourn**

The meeting was adjourned at 1:30pm.

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).**