



WINERY MARKETING COMMITTEE
MEETING MINUTES
May 3, 2023

The Lodi Winegrape Commission's Winery Marketing Committee met at 12:00pm on Wednesday May 3, 2023.

The meeting was called to order at 12:10 pm.

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

A quorum was established.

Minutes from the April 4, 2023 meeting were reviewed and approved. Bjork/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. CIVITAS has completed and collected the data and shared three scenarios for setting the BID at 1%, 1.5%, or 2%. A sub-committee will meet to discuss and recommend a rate and guidelines to the greater community. One important factor to determine will be regarding who can and cannot participate in the BID. Once rate and guidelines are established, the petitioning process can begin.

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 fifth session took place on Tuesday, May 2 at 9:00am. The final session will take place on Tuesday, June 6 at 9:00am. The committee would like to continue educational programming in late fall to early winter.

Roadshows (2022-23) – Staff is evaluating three upcoming winery roadshows: Del Mar Wine & Food Festival (September 9-11), USA Today Wine & Food Festival, San Francisco (October 14), and San Diego Bay Wine & Food Festival (November 10 & 11). Del Mar Wine & Food Festival is a new event that will be taking place at the Polo



Grounds. Del Mar has offered a \$10K promotional package to the committee for 10 winery tables at the Saturday and Sunday Grand Tasting and Monday trade tasting. Staff will survey wineries to gauge interest. USA Today Wine & Food Festival is a multi-city event. The festival has offered the committee a \$15,000 promotional package for up to 15 wineries to participate in its one-day event in San Francisco. The committee would like to send staff and/or vintners to evaluate the event before agreeing to sponsorship. Staff is scheduling a call with organizers of San Diego Bay Wine & Food Festival. The committee would like to explore hosting a pre-festival media dinner.

Signature Event (May 19 & 20, 2023) – Our signature event – Lodi Wine Experience – is returning to Lodi Lake, May 19 and 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: 326 sold/500 available for the Friday Signature Dinner and 300 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. Paid advertising is scheduled with Sactown Magazine, SF Chronicle/Hearst Media, Bonneville radio, and Capital Public Radio.

2022-23 Year-to-Date Budget Review

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

FY 2023-24 Budget Request

The committee reviewed the budget request for FY 2023-24. Increases were projected for Directional Sign Maintenance, Printing & Materials, Promotional Sponsorship, Travel, and Contributions for the Signature Event. Decreases were made to Graphic Design. A motion was made to recommend a budget of \$290,750 to the Executive Committee. Felten/Lerner – carried. All were in favor.

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 June 2023.

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 Thursday, June 8.

Adjourn

The meeting was adjourned at 1:44pm.

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).