

JOINT MEETING OF THE  
LODI CITY COUNCIL AND THE  
LODI-WOODBRIDGE WINEGRAPE COMMISSION  
SPENKER WINERY, 17303 NORTH DEVRIES ROAD, Lodi  
THURSDAY, NOVEMBER 16, 1995  
7:02 P.M.

1. ROLL CALL

Present: Council Members - Pennino, Sieglock, and Warner

Absent: Council Members - Davenport and Mann (Mayor)

Present: Winegrape Commissioners - Joe Cotta III, Kevin Delu, Steve Felton, Brad Lange, John Ledbetter, Larry Mettler and Mark Chandler, Executive CEO

Also Present: City Manager Flynn, Acting Assistant City Manager/Public Works Director Ronsko, Community Center Director Lange, Economic Development Coordinator Goehring, Electric Utility Director Vallow, City Attorney Hays and City Clerk Perrin

2. INVOCATION

The invocation was given by Economic Development Coordinator Goehring.

3. DISCUSSION OF ITEMS OF MUTUAL CONCERN

Prior to the meeting a tour was given of the Spenker Winery and an elegant dinner was provided by the Spenkers.

Mark Chandler, Executive CEO, opened the meeting, and the City Council and the Winegrape Commissioners discussed the following matters:

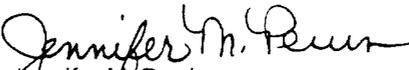
- The Chamber of Commerce Visitors' Bureau will help to bring more tourism to Lodi; however, the Visitors' Bureau and the Winegrape Commission need to work together more closely to optimize spreading the word about the local wineries;
- Lodi needs more wineries, such as the Spenker Winery, to open in the area and to stay open with longer hours;
- The Commission feels the *Welcome to Lodi* billboards are important to retain at the main corridors into Lodi. With the California Youth Soccer Association (CYSA) coming to the Lodi area, the location of the billboards may need to be reconsidered. Currently the billboards appear at the entrance to the City on Highway 99. It may be necessary to put up billboards on I-5 and Highway 12. Also, the art work on the billboards are outdated and do not catch the drivers' attention. The Commission indicated it would be willing to donate its graphics for the billboards.
- The possibility of the City and the Commission jointly opening a wine tasting room was mentioned. Mr. Chandler informed the City Council that the Lodi Grape Festival is considering opening an agricultural center at the previous driving range on Lockeford Street and Cherokee Lane. If this is to be done, it needs to be in the right spot to work. Council Member Pennino suggested that it be located downtown. It was also felt that most people like to go into the country to visit the various wineries and see the vineyards and how things are done, instead of stopping at one centralized spot to taste various wines. However, a majority concurred that it would be nice to have one spot in town that could refer visitors to the local wineries.

- Another suggestion was to keep Lodi Lake full year-round and use it as an attraction to Lodi. The Parks and Recreation Commission is currently looking into the feasibility of keeping the lake full all year.
- If the Council were more aware of the types of businesses needed to supply wineries with its equipment (for example, barrels, corks, bottles, etc.), it could do more in its economic development program to attract those kinds of businesses and/or distribution markets to Lodi.
- The agricultural industry of Lodi as a whole needs to be promoted more in Lodi. An idea put on the table was to contact local supermarkets and request that they display local products in their stores, including wines, nuts, fruits, etc.
- The Commission suggested that the City Council and staff become more familiar with the agriculture industry terminology and vocabulary so that it can better sell the market to the public. The Council also needs to focus not only on Lodi's tourism, but regional tourism.
- Transportation issues also need to be looked at. With CYSA coming to the area, the best route from CYSA to Lodi needs to be determined. Further, the City needs to be ready to handle tourism of this magnitude which would include hotels, restaurants, wineries, etc.
- The Commission indicated its support of the 2% growth in Lodi, so it does not lose its prime agricultural land.

4. ADJOURNMENT

Council Member Pennino left due to another commitment, therefore, due to lack of a quorum, the meeting adjourned at approximately 8:10 p.m.

ATTEST:

  
Jennifer M. Perrin  
City Clerk