

**LLC Managing Committee Meeting Agenda
Conference Call**

Monday, January 8, 2018
1:30 PM

Committee Members (8):

Aaron Lange (CAWG Chair), Chair (January 2017 - June 30, 2018)

John Aguirre (CAWG President), Lise Asimont (ASEV Director), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Past President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), and Tom Slater (CAWG Director)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of January 8 Agenda**
3. **Approval of December 8 Meeting Minutes***
4. **Old Business**
 - a. State of the Industry Press Conference
 - b. 2020 Unified Updates
 - i. Cal Expo Tour Feedback
 - ii. Sacramento Convention Center Construction and Expansion Update
 - iii. WAWGG Convention Dates
5. **New Business**
 - a. Regional Wine Tasting Glasses
6. **Next Meeting Date and Time: In Person Meeting at Unified**
7. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
Conference Call**

Friday, December 8, 2017
10:00 AM

Committee Members Present:

Aaron Lange (CAWG Chair), Chair (January 2017 - June 30, 2018)
John Aguirre (CAWG President), Lise Asimont (ASEV Director), Tom Collins (ASEV Secretary/Treasurer),
Nichola Hall (ASEV Past President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), and
Tom Slater (CAWG Director)

Others Present:

Jenny Devine (CAWG Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Aaron Lange called the meeting to order at 10:30 AM.
2. **Approval of December 8 Agenda.** Bill Pauli moved to approved the December 8 meeting agenda, Nichola Hall second the motion. The motion was approved.
3. **Approval of November 8 Meeting Minutes.** Nichola Hall made a motion to approve the November 8 meeting minutes, Tom Collins seconded the motion. The motion was approved.
4. **Old Business**
 - a. **Program Update: New State of the Industry (SOI) Line-Up.** John Aguirre stated that we have the SOI line-up confirmed. He stated that it is a little different from what we have done in the past, we have an additional speaker, Mario Zepponi. The difference this year would be that Danny Brager would go first to set-up the market place, and then it would flow into the other speakers. Danny Brager will then be called back up to announce the outstanding wineries.

The speakers will work with each other to make sure that the content does not overlap. Nichola Hall stated that we need to be sure we are communicating and marketing the new speaker line-up, for those who like to show up for one speaker. It is important that we make it clear in the program, place in speaker order instead of alphabetical order. Bill Pauli asked about the outstanding wineries, the three different levels vs. the winery of the year. It was discussed that this is what Danny Brager did last year, it was positively received, and he will be repeating it once again.

The SOI Speaker line-up will be as follows:

- i. Mike Veseth, Moderator
- ii. Danny Brager, The Nielsen Company
- iii. Steve Fredricks, Turrentine Brokerage

- iv. Mario Zepponi, Zepponi & Company
- v. Jeff Bitter, Allied Grape Growers
- vi. Danny Brager: Outstanding Wineries (*bronze, silver and gold*)

Aaron Lange made a motion to approve the SOI line up as listed on the agenda. Tom Collins moved to approve motion made, second by Lise Asimont. The motion was approved.

SOI Press Conference. We will have the proper discussions with the leaders from the partnership, to make sure they are prepared to answer any questions the press may have. The press conference has been a bit more informal, and it would be nice to make it a little more formal, make it a bigger deal than what we have been making it before. The LLC Managing Committee will flush this out more and put it on the agenda for the next meeting.

- b. **Sacramento Convention Center Construction and Expansion Update.** Dan Howard reviewed the list of options for Unified in 2020 – 2021. He stated that he feels the best option for Unified would be CalExpo. The dates that are available at CalExpo overlaps with the WAWGG convention, and we hope to discuss with the organization to see if they could shift their dates. He stated that he feels that we should not move this to Oregon, as it is out of state.

Discussion: The feedback is that we should keep it in Sacramento, it is central, people can come down for one day. John Aguirre will put in a call to Vicky Scharlau in Washington, to discuss the options. They may already have a contract in place for 2020, and there is an overlap with exhibitors that attend both shows. How many people who attend the Washington show, who also attends Unified? There will also be competition with speakers for both shows.

Status for 2020. The construction dates have not been confirmed, but it does look like there will be a 2020 closure. The vote will take place later in the month.

Bill Pauli did ask about the major events that take place during Unified, will they still take place downtown, or will they be held at the expo? Dan Howard stated that all of the major events will take place at the expo, and we would need to dress it up a bit. John Aguirre feels that more discussions need to take place on where the larger events will take place.

ACTION ITEMS: 1) Dan Howard will schedule a site visit on Thursday, December 14 for those who are interested in attending from the LLC Managing Committee with CalExpo; 2) John Aguirre will call Vicky to discuss dates.

- 5. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on Monday, January 8, at 1:30 PM.

- 6. **Adjournment.** Aaron Lange adjourned the meeting at 10:33 AM.