



**LLC Managing Committee Meeting Agenda**  
**Thursday, January 29**  
**Sacramento Hyatt Regency**  
Capital Board Room – 2<sup>nd</sup> Floor

(excerpt from LLC Operating Agreement)

**The Managing Committee will ordinarily make decisions involving:**

- **company policy;**
- **company strategic planning;**
- **authorize and revise annual budgets for the Company;**
- **make decisions as to accounting protocol or policies;**
- **annual review of event contractors and delegation of authority to Executive Director of ASEV and/or to the President of CAWG to execute contracts within the scope of the annual budget;**
- **providing input and final approval of the content, format, template and selection of speakers for the trade show and program for each Unified Wine & Grape Symposium;**
- **authorize compensation of Members;**
- **declaring and paying distributions to Members;**
- **delegating responsibility for day to day operations of the Company to ASEV, CAWG, independent contractors and/or committees on all other decisions**

Committee Members (8):

Bill Pauli (CAWG Past Chair), Chair (January-December 2015)

John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Tom Collins (ASEV Director), Nichola Hall (ASEV Board 2nd Vice President), Jim Kennedy (ASEV Director), Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

**LUNCH**

LLC Managing Committee Meeting Agenda

1. Call to Order
2. Approval of January 29 Agenda
3. Approval of January 9 meeting minutes\*
4. Old Business
  - a. San Jose Site Tour Update
  - b. Confirm LLC Managing Committee Members
  - c. ASEV and CAWG VIP Hotel Room Block Policy
5. New Business
  - a. Program Development Committee Chair for 2016
6. Next meeting date and time
7. Adjournment



**LLC Managing Committee Meeting Minutes  
San Jose Convention Center (during site trip)  
San Jose, CA  
Friday, January 9, 2015**

**Committee Members Present**

Jim Kennedy (ASEV Past President), Chair (January-December 2014), John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacón-Rodríguez (ASEV past president), Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

**Committee Members Present Via Phone**

Tom Collins (ASEV Director) and Bill Pauli (CAWG Director)

**Others Present**

Dan Howard (ASEV staff) and Jenny Devine-Smith (CAWG staff)

1. **Call to Order.** The LLC Managing Committee Meeting was called to order at 12:04 PM.
2. **Approval of January 9 Agenda.** David Weiss moved to approve the agenda as submitted, second by Carson Smith. Motion was carried.
3. **Approval of December 11 Meeting Minutes.** Bill Pauli moved to approve the minutes as submitted, second by Leticia Chacón-Rodríguez. Motion was carried.
4. **San Jose Site Tour.** The LLC Managing Committee's consensus about San Jose as a potential site based on the site tour was positive. Those who attended the tour were impressed with the convention center size and layout, the proximity of the hotels and other venues, the parking, Light Rail, and free WiFi from the airport and throughout the center. This feedback was conveyed to the committee members participating by phone.
  - a. **Current issues remain** – significant union fees (approximately 50% higher than Sacramento due to more unions and concerns were expressed with the Bay Area rates), the total number of hotel rooms currently offered, and concern about the traffic.
    - i. **Hotel Rooms.** Lyndie Boulton explained that the hotels have additional hotel rooms, but they are not offering them due to current corporate contracts. Everyone concurred that we need more hotel rooms than offered to at least match our Sacramento room blocks in order to justify choosing a site with much higher union labor rates. The hotel room rates will not be as low as Sacramento, but are negotiable and all but one include WiFi.
    - ii. **Traffic.** To help offset traffic and travel time, the committee could look at tweaking the traditional session schedule.
  - b. **Sacramento Construction & City Funding Priorities.** Lyndie Boulton stated Unified is committed through 2016 in Sacramento. The City Community Center remodel has been approved to be the priority over any Convention Center expansion, with no current changes to the Convention Center even funded. If a change to San Jose is to occur, then Unified needs to commit by spring 2016 for the 2017 symposium, and sign a

2 year contract to control pricing, etc. The committee will need to have a better understanding of the construction timeline in Sacramento for the Community Center remodel as well as experiencing the completed Sports Entertainment Center once it is booking events to fully know how the downtown changes will impact Unified. Currently, only one new hotel is planned in downtown Sacramento at this time and with only 200 or so total rooms.

- c. John Aguirre expressed concern that if we vacate the Sacramento space, another industry event may move into the space, for example the Santa Rosa show, and that it may then be difficult for us to move back to Sacramento if San Jose wasn't successful. Bill Pauli stated that based on his experience, most people who attend the Santa Rosa show do not stay overnight, they attend for one day. Lyndie Boulton added that she too had this concern but realized that the Santa Rosa show could also move to San Jose if we stay in Sacramento (or book in Sacramento for a different month than January).
- d. **Exhibitor Advisory Committee.** Tom Collins asked if this site change consideration has been put on the upcoming Exhibitor Advisory Committee meeting agenda. Lyndie Boulton confirmed that it tentatively is planned to be a discussion item. Lyndie Boulton also stated that it may be beneficial to add a section of questions specific to a new site in the standard post-show survey we distribute to exhibitors. Questions would address willingness to pay the higher union fees, contrasted with 60+ more booths, all booths inside the same building with just two levels, closer hotels and free WiFi, light rail from airport to some hotels and direct to convention center, etc. We need to ask very pointed questions. Jim Kennedy asked if we would be able to get the survey results before we need to confirm a site for 2017/2018. Lyndie Boulton feels that we can accomplish this. The Exhibitor Advisory Committee will meet during Unified.
- e. Bill Pauli made a motion that the committee is interested in exploring further a potential move and requests that Lyndie Boulton take the following actions, 1) Obtain consensus on the San Jose variables with the Exhibitor Advisory Committee and develop a survey to the exhibitors to collect the proper data to circulate to the LLC Managing Committee, 2) Convey our minimum room block needs to San Jose as a condition to seriously considering their site, and 3) Obtain more details with regards to the various construction timelines in Sacramento. Lyndie Boulton noted that there will be no timeline available from Sacramento such as for the convention center expansion until such projects are funded. She will report back later to the LLC Managing Committee for further review. The motion was second by Lyndie Boulton, and the motion was approved.

## 5. Old Business

- a. **Program Development – State of the Industry Session Moderator Update.** Jenny Devine reported that Mike Veseth agreed to moderate the State of the Industry session, in place of Francesca Schuler. Mike is also a speaker.

## 6. New Business

- a. **2015 – 2016 LLC Managing Committee Chair and Members.**
  - a. **Chair.** Bill Pauli has agreed to return as chair of the LLC Managing Committee as it is CAWG's rotation for this position. David Weiss made a motion to nominate and approve Bill Pauli as chair for the 2015 calendar year. The motion was second by Leticia Chacón-Rodríguez, and the motion was approved.

- b. **ASEV Members.** Leticia Chacón-Rodríguez will step down effective today, after 5 years on the committee. Tom Collins will continue on the committee. Jim Kennedy indicated he is willing to continue service based on ASEV board's wishes. Lyndie Boulton will identify 1-2 new ASEV committee members after the ASEV board meeting to be held the Monday of the Unified week.
  - c. **CAWG Members.** Carson Smith and David Weiss have agreed to serve another year on the committee.  
  
**Bill Pauli assumed chairing the meeting;**
  - d. **ACTION ITEM.** The LLC Managing Committee agreed to approve the final list of members during the next committee meeting.
7. **Next meeting date and time.** The next LLC Managing Committee meeting will be an in-person meeting and will take place at the Sacramento Hyatt Regency, in the Capitol Board Room, at 12:00 PM on Thursday, Jan. 29, 2015. The meeting will include lunch.
8. **Adjournment.** Jim Kennedy moved to adjourn the meeting, second by Lyndie Boulton. Motion carried. The LLC Committee meeting was adjourned at 1:00 PM.