

**LLC Managing Committee Meeting Agenda
Conference Call**

Friday, February 9
3:00 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 February 9 Agenda**
3. **Approval of January 25 Meeting Minutes***
4. **Old Business**
 - a. 2019 Unified Program Development Committee Chair*
5. **New Business**
 - a. 2019 Keynote Luncheon Speaker
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
In-Person Meeting**

Thursday, January 25, 2018
Noon – 1:30 PM
Hyatt Regency, Capitol Board Room

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 12:15 PM.
2. **Approval of January 25 Agenda.** Nichola Hall moved to approve the January 25 agenda, Lise Asimont second the motion. Motion was approved.
3. **Approval of January 8 Meeting Minutes.** Nichola Hall made a motion to approve the January 8 meeting minutes, Tom Collins second the motion. Motion was approved.
4. **Old Business**
 - a. **2020 Unified Updates**
 - i. **Cal Expo Contract.** The Cal Expo contract for the 2020 Unified Wine & Grape Symposium been signed. Addendums to the Hyatt and Sheraton contracts were signed as well as the conference dates changed from the original contracts. If for some reason the convention center is still operational in 2020, there is a 90-day release clause in the contract for Cal Expo.
5. **New Business**
 - a. **2019 Unified Program Development Committee Chair.**
 - i. Aaron Lange expressed thanks to Lise Asimont for her run as chair. Tom Collins made a suggestion to possibly wait to make a decision on a Program Development Committee chair, until we see the feedback from the session surveys, but to discuss potential names.
 1. **In-Person Meeting Dates:** The LLC Managing Committee discussed starting the program process earlier, post frost and pre-canopy management in either March/April or April/May.

2. **Other Comments:** The idea of having both a PDC chair and vice chair was discussed, which would allow for a smooth transition when it is time to select a new chair. In addition, the committee would like to see sub-committee leads for each track. Tom Collins stated that he would be more than happy to help support and mentor whomever the new chair may be.
 3. **Names:** John Aguirre requested that we put together a short list of names to share with the committee, and then schedule a call to discuss. Lise Asimont moved to approve the motion to put together a list of potential names for the Program Development Committee chair. Tom Collins second the motion, the motion was approved. It would also be helpful to put together a list of 5 to 10 bullet points on what we want to see in a Program Development Committee chair, a few examples are:
 - a. Well connected, and not beholden to a certain speaker or company
 - b. The ability to speak to the press
 - c. The full understanding of Unified
 - b. **2018 Unified Registration Report.** Dan Howard reviewed the current registration numbers. He stated that the paid sessions are down by 89 from last year, however the overall numbers are very similar to last year's numbers, and we will get a better sense on the final numbers once the symposium is over and counts come in. John Aguirre asked if there were any other unknown or unexpected expenses that we should be aware of besides the glasses, and Dan Howard stated no there are not.
 - c. **ASEV LLC Managing Committee Reps.** The committee reviewed the ASEV committee member terms and they are as follows: Nichola Hall (2nd Term); Tom Collins (Approved for a 4th term for only 1-year). The goal is to get on a consistent schedule, and each year the committee renews an ASEV rep.
 - d. **Springing Proxy Form.** Dan Howard asked the committee members to complete the proxy for next year.
6. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place via conference call on Friday, February 9, at 3:00 PM.
 7. **Adjournment.** Aaron Lange adjourned the meeting at 1:00 PM.

2019 Unified Wine & Grape Symposium
Program Development Committee (PDC) Chair

Expectations

1. Well connected within the industry
2. Conduct themselves in an unbiased manner
3. The ability to speak to the press
4. Unified experience
 - a. Has attended the symposium and sessions
 - b. Has sat on the PDC
5. Facilitate the PDC discussion
 - a. 2 in-person meetings
 - b. Sub-track conference calls
6. The ability to lead and bring the committee back to the focus of the discussion
7. The ability to join sub-track calls to listen and provide feedback, and direction

Potential 2019 PDC Names

- Tom Collins
- Keith Striegler
- Julie Lumgair