

**LLC Managing Committee Meeting Agenda
Conference Call**

Wednesday, March 11, 2020
3:00 PM

Committee Members (8):

Tom Slater (CAWG Director), Chair (July 1, 2019 - June 30, 2020)

John Aguirre (CAWG President), Mike Boer (CAWG Board Member), Nichola Hall (ASEV Past President), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), Keith Striegler (ASEV Board Member)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of March 11 Meeting Agenda**
3. **Approval of February 6 Meeting Minutes***
4. **Old Business**
 - a. 2020 Registration – Final*
 - b. 2021 Unified – Program Development Committee Co-chairs
 - c. 2021 Unified Welcome Reception
5. **Next Meeting Date and Time**
6. **Adjournment**

**documents attached*

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

Thursday, February 6, 2020
12:00 PM

Cal Expo, Building 8

Committee Members Present

Tom Slater (CAWG Director), Chair (July 1, 2019 - June 30, 2020)

John Aguirre (CAWG President), Mike Boer (CAWG Board Member), Nichola Hall (ASEV Past President), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), Keith Striegler (ASEV Board Member)

Others Present:

Jenny Devine (CAWG Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Tom Slater called the meeting to order at 12:25 PM.
2. **Approval of February 6 Meeting Agenda.** Jim Harbertson moved to approve the February 6 meeting agenda. Nichola Hall second, motion was approved.
3. **Approval of January 23 Meeting Minutes.** Nichola Hall moved to approve the January 23 minutes. Jim Harbertson second, motion was approved.
4. **New Business**
 - a. Thoughts on Cal Expo Overall.
 - i. Reactions from the Exhibit Hall Advisory Committee meeting.
 1. Overall the exhibitors were favorable. Quality of the leads were good, even though the numbers were less.
 2. Food trucks had a backup around 2 pm, but great overall
 3. Few issues with badges, but that was cleared up.
 4. No concern with coming back in 2021
 - ii. Other discussion
 1. The exhibitors located in the Pavilion felt that people didn't seem to know there were exhibits in the building. The food trucks and trees blocked the side entrance on the first day and we adjusted the food trucks the second day to help.
 - iii. An exhibitor received a very large bill that they were not aware of, Freeman stated that they would take care of it. If anything like this happens, it is important for them to go to the exhibitor service desk.
 - iv. Is it possible to add another entrance in 2021? You can enter in through the blue gate, however you cannot drive in.

1. We can look at opening up all of the entrances next year
 - v. Good experience with the shuttles. However, how do we get the attendees know that they are there, how to get the word out that they were very efficient.
 1. Move people around – golf carts – potential sponsor
 - vi. Reduce the number of chairs in the room for the Thursday General Session. It will cost extra in labor; we will need to budget. Or we can rope off part of the room off to keep people in the front.
 - vii. The Grandstand – there is a lot of space to utilize for receptions, luncheon, for sponsorship, meetings, etc.
 - b. **2020 Registration Update.** Dan Howard provided a current registration report. The “exhibit hall only passes” numbers are down, it may be due to the way the passes were distributed this year – online vs hard passes. We are down by 1,700.
 - c. **2021 Unified – Program Development Committee Chair.** John Aguirre discussed the different names that have been discussed as a potential PDC chair. Unfortunately, Julie Lumgair will not be able to chair due to the fires last year. Other names include Nancy Light and Leticia Rodriguez. Keep the co-chair system (vit and enology), and the pre-work with the survey.
 - i. The LLC Managing Committee will submit names to Jenny Devine by February 19th, and we will discuss and finalize during our next meeting.
 1. Matt Frank
 2. Allison Crowe
 3. Nancy Light
 4. Leticia Rodriguez
 - ii. Other Program Discussion
 1. Challenge with the title “keynote” speaker. We need identify who our target speaker is, is it an industry leader or it is keynote speaker? We also need to focus on speakers that we can get. For further thought and discussion.
 - d. **Funds from the City of Sacramento for 2021.** Dan Howard stated that he has the first \$200,000 check for 2020 and they have approved the additional \$200,000 for 2021. It is not fully confirmed, and it will come with conditions. Dan Howard will report once he receives the information.
 - e. **Proxy and COI.** Dan Howard passed out the proxies for the committee to complete.
5. **Old Business**
- a. **2021 Unified Welcome Reception.** Tom Slater felt that it the welcome reception was very successful and well attended. The committee decided to table the reception discussion for a later date. Everyone had a good time, and we will keep it on the schedule for now.
6. **Next Meeting Date and Time.** Jenny Devine will send out a Doodle request out for our next meeting, the week of March 9.
7. **Adjournment.** Tom Slater adjourned the meeting at 1:12 PM.

2020 Unified Wine & Grape Symposium Registration Summary Report

3/10/2020

Paid General Sessions	2,020	2,019	Variance
3-Day	614	712	(98)
1-Day	607	584	23
	1,221	1,296	(75)

Overall Attendance

ASEV Members	245	294	(49)
CAWG Members	353	395	(42)
Non-members	425	500	(75)
Exhibitors (Pd Sessions)	116	107	9
Exhibitors (Comp Sessions)	490	527	(37)
Exhibitor Staff	3,472	3,383	89
Exhibits Only	5,902	7,469	(1,567)
Keynote Luncheon (incl comps)	374	360	14
Spanish Track	94	96	(2)
Comp (press, speakers, VIP)	287	249	38
Sub Total	11,758	13,380	(1,622)
Duplicate Reg Types	(314)	(253)	(61)
Total	11,444	13,127	(1,683)