

**LLC Managing Committee Meeting Agenda
Conference Call**

Wednesday, March 29
3:00 PM

Committee Members (8):

Aaron Lange (CAWG Chair), Chair (January-December 2017)

John Aguirre (CAWG President), Lise Asimont (ASEV Director), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Board 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 Wednesday, March 29 Agenda**
3. **Approval of January 26 Meeting Minutes***
4. **Old Business**
 - a. Future of the Convention Center – City Council Meeting
 - b. Communications & PR
 - c. Final Registration Report & Updates from 2017 Unified*
 - d. State of the Industry Line-Up
 - e. State of the Industry Press Conference
5. **New Business**
 - a. Attendee Badges – Potential Changes
 - b. Keynote Speaker Discussion
6. **Next Meeting Date and Time**
7. **Adjournment**

**Documents attached*

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

Thursday, January 26, 2017
Noon – 1:30 pm

Committee Members Present:

Aaron Lange (CAWG Chair), Chair (January-December 2017)

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

Others Present

Jenny Devine-Smith (CAWG Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Aaron Lange called the meeting to order at 12:10 PM.
2. **Approval of January 26 Agenda.** John Aguirre requested to add Other Business, regarding Communications/PR, after New Business. Bill Pauli moved to approve the agenda as amended, John Aguirre second. Motion was approved.
3. **Approval of January 13 Meeting Minutes.** Bill Pauli moved to approve the minutes, second by Tom Slater. Motion was approved.
4. **Old Business**
 - a. **Winery of the Year.** The LLC Managing Committee discussed the State of the Industry session, with the changes that were made.
 - i. Danny Brager, The Nielsen Company, hosted a semi-winery of the year that included a top 10 list of wineries within other states. Several wineries were recognized for their accomplishments on a broader scale. He had different categories and stars. Comments from the committee included:
 1. Lise Asimont felt that Danny's announcement alleviated stress from Unified for making this announcement.
 2. Bill Pauli thought Danny's announcement was very well balanced. We should convey to Danny that the information was solid and we should invite him back next year, having him do something the same or similar.
 3. Tom Slater stated that he received feedback from a few people, they stated that we didn't do a Winery of the Year, but that they liked what we did in place of Winery of the Year (Danny's presentation).
 4. Nichola Hall felt that Danny's presentation was very visual and interesting.
 5. **Further Discussion.**

- a. Tom Collins asked how does Unified proceed without owning this? Do we want to keep Danny on this panel, giving him this role, are we ready to make that decision?
- b. Can the LLC Managing Committee come to a consensus that this is something we want to see at the next SOI? If we appreciate the style that Danny delivered it, of filling the void with similar recognition, by either Danny again or another speaker. The consensus was that yes, we can go to the next discussion based on what we saw this year.

b. **State of the Industry.**

- i. Bill Pauli brought forward a discussion regarding Nat DiBuduo's presentation. He feels that we need to do better with grapegrowing representation within the industry at this session. He continued to state that we should not be afraid of changing this, we are always looking to improve, the comments and feedback have nothing to do with Nat personally or Allied, and the committee can look elsewhere to fill that need.
- ii. John Aguirre stated that he received feedback that Nat's presentation was not as professional as the other presentations. Lise Asimont stated that she also received feedback that his presentation was not up to code.
- iii. Aaron Lange stated that we will start looking at SOI and start looking at a new slate of speakers.
- iv. The committee felt that Glenn Proctor did a fantastic job, and no one should have a hold on either spot on the panel. They are also the voice of our industry during the press event, which is very important, and the panelists need to understand and articulate the Unified brand.
- v. The committee felt that Mike Veseth, as always, did a very good job and is key to the panel.

5. **New Business**

- a. **New LLC Managing Committee Member (ASEV Representative).** Dan Howard stated that the new ASEV representative for the LLC Managing Committee is Lise Asimont, and has officially been approved by the ASEV board.
- b. **Registration Report.** Dan Howard provided a first look at the registration numbers, we are looking to hit our numbers from last year. He will send out a final report to the committee.
- c. **Convention Center Remodel Discussion.** The LLC Managing Committee visited with the city of Sacramento, and there are a lot of unknown unknowns. The group discussed starting construction in 2020, but after the Mayor's State of the City, the start is now unknown. The executives assured us that Unified is on the top of their list, there is a city council meeting taking place in April (date to be determined) Recommendation was that we meet with key people prior to the meeting and attend the city council meeting in person.
- d. **2018 Program Development Committee Chair.** Aaron Lange thanked Lise Asimont for her time as Program Development Committee for 2017. John Aguirre would like to nominate Lise Asimont as the Program Development Committee chair 2018, second by Tom Slater. The motion was approved.
- e. **Springing Proxy and Conflict of Interest Statement Form.** Dan Howard passed out the proxy and conflict of interest for the committee to sign.

- f. **Quorum and Vote of the Members (from LLC Operating Agreement).** Dan Howard reviewed the LLC Operating Agreement.
 - i. **Quorum:** Section 7.8. (f) Quorum. The presence in person, by means of conference telephones, video conferencing, online conferencing or similar communications equipment or by Proxy of six (6) of eight (8) of the Managing Committee members shall constitute a quorum at a meeting provided, however, that there must be at least three (3) Managing Committee members present representing each Member. If a quorum is lost during any meeting, the Managing Committee shall transact no further business and adjourn the meeting.
 - ii. **Vote of the Members:** Section 1.35. “Vote of the Members” means Members making decisions by a Vote of six (6) of the eight (8) members of the Managing Committee provided, however, that a Member will be deemed to have voted on a matter when at least three (3) of its appointees on the Managing Committee express support or opposition for the matter, as they deem appropriate.
6. **Other Business.**
 - a. **Communications and PR issues.** John Aguirre reviewed an issue with committee with regards to how the keynote speaker, Eric Asimov, and their photographer from the New York Times were handled by Ken Freeze, with Brown Miller Communications. Dan Howard stated that it is in the Brown Miller Communications contract that Mike Miller should be more involved, if there are any issues with Ken Freeze, Mike should get involved. Dan Howard has discussed this with Mike over the last 3 – 4 years. The committee feels that we need a change, and we can put this in the next meeting agenda to discussed.
 - b. **Reorganize how we do the SOI press conference.** The committee discussed tabling this discussion to the next meeting.
7. **Next Meeting Date and Time.** The next meeting will take place on Wednesday, March 29, at 3:00 PM.
8. **Adjournment.** Aaron Lange made a motion to adjourn the meeting at 12:57 PM, second by Tom Collins. Motion was approved.

2017 Unified Wine & Grape Symposium Registration Summary Report

2/28/17

Paid General Sessions	2017	2016	Variance
3-Day	843	860	-17
1-Day	607	632	-25
	<hr/>	<hr/>	<hr/>
	1,450	1,492	-42
 Overall Attendance			
ASEV Members	372	441	-69
CAWG Members	425	428	-3
Non-members	554	540	14
Exhibitors (Pd Sessions)	99	83	16
Exhibitors (Comp Sessions)	605	565	40
Exhibitor Staff	3,283	3,513	-230
Exhibits Only	7,361	7,463	-102
Keynote Luncheon (incl comps)	434	482	-48
Spanish Track	102	115	-13
Comp (press, speakers, VIP)	242	200	42
Sub Total	<hr/>	<hr/>	<hr/>
	13,477	13,830	-353
Duplicate Reg Types	-448	-380	-68
Total	<hr/>	<hr/>	<hr/>
	13,029	13,450	-421