

**LLC Managing Committee Meeting Agenda
Conference Call**

April 14, 2016
3:00 PM

Committee Members (8):

Jim Kennedy (ASEV Past President), Chair (January-December 2017)
John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Board 1st Vice President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Director), and David Weiss (CAWG Director)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of April 14 Agenda**
3. **Approval of March 22 Meeting Minutes***
4. **Old Business**
 - a. State of the Industry
 - b. 2017 Unified Keynote Speaker
 - c. Brief Program Development Committee Update
5. **Next Meeting Date and Time**
6. **Adjournment**

**documents attached*

(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

**LLC Managing Committee Meeting Minutes
Conference Call**

March 22, 2016
3:00 PM

Committee Members Present

Jim Kennedy (ASEV Past President), Chair (January-December 2016)
John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Board 1st Vice President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), and David Weiss (CAWG Director)

Committee Members Present

Tom Slater (CAWG Director)

Others Present

Jenny Devine-Smith (CAWG Staff)

Committee Members (8):

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Jim Kennedy called the LLC Managing Committee meeting to order at 3:06 pm.
2. **Approval of March 22 Agenda.** Nichola Hall moved to approve the agenda with the amended change of adding the State of the Industry session to New Business, second by John Aguirre. Motion was approved.
3. **Approval of January 28 Meeting Minutes.** David Weiss moved to approve the meeting minutes as submitted, David Weiss approved, second by Nichola Hall. Motion was approved.
4. **New Business**
 - a. **Opt-Out Option in Directory.** Adding an opt-out option during the registration process for people who do not want to be included in the directory of registrants. Dan Howard shared with the committee that over the years, attendees have become frustrated that there is not the option to opt-out and do not want to be listed in the Directory of Registrants. He continued to state that we sell an average of \$19,000 per year. After further discussion, the committee decided to keep as is, no option to opt-out.
 - b. **2017 Unified Keynote Speaker.** John Aguirre provided a summary of past speakers and who we have reached out to.
 - i. What type of speaker are we looking for? Who would we like to see on the stage in 2017, whether that was someone from the alcohol and beverage industry, someone outside of the industry. Bill Pauli and David Weiss stated that we should follow the past of the last two years. Nichola Hall stated that as long as it is a known name, someone who does not need to jump through the HR and Legal hoops. Francis Ford Coppola is still on the top of the list.
 - ii. Nichola Hall mentioned John Lasseter; he has a small winery, Lasseter Family Winery, in Sonoma County, an American animator and director.
 - iii. The timeline is sooner rather than later. If we could have someone committed by mid-May, no later than June 1, and we should have a list of potential speakers and an invitation out prior to the first Program Development Committee meeting. It has been requested that each member send over suggested names to Jenny Devine.

- c. **Wednesday State of the Industry – Jon Fredrikson.** John Aguirre had a conversation with Jon Fredrikson, and Jon stated that he is not planning on speaking at the 2017 Unified State of the Industry session. As everyone is aware, Jon’s publication has been purchased and he will officially be retiring. John Aguirre did ask if Jon could be present to announce the Winery of the Year, come back one more time in a modest capacity, and Jon wasn’t too sure if he wanted to do that. Jon suggested Jon Moramarco with BW 166 LLC, as a replacement. Tom Collins stated that he is not as dynamic as Jon Fredrikson. John Aguirre will speak to Nat DiBduo and Mike Veseth to see if they know of anyone who might be a good replacement for Jon.

5. **Old Business**

- a. **2016 Unified Registration Report.** Dan Howard stated that were down in exhibitor staff and exhibitor only paid, but that the overall numbers stayed very close to last year’s numbers.
- b. **2017 Program Development Committee Chair and Committee Selection.** Jenny Devine stated that a list of potential committee members has been drafted, and has been communicated to Lise Asimont and Dan Howard. Once the committee members have been identified and approved, an official invitation and availability request will be distributed.
- c. **Increase in Regional Focused Symposiums.** The committee concluded that we should continue to be aware of other events taking place within the industry and in California, and if there are any strategic decisions made that may impact us, we will then regroup and discuss. It has been requested that everyone bring any potential issues to the managing committee as they may arise.

6. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on Thursday, April 14, at 3:00 PM.

7. **Adjournment.** Tom Collins move to adjourn the meeting, second by Nichola Hall. The meeting was adjourned by 3:45 PM.