



**LLC Managing Committee Meeting Agenda
Zoom Meeting**

Monday, May 22, 2023
3:00 PM

Committee Members (8):

Jim Harbertson (ASEV Technical Program Director), Chair (July 1, 2022 - June 30, 2023)
Mike Boer (CAWG Past Board Member), Natalie Collins (CAWG President), Tom Collins (ASEV Past President), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV 2nd Vice President), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Chair)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of May 22 Meeting Agenda**
3. **Approval of March 20 Meeting Minutes***
4. **Old Business**
 - a. 2024 Program Development Committee Update
 - b. Keynote Speaker Discussion
5. **New Business**
 - a. Next LLC Managing Committee Chair
 - b. Operating Agreement
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*



LLC Managing Committee Meeting Minutes Zoom Meeting

Monday, March 20, 2023
3:00 PM

Committee Members:

Jim Harbertson (ASEV Technical Program Director), Chair (July 1, 2022 - June 30, 2023)
Mike Boer (CAWG Past Board Member), Natalie Collins (CAWG President), Tom Collins (ASEV Past President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair)

Committee Members Not Present:

Anita Oberholster (ASEV 2nd Vice President), Tom Slater (CAWG Chair)

Others Present:

Jenny Devine (CAWG Staff); Jen Smalley (ASEV Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Jim Harbertson called the meeting to order at 3:01 PM.
2. **Approval of March 20 Meeting Agenda.** Mike Boer moved to approve the March 20 meeting agenda. Tom Collins second the motion, motion was approved.
3. **Approval of February 16 Meeting Minutes.** Tom Collins moved to approve the February 16 meeting minutes. Natalie Collins second the motion, motion was approved.
4. **Old Business**
 - a. **2024 Program Development Committee Update.** Natalie Collins started the conversation by providing an update on the two Program Development Committee chairs, which will be Alisa Jacobson and Devin Parr. Jenny Devine provided an update on where we are with the PDC member invitation and meeting dates. Invitations will be going out this week and the dates for the two meetings will be selected shortly. Dan Howard stated that the format will be the same as 2023, the first meeting will be in-person and the second meeting will be virtual.
 - b. **Final 2023 Unified Registration Update.** Dan Howard provided a final report on the registration numbers. We exceeded our paid registration budget by a little over 200 registrations.
5. **New Business**
 - a. **Keynote Speaker Discussion.** Natalie Collins kicked off the discussion; do we want to stay on the celebrity path. Bill Pauli stated that we have built up the luncheon, it is a nice set-up and format, that we do not necessarily need a celebrity name. We should think about what we want to see as a program, then select the speaker. With where we are on the banking side, where the industry is going to be, where is it heading. The impact on the winery side and grower side, education side, budget/economy. Think about what is going on in the industry right now, give it some time and see where we are heading and let the program discussion pave the path. Someone like an economist. We will see more of a focus around the economy and economics. Natalie Collins - Let's get our brains moving on some names.
 - i. **Name to add on for 2024:**
 1. Jancis Robinson. She could potentially cover this topic, sustainability of the industry. Knowledge of what is happening in Europe and other countries.
 2. Another person to add back on was Dusty Baker, since he did attend in 2023.



3. Innovators/Innovation
4. Why are the winners winning
5. Look at who is in the room – winemakers, grape growers, business owners. Entertaining and engaging – broad content.
6. Food related, wine related, tasting room experience – food/wine pairing
 - a. Direct to consumer list

ii. **Historical Data**

1. 2023: Robin McBride, McBride Sisters; facilitated by Julia Coney
2. 2022: Steve Ostoja, USDA California Climate Hub
3. 2021: No Keynote; Virtual
4. 2020: Jeff O’Neill, O’Neill Vintners and Distillers
5. 2019: Lance Winters, St. George Spirits
6. 2018: Gina Gallo, E. & J. Gallo
7. 2017: Eric Asimov, The New York Times
8. 2016: Fred Franzia, CEO, The Bronco Wine Company
9. 2015: Rick Tigner, CEO, Kendall Jackson
10. 2014: Jerry Baldwin, founder Starbucks, former CEO at Peets

6. **Next Meeting Date and Time.** The next LLC Managing Committee Meeting will take place on Monday, May 22, at 3:00 PM
7. **Adjournment.** Jim Harbertson adjourned the meeting at 3:29 PM.