

**LLC Managing Committee Meeting Agenda  
Zoom Meeting**

Tuesday, June 2, 2020  
3:00 PM

**Zoom Meeting Details:**

Join Zoom Meeting

<https://us02web.zoom.us/j/89373014837?pwd=Szh2TWxNS0REYnl3VE8wQlVPWFpMQT09>

Meeting ID: 893 7301 4837

Password: 157450

Dial by your location: 1 669 900 6833 US (San Jose) OR 1 253 215 8782 US (Tacoma)

**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 June 2 Meeting Agenda**
3. **Approval of May 21 Meeting Minutes\***
4. **Old Business**
  - a. Unified 2021 Status
  - b. Program Development Committee 1<sup>st</sup> Online Meeting Update
5. **Next Meeting Date and Time**
6. **Adjournment**

*\*documents attached*

**LLC Managing Committee Meeting Minutes  
Zoom Meeting**

Thursday, May 21, 2020  
2:00 PM

**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

Mike Testa, CAWG Board Chair

Kristen Barnhisel, ASEV Board President

Michael Mieler, Arup (Guest Speaker)

Ibbi Almufti, Arup (Guest Speaker)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order.** Tom Slater called the meeting to order at 2:02 PM.
2. **Approval of May 21 Meeting Agenda.** Jim Harbertson moved approve the May 21 meeting agenda. Mike Boer second, motion was approved.
3. **New Business**
  - a. **COVID-19 Discussion.** Guest speakers, Michael Mieler and Ibbi Almufti, with Arup, provided a summary on the risk analysis they conducted for Unified on the likelihood of hosting the symposium in the January, February or May timeframe.
    - i. They provided three scenarios.
      1. Scenario #1: No Therapeutics
        - a. January/February Likelihood: Very High
        - b. May Likelihood: Medium
        - c. Symposium cancelled at the last minute
      2. Scenario #2: Therapeutics (no vaccine)
        - a. January/February Likelihood: Very Low
        - b. May Likelihood: Medium
        - c. Symposium takes place but physical distancing measures and low attendance
      3. Scenario #3: Therapeutics (vaccine)
        - a. January/February Likelihood: Very Low
        - b. May Likelihood: Low
        - c. Symposium takes place as normal but with lower attendance

- ii. Key changes would include:
  - 1. 25% - 30% reduction in vendor booths
  - 2. 60% - 65% reduction in occupancy capacity
  - 3. Need to monitor number of occupants to voice high volumes of people
  - 4. The need for extra cleaning, temperature checks, hand sanitizing stations, etc.
- iii. Financial Risks
  - 1. Scenario 1: Symposium Cancelled
    - a. Cost: \$500,000
    - b. Revenue: (\$500,000)
  - 2. Scenario 2 & 3: Symposium Takes Place
    - a. Cost: \$1,800,000
    - b. Revenue: \$1,650,000
    - c. Net Loss: \$150,000
- b. Discussion:
  - i. Negotiate with Sacramento Convention Center to get more time to make decision about May date
    - 1. Mike Testa stated the convention center might not be the most ideal location with the required spacing for social distancing, but because Cal Expo has a large open space, it might be the better location with the spacing outside. He then suggested to create a Unified printed/online vendor catalog, where exhibitors and advertisers are able to place an ad in the program.
    - 2. May is a very difficult time for grape growers to travel and to attend a conference due to what is going on in the vineyards at that time.
  - ii. Conduct a survey of membership to understand their concerns and preferences for the 2021 conference
  - iii. Monitor situation and re-evaluate in 3-4 months
    - 1. Tom Slater stated that it is very important to see how things go in the month or two. Could this go the other way, and what if things turn.
    - 2. It was recommended to look at what the Tulare Farm Show is doing.
    - 3. The next two months will be very informative, if we can hold off without accruing any further expenses, if we can wait to make a final decision.
  - iv. Consider adaptive strategies:
    - 1. Virtual conference sessions (including sessions focused on Covid-19)
      - a. Bill Pauli asked if we have looked into the success of a virtual conference. He stated that we could make it worthwhile for the exhibitors and sponsors by offering some sort of incentive for 2022. He recommended that we look at those who have hosted their events virtual, like the Wine Economics Summit.
      - b. John Aguirre agrees that to stay relevant, that we need to look into hosting a virtual event.
    - 2. Smaller trade show in outdoor venue: Cal Expo has the space outdoors.

- v. Risk analysts, the odds for the bad things to happen with this virus is much higher than positive things to happen.
    - 1. January and February are definitely out
    - 2. If we can wait a few months to make this decision for May, that would be ideal, to see how things play out.
  - vi. The LLC Managing Committee will reconvene in June. Tom Slater directed Dan Howard and John Aguirre to discuss and provide a recommendation to the committee.
4. **Approval of April 16 Meeting Minutes.** Mike Boer made a motion to approve the April 16 meeting minutes. Nichola Hall second, motion was approved.
5. **Old Business**
- a. 2021 Unified – Program Development Committee Update. John Aguirre provided an update regarding the two Program Development Committee meetings. Both will take place via Zoom and will feature two key speakers each session. The key speakers will focus on the impact COVID-19 will have on the industry and the new trends. The meeting details are listed below, and Jenny Devine will send out a meeting request to the full committee to join if available.
- PDC Meeting #1**  
Key Speakers: Mike Veseth & Stephen Ranekleiv  
Meeting Date & Time: Thursday, May 28, 9 AM – 11 AM
- PDC Meeting #2**  
Key Speakers: Jeff Bitter & Jon Moramarco  
Meeting Date & Time: Thursday, June 4, 1 PM – 3 PM
6. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on Tuesday, June 2, at 3:00 PM. Jenny Devine will send out a meeting invitation with the Zoom details.
7. **Adjournment.** Tom Slater adjourned the meeting at 3:25 pm.