

**LLC Managing Committee Meeting Agenda
Zoom Meeting**

June 28, 2021
2:00 PM

Zoom Meeting Details:

Join Zoom Meeting

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

Dial by your location

- +1 669 900 6833 US (San Jose)
- +1 408 638 0968 US (San Jose)
- +1 253 215 8782 US (Tacoma)

Meeting ID: 893 7301 4837

Passcode: 157450

Committee Members (8):

Keith Striegler (ASEV 2nd Vice President), Chair (July 1, 2020 - June 30, 2021)

John Aguirre (CAWG President), Mike Boer (CAWG Director), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV Past Board Member), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Director)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of June 28 Meeting Agenda**
3. **Approval of May 14 Meeting Minutes***
4. **Old Business**
 - a. Keynote Speaker Discussion
 - b. Program Development Committee Update
5. **New Business**
 - a. Current Booth Sales
 - b. LLC Managing Committee Next Chair
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*

LLC Managing Committee Meeting Minutes
Zoom Meeting

May 14, 2021
1:00 PM

Committee Members Present:

Keith Striegler (ASEV 2nd Vice President), Chair (July 1, 2020 - June 30, 2021)

John Aguirre (CAWG President), Mike Boer (CAWG Director), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV Past Board Member), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Director)

Others Present:

Jenny Devine, CAWG Staff

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Keith Striegler called the meeting to order at 1:06 PM.
2. **Approval of May 14 Meeting Agenda.** Jim Harbertson made a motion to approve the May 14 meeting agenda. Tom Slater second, motion was approved.
3. **Approval of March 11 Meeting Minutes.** Mike Boer made a motion to approve the March 11 meeting minutes. Jim Harbertson second, motion was approved.
4. **Old Business**
 - a. **Keynote Speaker Discussion.** John Aguirre stated that the PDC provided suggested names and topics for the Keynote Speaker Luncheon, and he feels if we can identify topics, narrowing it down to one or two that we would like to cover, we can then identify a speaker easily.
 - i. **Potential Topics or Themes.** John Aguirre stated that the PDC hit on a few key issues:
 1. **Climate Change.** Not to rehash the political side of the topic, but to talk about specific impacts, adaptation strategies, and opportunities to help mitigate with a take home value. Speakers could include from the ag lending and major crop insurance side.
 2. **Appealing to a more diverse consumer base.**
 - a. Challenges of getting younger people to drink wine, how to appeal to the younger generation.
 - b. How to sell wine: social media, etc.
 - c. How to reinvent yourself as a winery
 - d. How to stay relevant and grow your consumer base
 - e. Krypto currency and how to introduce younger buyers to the wine industry through Krypto
 - f. Potential speaker could include: co-founder of Wine Folly – Madeline Puckette

3. **Economic overview and global issues impacting our industry** (Bill Pauli):
 - a. Where we will be in the overall economic recovery, by January 2022, within several different sectors such as the restaurant industry, the travel and tourism industry, the wine industry, etc.
 - b. The economic impact of climate change, including fire, draught, etc.
 - c. The health recovery from the pandemic
 - d. The impacts on trade and exports
 - e. The supply of products such as glass and aluminum.
 - f. What is the current impact on wineries and growers?
<https://www.svb.com/globalassets/trendsandinsights/reports/wine/sotwi-2021/svb-state-of-the-us-wine-report-2021.pdf>
 - g. If we get the right speaker, we could tie it well with the State of the Industry session, and then transition to the Climate Change theme on Thursday.
 - h. Potential Speaker: Curtis Dubay, Senior Economist with the U.S. Chamber of Commerce: <https://www.uschamber.com/curtis-dubay#:~:text=Curtis%20Dubay%2C%20senior%20economist%20in,the%20Chamber's%20Chief%20Economists%20Committee>.
 - i. John Aguirre will ask Mike Veseth to see if he knows of anyone who can speak on the economic impacts and who would be a good fit for our group, as he knows our audience well.

- b. **2022 Unified Program Development Committee Update.** Jenny Devine, John Aguirre, Mike Boer provided an update. The first Program Development Committee meeting took place on Monday, April 26, and Jenny Devine is working on getting the first sub-committee meetings scheduled to discuss content. The second Program Development Committee meeting will take place on Friday, June 4.

5. New Business

- a. **2020 UW&GS Final Distribution.** Dan Howard stated that we currently have 90% of the estimated profit. Once the audit is complete and the expenses are in, we divide the remaining profit between the two managing partners. He continued to state that we typically do not have this conversation with the LLC Managing Committee, but the reason why we are discussing it today is because the accountant is suggesting not to pay out the profit distribution at this time and wait until we are able to host another successful Unified.
 - i. We currently have a deficit because we paid out the \$200,000 funds, we received from Visit Sacramento.
 - ii. We have the funds, however our accountant has concerns because if anything were to happen and next Unified is not successful due to the pandemic, both organizations would need to pay in. Both CAWG and ASEV have the funds to pay back into the account, but they would prefer not to.
 - iii. John Aguirre does not see the need to keep the funds under the LLC. It has been a difficult year for CAWG, overall, and it is more beneficial for the association to see the funds distributed. Both organizations have the reserves if need down the road.
 - iv. Dan Howard stated that we need a motion for the payout to have on file for the accountant's documentation. Keith Striegler has asked for a motion to approve the payout of the funds to each managing partner. Tom Slater made the motion to approve the payout to both managing partners, ASEV and CAWG. Mike Boer second, motioned was approved.

6. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will be June 28, 2021, at 2:00 PM.
7. **Adjournment.** Keith Striegler adjourned the meeting at 1:57 PM.