

**LLC Managing Committee Meeting Agenda
Zoom Meeting**

August 23, 2021
3:00 PM

Zoom Meeting Details:

<https://us02web.zoom.us/j/89054973587?pwd=dCtPQ214bkZQZk1xa0tZYUhzMzZ5QT09>

Meeting ID: 890 5497 3587

Passcode: 092532

Dial by your location

+1 253 215 8782 US (Tacoma)

+1 408 638 0968 US (San Jose)

+1 669 900 6833 US (San Jose)

Committee Members (8):

Mike Boer (CAWG Past Director), Chair (July 1, 2021 - June 30, 2022)

John Aguirre (CAWG President), 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 Vice Chair)
Keith Striegler (ASEV 1st Vice President)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of August 23 Meeting Agenda**
3. **Approval of July 26 Meeting Minutes***
4. **Old Business**
 - a. Keynote Speaker Discussion
 - b. SOI Speaker Update
5. **Next Meeting Date and Time**
6. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
Zoom Meeting**

July 26, 2021
2:00 PM

Committee Members Present:

Mike Boer (CAWG Past Director), Chair (July 1, 2021 - June 30, 2022)

John Aguirre (CAWG President), 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 Vice Chair)
Keith Striegler (ASEV 1st Vice President)

Others Present:

Jenny Devine (CAWG Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Mike Boer called the meeting to order at 1:00 PM.
2. **Approval of July 26 Meeting Agenda.** John Aguirre would like to request motion to amend the agenda to add on State of the Industry Speaker line-up under New Business. Jim Harbertson made a motion to amend the June 26th agenda to add in the State of the Industry Speaker line-up under New Business. Keith Striegler second the motion, motion was approved.
3. **Approval of June 28 Meeting Minutes.** Tom Slater moved to approve the June 28 meeting minutes. Keith Striegler second the motion, motion was approved.
4. **New Business**
 - a. **Budget Discussion.**
 - i. Dan Howard led us through the budget discussion, and stated that he previously reviewed the budget with John Aguirre and Jenny Devine. Budget highlights included:
 1. **Services:** the budget includes a 5% - 10% increase in most services.
 2. **Exhibit Hall:**
 - a. We have currently sold 760 booths thus far. We have room to sell 255 more, but with the pandemic, the budget is conservative.
 - b. In 2021 we approved a booth fee increase to \$2,400 and we do need to approve the fee for 2023.
 - c. Mike Boer asked how we fit in with other shows with regards to cost, are we are in line with other shows or a bit lower. Dan Howard stated that we are typically lower in booth fees than most shows.
 - d. Bill Pauli made the motion to approve the booth fee increase to \$2,400 in 2023. Jim Harbertson second the motion, motion was approved.
 - e. We will review the booth fee this same time next year for 2024 to see if we want to increase. We do raise the rate on average every 2 – 3 years.
 - f. Keith Striegler stated that, in 2023 our focus needs to be getting the remaining 255 booths sold.

3. Registration:

- a. We decreased registration numbers by 25% attrition due to reports from what other conferences are seeing in registration rates.
 - b. John Aguirre added that it doesn't change any of the program or quality of the event, it just means that we assume with this budget, registration will be potentially lower due to the pandemic.
 - c. Dan Howard recommends that we keep our mobile app for 2022.
 - d. Mike Boer asked how much less income this will be based on previous years, Dan Howard feels that it will be \$150,000 lower than 2020.
- ii. Jim Harbertson moved to approve the budget as submitted. Bill Pauli second, the motion was approved.

b. State of the Industry Line-Up.

- i. John Aguirre provided an update regarding the SOI line up. Aguirre reminded the committee of the key regular presenters who anchor the SOI session:
 1. Mike Veseth
 2. Jeff Bitter
 3. Danny Brager
 4. Broker (Ciatti or Turrentine)
- ii. John Aguirre stated Glenn Proctor, with Ciatti Company, and Jon Moramarco, with bw166, spoke on the 2021 Unified SOI panel. For 2022, because Ciatti Company spoke in 2021, we will reach out to Steve Fredricks, with Turrentine Brokerage, to be the 3rd speaker. For the 4th speaker, he would like to discuss what kind of topic or speakers we would be interested in.
- iii. We first need an approval to invite Mike, Jeff, Danny. Mike Boer agreed to move forward with approving the current speaker line up with beginning the discussion for the 3rd speaker, the broker, and the potential 4th speaker.
- iv. The broker representation always provides more of a global perspective on bulk wine supply. The process of rotating between the two major brokerage firm works well for the SOI. Bill Pauli asked if we do not ask Steve to speak, who would we? He feels that Steve is a good speaker, a good fit, and we should move forward as there really are no other choices. Keith Striegler agrees.
 1. Bill Pauli made the motion to approve the three speakers and moderator – Mike Veseth, Jeff Bitter, Danny Brager and Steve Fredricks. Anita Oberholser second, the motion was approved.
 2. Further discussion: Keith reminded that it is important to make sure they are not giving a similar presentation right before or right after Unified – the information is fresh for our attendees.
- v. **4th speaker discussion:**
 1. We should discuss what topics will be appropriate for January 2022 – John Aguirre asked Mike Veseth for suggestions, and Veseth suggested merger and acquisitions. There have been some significant vineyard sales, for example the Ste Michelle Wine Estates sale, and wineries that went public.
 2. Another good discussion would be the current state of the restaurant industry, their financial position and economic conditions. The National Restaurant Association would be a good place to look for a potential speaker.
 3. For the mergers and acquisitions side, Mike Boer suggested Mario Zeponi. Dan Howard stated that we need to keep in mind diversity and continue down that path. Where we have the opportunity to feature someone we haven't thought of before. The group decided to table this discussion for the next meeting. John Aguirre will confirm the original slate, and then we will discuss the final speaker during our next meeting.

5. **Old Business**

- a. **Keynote Speaker Discussion.** John Aguirre has reached out to other ag leaders for recommendations and received a second name:
 - i. Mario Zepponi highly recommended Robert Heller, an Economist
 - ii. There was interest in identifying speakers for the keynote speaker position who reflect demographic diversity. It was noted that the two suggested speakers are two older white males
- b. **Program Development Committee Update.** Jenny Devine provided an update to the committee on where the Program Development Committee stands with the program. Each sub-committee has met three times and the program is currently in development and she feels is in good shape.
 - i. **Agenda Timeline.** Jenny Devine reviewed the proposed changes to the Unified program agenda. The big change will be shifting the Joint Tasting Session to Wednesday, from Tuesday. There was no objection to the change in the timeline.

6. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on Monday, August 23 at 3 PM.

7. **Adjournment.** Mike Boer called for a motion to adjourn the meeting. Jim moved to approve the motion to adjourn the meeting. Anita Oberholster second, motion moved, and meeting was adjourned at 2:01 PM.