

**LLC Managing Committee Meeting Agenda
Conference Call**

Wednesday, November 9, 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), Aaron Lange (CAWG Chair), Bill Pauli (CAWG Past Chair), and Tom Slater (CAWG Director)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of November 9 Agenda**
3. **Approval of August 4 Meeting Minutes***
4. **Old Business**
 - a. Revised Budget*
 - b. Winery of the Year
5. **New Business**
 - a. Meeting schedule for SCC remodel/construction update with the Sacramento Convention and Visitors Bureau
 - b. Review the umbrella policy for UW&GS
6. **Next Meeting Date and Time**
7. **Adjournment**

**LLC Managing Committee
Meeting Minutes**

Thursday, August 4, 2016

Committee Meetings Present

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)

Others Present

Jenny Devine-Smith (CAWG Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Jim Kennedy called the meeting to order at 3:06 PM.
2. **Approval of August 4 Agenda.** Dan Howard requested to move agenda item 5.a to 4.a. Aaron Lange moved to approved the agenda as amended, second by Nichola Hall. Motion approved.
3. **Approval of June 10 Meeting Minutes.** Nichola Hall moved to approve the June 10 meeting minutes as submitted; second by Bill Pauli. Aaron Lange abstained because he was not there. Motion was approved.
4. **Old Business**
 - a. **LLC Managing Committee:** Announce New CAWG Committee Member. John Aguirre introduced CAWG's new appointee Aaron Lange, with LangeTwins and CAWG chair. He will be taking the position that David Weiss held. Jim Kennedy would like to thank David Weiss for all of his service to the group.
 - b. **State of the Industry Update.** John Aguirre reported we have confirmed a full slate of speakers for the SOI.
 - i. Mike Veseth, Wine Economist, Moderator
 - ii. Danny Brager, The Nielsen Company
 - iii. Nat DiBuduo, Allied Grape Growers
 - iv. Glenn Proctor, The Ciatti Company
 - c. **2017 Unified Keynote Speaker Status.** John Aguirre is happy to announce that Eric Asimov, with the New York Times, has been confirmed as the 2017 Unified Keynote Speaker.
 - d. **Second Program Development Committee Meeting.** Tom Collins and Jenny Devine reported that we once again held a great committee meeting here in Sacramento. Lise Asimont did a very good job with leading the meeting. There is nothing unusual to report, and we are making good progress.
5. **New Business**
 - a. **2017 Unified Wine & Grape Symposium Budget Review.** Dan Howard provided a budget report. He stated that John Aguirre, Jenny Devine and he met last week to review. He reviewed line by line with the committee, beginning with income and then moving into expenses. A few key items included:
 - i. The booth fee for 2018.
 - ii. The keynote luncheon is growing in popularity. The luncheon will need 300 people to breakeven.. It is not a huge money maker.

- iii. Convention center will have an increase for 2017, specifically for the 3rd floor ballroom, which we are using for commercial space. For the last 10 years, the convention center has been billing us at the wrong rate and it was unfortunately caught with the new system they have set-up. It will not go up in 2018, but will in 2019 due to our 2-year contract.
 - iv. Program: we will be keeping the translation equipment and the tasting costs.
 - v. Nichola Hall had a question regarding the \$9,000 for telephone and utilities. Dan Howard stated that they are for Unified reimburses phone, internet, PG&E, faxes, etc. for both ASEV and CAWG.
 - vi. Not recommending any increases in registration or advertising in 2017 because we made recommended changes in 2016.
 - vii. Nichola wanted to thank Dan Howard for putting together the budget and taking the time to explain.
 - viii. Jim Kennedy entertained a motion to approve the budget as written; Nichola Hall moved to approve the budget; Tom Collins second the motion. The 2017 Unified Wine & Grape Symposium budget as written and discussed by Dan has been approved.
 - b. **2018 Exhibit Booth.** Dan Howard stated that there has been a pattern of 2 – 3 years of increasing the booth fees.
 - i. Dan provided a breakdown of what the costs are to our exhibitors – the cost is to them vs. what we charge them. It depends on the size of the booth and the firm for Unified. Compare the total cost from Sacramento to the other larger convention centers. If we do not increase in 2018, we should in 2019. Nichola Hall stated that she was comfortable with increasing \$150 for the 10 x 10.
 - ii. Motion: Nichola Hall moved that we increase the single 10 x 10 for 2018 from \$2,100 to \$2,250, a 7% increase. Tom Collins second the motion, the motion was approved.
 - c. **Winery of the Year Award.** John Aguirre discussed the Winery of the Year Award that Jon Fredrikson typically gives out during his presentation. How are we going to proceed with this? Will this continue? Will it be the property of Unified and will it remain part of the State of the Industry? How did Jon arrive to this? Should we table this to the next meeting? It is important for the committee to understand that there are people within the industry who value what Jon did and there may be expectations. Dan Howard mentioned that there was a grower of the year, brought forward by Nat DiBuduo a few years ago. The committee would like to table this discussion to the next meeting. We should get the information from Jon on how this decision was made, so we have some sort of guide on the matrix. John moved that we table this discussion on Winery of the Year to the next call; second by Nichola Hall. The motion was approved.
6. **Next Meeting Date and Time.** The next committee meeting will take place on Wednesday, November 9, at 3:00 PM.
7. **Adjournment.** Tom Collins moved to adjourn the meeting, second by Nichola Hall. The meeting was adjourned at 4:05 PM.



Unified Wine & Grape Symposium 2017 Budget

Approved by LLC Managing Committee on 8/4/2016

Highlights of Significant Changes

INCOME	
Exhibits Line #4	<ul style="list-style-type: none"> Managing Committee will need to set booth fee rate for 2018.
Advertising Program Line #6	<ul style="list-style-type: none"> No increase proposed. Last increase was in 2016.
Registration Keynote Line #11	<ul style="list-style-type: none"> Income estimated on less attendance than 2016 actual.
Registration General Line #12	<ul style="list-style-type: none"> No increase proposed. Last increase was in 2016.
Registration Exhibits Only Line #13	<ul style="list-style-type: none"> No increase proposed. Last increase was in 2016.

EXPENSE	
Exhibit Convention Center Exhibit Space Line #25	<ul style="list-style-type: none"> 5% Increase by Sacramento Convention Center for 2017. The next increase will be 2019.
Program/Sessions A/V Line #41	<ul style="list-style-type: none"> 2016 & 2017 Budgets include additional \$2,500 for Spanish Session (breakout) translation equipment.
Public Relations Advertising Line #58	<ul style="list-style-type: none"> 2016 Actual lower than budgeted due to discounts 2017 Budget increase from 2016 budget due to increase ad rates and increase in number of full page ads. Ad budget was previously approved by LLC Managing Committee 6/10/2016.
Other Operating Accounting Line #79	<ul style="list-style-type: none"> Review scheduled for FYE 2016. Next audit is scheduled for FYE 2017
Other Operating Bank Charges Line #80	<ul style="list-style-type: none"> UW&GS changed credit card processors approx. 1 year ago and there was a savings as a result.

	2016 Budget		2016 Actual		2017 Budget		% of '17 Budget	
	11/01/15 Through 10/31/16		Estimated Through 10/31/16		11/01/16 Through 10/31/17			
INCOME								
Exhibits		\$1,723,050		\$1,730,054		\$1,725,150 A		67.49%
Advertising								
Program		\$43,660		\$33,835		\$33,835		1.32%
Online		\$3,300		\$1,600		\$1,600		0.06%
On-site		\$40,000		\$40,900		\$40,900		1.60%
<i>Advertising Total</i>		\$86,960		\$76,335		\$76,335		2.99%
Registration								
Keynote Presentation (Tuesday)		\$28,100		\$36,030		\$31,500		1.23%
General (Tuesday - Thursday)		\$457,760		\$483,245		\$483,245		18.91%
Exhibits Only		\$90,755		\$73,920		\$73,920		2.89%
Exhibits Only Vouchers		\$14,885		\$15,530		\$15,530		0.61%
<i>Registration Total</i>		\$591,500		\$608,725		\$604,195 B		23.64%
Directory		\$20,000		\$27,189		\$27,189		1.06%
Sponsorship		\$85,000		\$115,000		\$115,000		4.50%
Interest		\$800		\$827		\$800		0.03%
Miscellaneous		\$5,000		\$7,500		\$7,500 *		0.29%
Total Income		\$2,512,310		\$2,565,630		\$2,556,169		100.00%
EXPENSE								
Exhibit								
Convention Center Exhibit Space		\$111,840		\$111,840		\$117,040		6.81%
Lead Retrieval		\$2,200		\$1,000		\$2,000		0.12%
Luncheon		\$106,000		\$109,185		\$110,000		6.40%
Online Exhibit Sales		\$10,000		\$10,000		\$10,000		0.58%
On-site Signage Design		\$2,000		\$1,968		\$2,000		0.12%
Printing & Postage		\$34,000		\$34,474		\$35,000		2.04%
(includes exhibit directory)								
Regional Wine Tasting (Catering)		\$43,000		\$41,299		\$43,000		2.50%
Security/Door Monitors		\$38,000		\$35,658		\$38,000		2.21%
Service Contractor (TPN)		\$55,000		\$55,358		\$55,500		3.23%
Tent		\$26,500		\$26,093		\$27,000		1.57%
Virtual Trade Show		\$3,400		\$3,400		\$3,400		0.20%
Miscellaneous		\$3,500		\$2,773		\$3,500		0.20%
<i>Exhibit Total</i>		\$435,440		\$433,048		\$446,440		25.98%
Program/Sessions								
A/V		\$49,000		\$48,940		\$49,000	**	2.85%
Catering		\$29,000		\$22,502		\$29,000		1.69%
Keynote Presentation (Tuesday)								
Speaker Expense		\$5,000		\$0		\$5,000		0.29%
Plated Lunch		\$21,700		\$26,379		\$25,600		1.49%
<i>Sub Total</i>		\$26,700		\$26,379		\$30,600	C	1.78%
Meeting Room - Rental		\$9,660		\$9,660		\$10,170		0.59%
Meeting Room - Door Monitors		\$2,500		\$1,847		\$2,500		0.15%
On-site Signage Design		\$2,000		\$1,966		\$2,000		0.12%
Printing (incl program layout)		\$13,000		\$13,761		\$14,000		0.81%
Program Development		\$9,300		\$9,552		\$10,000		0.58%
Speaker Mgmt Contractor (TPN)		\$17,600		\$17,518		\$17,600		1.02%
Speaker Reimbursement (25%)		\$27,169		\$18,704		\$27,280	D	1.59%
Miscellaneous		\$3,000		\$3,028		\$3,500		0.20%
<i>Program/Sessions Total</i>		\$188,929		\$173,857		\$195,650		11.38%
Public Relations								
Advertising (includes ad layout)		\$66,533		\$55,729		\$74,095		4.31%
Brown-Miller		\$64,350		\$64,350		\$64,350		3.74%
Graphics		\$10,000		\$6,120		\$11,275		0.66%
E-Newsletter		\$4,750		\$4,750		\$4,750		0.28%
Miscellaneous		\$3,500		\$1,240		\$3,500		0.20%
<i>Public Relations Total</i>		\$149,133		\$132,189		\$157,970		9.19%
Registration								
Computer Equip/Internet (On-Site)		\$21,000		\$17,926		\$21,000		1.22%
On-site Signage Design		\$2,000		\$1,966		\$2,000		0.24%
Printing & Postage (incl brochure layout)		\$23,000		\$22,869		\$24,000		1.40%
Security		\$2,000		\$1,800		\$2,000		0.12%
Service Contractor (TPN)		\$135,000		\$135,475		\$136,000		7.91%
Staff (Temp)		\$36,000		\$32,868		\$36,000		2.09%
Miscellaneous		\$3,000		\$2,958		\$3,500		0.20%
<i>Registration Total</i>		\$222,000		\$215,862		\$224,500		13.06%



Unified Wine & Grape Symposium
2017 Budget

Approved by LLC Managing Committee on 8/4/2016

	2016 Budget	2016 Actual	2017 Budget	% of '17 Budget
EXPENSE CONTINUED	11/01/15 Through 10/31/16	Estimated Through 10/31/16	11/01/16 Through 10/31/17	
Other Operating				
Accounting Services	\$12,590	\$12,590	\$12,980	0.76%
Bank Charges (cc)	\$91,000	\$70,008	\$70,000	4.07%
Contract Services (ASEV)				
Bookkeeping/Accounting	\$9,327	\$9,041	\$9,327	0.54%
Event Management	\$162,094	\$127,847	\$162,094	9.43%
Trade Show Management	\$127,426	\$138,914	\$138,914	8.08%
Contract Svcs (ASEV) Total	\$298,847	\$275,802	\$310,335	E 18.06%
Contract Services (CAWG)				
Program Development	\$68,312	\$70,034	\$70,034	4.08%
Sponsorship	\$23,805	\$24,426	\$24,426	1.42%
Contract Svcs (CAWG) Total	\$92,117	\$94,460	\$94,460	E 5.50%
Event Coordinator (TPN)	\$31,340	\$25,844	\$31,340	1.82%
Food & Beverage Coordinator (TPN)	\$21,000	\$21,000	\$21,000	1.22%
Insurance (Liability, D&O, Internet)	\$32,000	\$25,520	\$32,000	1.86%
Legal	\$10,000	\$9,321	\$10,000	0.58%
LLC Franchise Tax	\$6,800	\$6,800	\$6,800	0.40%
LLC Property Tax	\$2,400	\$2,787	\$2,800	0.16%
Managing Member Fee (ASEV)	\$45,300	\$45,300	\$45,300	2.64%
Meetings (LLC Managing Committee)	\$2,000	\$840	\$2,000	0.12%
Parking	\$500	\$534	\$600	0.03%
Postage (office)	\$1,000	\$418	\$1,000	0.06%
Sponsorship (incl brochure design)	\$4,300	\$4,800	\$4,950	0.29%
Supplies	\$3,000	\$2,362	\$3,000	0.17%
Telephone/Utilities	\$9,000	\$9,703	\$10,000	0.58%
On-site Vendor Advertising	\$10,200	\$8,569	\$8,600	0.50%
Website	\$1,800	\$1,800	\$1,800	0.10%
Welcome Reception (Tuesday)	\$22,000	\$21,902	\$22,000	F 1.28%
Miscellaneous	\$3,000	\$1,572	\$3,000	0.17%
Other Operating Total	\$700,194	\$641,932	\$693,964	40.38%
Total Expenses	\$1,695,696	\$1,596,888	\$1,718,525	100.00%
Net (Profit/Loss)	\$816,614	\$968,742	\$837,644	

A-F Refer to corresponding lettered categories on attached Worksheet

* Includes \$5,000 Freeman donation per contract.

** Includes \$2,500 for Spanish Session translation equipment.

Note: 90% of estimated profit to be distributed by the end of May, 2017 and the remaining balance based on actual to be distributed by the end of Feb, 2018 per policy.

Income

A. Exhibits (Assumed Sold Out 1st Floor, 2nd Floor Mezzanine, 3rd Floor Ballroom and Tent)				
	Qty	Description	Price ea.	Total
	709	10 x 10 Booths	\$2,100.00	\$1,488,900.00
	15,000 sq ft	Large Equipment Booths	\$15.75	\$236,250.00
Total Exhibits Income				\$1,725,150.00

B. Registration					
Keynote Presentation w/Lunch (Tuesday)					
	Actual 2016	Qty/Yr	Description	Price ea.	Total
Pre-Registration					
	278	250	Member (ASEV/CAWG/Exhibitor/Speaker)	\$75.00	\$18,750.00
	129	100	Non-Member	\$125.00	\$12,500.00
	8	5	ASEV Student Member/Press	\$50.00	\$250.00
On-Site Registration					
	0	0	Member (ASEV/CAWG/Exhibitor/Speaker)	\$75.00	\$0.00
	0	0	Non-Member	\$125.00	\$0.00
	0	0	ASEV Student Member/Press	\$50.00	\$0.00
	415	355	Total Keynote Presentation		\$31,500.00

General (Tuesday - Thursday)* - Based on 2016 Attendance				
	Qty/Yr	Description	Price ea.	Total
Pre-Registration				
<i>(3-Day, Tues-Thursday)</i>				
		543 Member (ASEV/CAWG)	\$315.00	\$171,045.00
		177 Non-Member	\$515.00	\$91,155.00
		38 ASEV Student Member	\$50.00	\$1,900.00
		50 Exhibitor	\$315.00	\$15,750.00
<i>(1-Day)</i>				
		239 Member (ASEV/CAWG)	\$210.00	\$50,190.00
		299 Non-Member	\$265.00	\$79,235.00
		26 Exhibitor	\$210.00	\$5,460.00
On-Site Registration				
<i>(Tues-Thursday)</i>				
		28 Member (ASEV/CAWG)	\$515.00	\$14,420.00
		16 Non-Member	\$715.00	\$11,440.00
		8 ASEV Student Member	\$250.00	\$2,000.00
		6 Exhibitor	\$515.00	\$3,090.00
<i>(1-Day)</i>				
		13 Member (ASEV/CAWG)	\$410.00	\$5,330.00
		53 Non-Member	\$465.00	\$24,645.00
		1 Exhibitor	\$410.00	\$410.00
Spanish Track Only				
		115 Member/Non-member	\$55.00	\$6,325.00
Misc				
		12 Cancellations	\$50.00	\$600.00
		10 Lost Badge	\$25.00	\$250.00
		1,634 Total General Registration		\$483,245.00

*General Registration includes Tuesday welcome reception.

54 **Income (continued)**

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56 **Exhibits Only - Based on 2016 Attendance**

57	1,056 Pre-Reg Member/Non-member	\$35.00	\$36,960.00
58	528 On-Site Member/Non-member	\$70.00	\$36,960.00
59	1,584 Total Exhibits Only		\$73,920.00

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61 **Exhibits Only Vouchers (sold to exhibitors only) - Based on 2016 Sales**

62	3,106 Vouchers	\$5.00	\$15,530.00
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64 **Total Registration Income** **\$604,195.00**

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66 **Expense**

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68 **C. Keynote Presentation w/Lunch (Tuesday)**

69	1 Keynote Expense	\$5,000.00	\$5,000.00
70	400 Plated Lunches	\$64.00	\$25,600.00
71	Total Keynote Presentation Expense		\$30,600.00

72

73 **D. Speaker - 93 Speakers (Tuesday - Thursday)**

74	Lodging	\$231/night (77 CA Speakers -1 Night)	\$17,787.00
75	Lodging	\$231/night (6 Out of State Spkrs -2 Nights)	\$2,772.00
76	Lodging	\$231/night (10 Int'l Speakers - 4 Nights)	\$9,040.00
77	Ground Transportation	\$100/ea	\$9,300.00
78	Meals	\$61/day (77 CA Speakers - 2 Days)	\$9,394.00
79	Meals	\$61/day (6 Out of State Spkrs - 3 Days)	\$1,098.00
80	Meals	\$61/day (10 Int'l Speakers - 5 Days)	\$3,050.00
81	Transportation	10 Int'l @ \$3,500/ea	\$35,000.00
82	Transportation	6 Out of State @ \$650/ea	\$3,900.00
83	Transportation	7 CA - Airfare @ \$300/ea	\$2,100.00
84	Transportation	70 CA - 400 miles @ .56/mile	\$15,680.00
85	Total Speaker Expense		\$109,121.00

86

87 **Note: 25% of Speakers Estimated to Submit for Reimbursement** **\$27,280.25**

88

89 **E. ASEV/CAWG Contract Services (Rates Based on Operating Agreement)**

90	Hrs/Yr	Description	Price ea.	Total
91	ASEV			
92	220.75	Bookkeeping/Accounting	\$42.25	\$9,326.69
93	1,662.50	Event Management	\$97.50	\$162,093.75
94	2,013.25	Trade Show Management	\$69.00	\$138,914.25
95	3,896.50	<i>ASEV Total</i>		\$310,334.69
96	CAWG			
97	895.00	Program Development	\$78.25	\$70,033.75
98	354.00	Sponsorship	\$69.00	\$24,426.00
99	1,249.00	<i>CAWG Total</i>		\$94,459.75
100				
101				
102	Total ASEV/CAWG Contracted Services Expense			\$404,794.44

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104 **Note: Each LLC Managing Member may invoice up to 5% over the total budgeted Contract Service amount**

105 **for actual hours incurred (per policy).**

106

107	F. Welcome Reception (Tuesday)		
108	550 Reception w/Wine & Hors d'oeuvres	\$40.00	\$22,000.00
109	Total Welcome Reception Expense		\$22,000.00

Confidential