

**LLC Managing Committee Meeting Agenda
Zoom Meeting**

Wednesday, November 11, 2020
4:00 PM

Zoom Meeting Details:

Join Zoom Meeting

<https://us02web.zoom.us/j/85640542555?pwd=RlpXQVU5MkwzYk9PR1Y0UUNxU2JSUT09>

Meeting ID: 856 4054 2555

Passcode: 033513

Dial by your location: 1 669 900 9128 US (San Jose) OR 253 215 8782 US (Tacoma)

Committee Members (8):

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

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), Tom Slater (CAWG Director)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of November 11 Meeting Agenda**
3. **Approval of October 8 Meeting Minutes***
4. **Old Business**
 - a. State of the Industry 4th Speaker/Panelist
 - b. Program Development Committee Update
 - c. Exhibit Sales Update
5. **Next Meeting Date and Time**
6. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
Zoom Meeting**

Thursday, October 8, 2020
3:00 PM

Committee Members (8):

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

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), 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 3:04 PM.
2. **Approval of October 8 Meeting Agenda.** Nichola Hall moved to approve the October 8 meeting agenda. Mike Boer second, motion was approved.
3. **Approval of September 3 Meeting Minutes.** Jim Harbertson moved to approve the September 3 meeting minutes as amended, in Section #3, Approval of Meeting Minutes, removing is being recorded as it was in there twice. Mike Boer second the meeting minutes as amended, motion was approved.
4. **Old Business**
 - a. **Program Development Committee Update.** The LLC Managing Committee reviewed the program as currently drafted. They had the following discussion.
 - i. Issues around the Managing Wine Grape Market Risks Through Crop Diversification session. The committee members felt that the session implies that growers are getting out of the winegrape market. They were in agreement that this is not the best topic for Unified, it is not the right venue, and the Grapegrowing committee should select a different topic. Other topics that can replace this session: managing winegrape risks with contracts and insurance, or consequences of the election on taxes, wine sales in movement, the pandemic, etc.. Even reinvesting in the winegrape industry would be a more positive session for the Unified platform. John Aguirre and Jenny Devine will work with the grapegrowing sub-committee on a new topic.
 - ii. Winemaking discussion. Nichola Hall had a few questions regarding the winemaking sessions, specifically the Future Tools on Assessing Future Health in the Vineyard and Alternative Packaging. She felt that the Alternative Packaging session has already been done before and what is new to discuss. The Assessing Future Health in the Vineyard needed to be fleshed out a bit more. Torey Arvik is working on both sessions with Tom Collins and Katie Nelson. She stated that she would call Torey Arvik to discuss.

- iii. Jenny Devine provided the proposed layout for the Unified program scheduled. John Aguirre reviewed the proposed schedule, provided a summary on the flow and how we came about the schedule. He stated that it is important that we keep the sessions tight and timely in order to keep people engaged.
 - iv. Keith Striegler made an inquiry about pre-recording vs recording. The group needs to discuss, but the opinion is to pre-record as many sessions as we can, to eliminate the technical difficulties with a live session. Jim Harbertson feels that you lose the connection with the speakers, the dialogue with Q&A, and the content can be dull when pre-recorded. It is important that we get the content right and interesting.
 - v. Nichola Hall stated that live polling would be key for the sessions, and the staff will look at implementing this feature.
- b. **State of the Industry Line-Up Discussion: 4th Speaker/Panelist.** John Aguirre reviewed the date and time for the SOI and what speakers have been confirmed thus far.
- i. Ray Johnson, with Sonoma State, suggested a few speakers for online/marketing sales; James Walker with CRM Wineries was one of the names he had suggested.
 - ii. Mike Veseth did feel that the session would be ok with just the three confirmed speakers and a moderator, however he suggested Jon Moramarco, bw166, as a potential 4th speaker. We do need to be careful, because Jon is heavily saturated in the industry, but he is very knowledgeable and can add considerable weight to the session. Bill Pauli and Keith Striegler both feel that Jon would be a good addition. He would be a clean-up batter, take the entire session and wrap it up.
 - iii. We could look at breaking this session into two segments, one with two speakers and Q&A and the second with the remaining two speakers and Q&A. We might lose people if we break it up into two. This is our most popular session; people will sit through the session and they can take a break if needed.
 - iv. Jim Harbertson feels that the fourth speaker is a good idea. He is concerned that we do not take the thunder from the other key speakers. We also have to be very careful with the political conversation. Bill Pauli stated discussing the overall political climate, not their own political view. We just need to remind that we have to be very sensitive about the political discussion, we are living in a very raw environment right now.
 - v. Final Decision: Do we want to have a fourth speaker and who would that be? If we do have the fourth speaker, we need to find a way to economize everyone's presentation so we can fit it in the two-hour session. Do we want Danny Brager to come back and announce the winery of the year in 2021? Is this relevant? This would shave 10 – 15 mins from the presentation.
 - 1. Jim Harbertson suggested that Danny Brager announce the winery of the year online, instead of during the presentation, to save on time. He could even record a small video to post with the results. The committee agrees that this would be a great idea to remove the winery of the year from the presentation and add on a fourth speaker.

- vi. **Motion:** Bill Pauli made a motion to add the fourth speaker, first option being Jon Moramarco, and request that Danny Brager announce the winery of the year online. However, we should make sure he is not confirmed with another program that is a few weeks prior to Unified. Mike Boer second the motion, motion was approved. The committee will finalize the name of the 4th speaker by the last week of October.
 - c. **Exhibit Sales Update.** Dan Howard provided an update on the current exhibit sales. UW&GS budgeted selling 375 booths, and we have 280 booths currently sold. There are 44 booths who have paid, but who have not yet responded, we have opted them in and they are included in the 375 count. We are marketing to another 200 companies, and we are hopeful to get an additional 50 booths. John Aguirre stated that we could look at the list of exhibitors who still need to respond, and to see if there are any CAWG or ASEV members on the list that our perspective board members could reach out to. Dan Howard will share this list with John.
5. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place, Wednesday, November 11, at 3:00 PM (meeting time will change to 4:00 PM).
 6. **Adjournment.** Keith Striegler made a motion to adjourn the meeting at 4:14 PM. Tom Collins second, motion was approved.