

**LLC Managing Committee Meeting Agenda
Conference Call**

Tuesday, March 5, 2019

3:00 PM

Dial-In: 1-888-396-8039; Passcode: 0260810

Committee Members (8):

Lise Asimont (ASEV Past President), Chair (July 1, 2018 - June 30, 2019)

John Aguirre (CAWG President), Nichola Hall (ASEV Past President), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Aaron Lange (CAWG Past Chair), Bill Pauli (CAWG Past Chair), and Tom Slater (CAWG Director)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of March 5 Meeting Agenda**
3. **Approval of January 31 Meeting Minutes***
4. **Old Business**
 - a. 2019 Unified Final Registration Report*
 - b. 2020 Program Development Committee Chair
 - c. Cal Expo Floor Plan
5. **Next Meeting Date and Time.**
6. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
In-Person Meeting**

Thursday, January 31, 2019
Noon – 1:30 PM | Hyatt Regency, Capitol Board room

Committee Members Present:

Lise Asimont (ASEV Past President), Chair (July 1, 2018 - June 30, 2019)
John Aguirre (CAWG President), Nichola Hall (ASEV Past President), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Aaron Lange (CAWG Past Chair), Bill Pauli (CAWG Past Chair), and Tom Slater (CAWG Director)

Others Present

Tom Collins (ASEV Secretary/Treasurer)
Jenny Devine (CAWG Staff)

1. **Call to Order.** Lise Asimont called the meeting to order at 12:20 PM.
2. **Approval of January 31 Meeting Agenda.** Jim Harbertson made a motion to approve the January 31 meeting agenda, second by Bill Pauli. Motion was approved.
3. **Approval of January 8 Meeting Minutes.** Bill Pauli made a motion to approve the January 8 meeting minutes, second by Nichola Hall. Motion was approved.
4. **New Business**
 - a. **Overall 2019 Unified Review: Keynote Speaker Luncheon, Breakout Sessions, etc.**
 - i. Tom Collins began the conversation. He stated that the Ted Talk session went very well, a few speakers were not on point, only 2 or 3 out of 12, which is not too bad. Despite the IT issues we had earlier the week, there were no other glitches.
 - ii. **State of the Industry.** The committee members received very positive feedback, possibly one of the better SOI's. Marissa Lange was a good addition and brought a level of professionalism to the panel. Aaron Lange stated that we should thank Mike Veseth personally, he is wonderful, a key part of the Symposium.
 - iii. The screens in the SOI session, it is very hard to see the screens upfront from the back and is it possible to add additional screens? We can increase the budget to add on more screens. Could we potentially get handouts of the slides? Danny Brager always brings great information, but he seemed off this year, low energy.
 - iv. The Rosé Session, despite the tech issues, was a very good session. The bottle prices were a little on the higher side. We wanted to show different price points, and the speakers parted from the actual meaning of the session, and just showed off their wine.

- v. Suggestion for next year. Have written goals, these are the answers that we are looking to have at this session. Do not rely on the moderator to give the full direction. Layout our goals of the session, for the moderator and speakers to follow. The LLC Managing Committee put together a “theme” guideline document for the PDC.
 - vi. The content and topics were spot on. It is important to get “doers” on the committee.
 - vii. **Keynote Speaker Luncheon.** There was disappointment in Lance Winters for not providing his most potential, felt that he was not quite prepared. The presentation was entertaining. He did well enough to justify the ticket to the event. Some were entertained, some were not. The LLC Managing Committee would like to involve the Program Development Committee in identifying names for the Keynote Speaker for next year.
 - viii. **Strategic planning for the future.** Lise Asimont suggested hosting a strategic planning session to help us move into the new for 2021 and some items to implement in 2020.
- b. **2019 Unified Registration Report.** Dan Howard provided a registration report to the LLC Managing Committee. Paid Wed and Thurs registration was down by 72 from prior year. The keynote luncheon was down by 115 from prior year. However, overall attendance was up by 139. Dan Howard will provide an updated registration report at the next meeting.
 - c. **Springing Proxy Form.** Dan Howard will email the form out to those who had to leave. Aaron Lange, Tom Slater, Bill Pauli, Nichola Hall, Dan Howard, Jim Harbertson, and John Aguirre signed their proxy onsite during the meeting. The proxy will be for 12 months. Lise Asimont will need to sign her proxy and email.
 - d. **2020 Program Development Committee Chair Suggestions.** Given that we do not have the full committee, we will table this discussion for the next meeting. There was an opportunity given during the lunch to suggest who is interested. We would like to refurbish and refresh a few of the tracks, specifically the Business & Operations track. Nichola Hall and Tom Collins are interested, and John Aguirre would like to bring forward a short list of names and send it out to the group and discuss during the next meeting. The committee did feel that the vice chair position worked well, the ability to back-up the chair, step-in, and take some of the responsibilities off of the chair's plate when needed.
 - e. **Outlook to 2020 at Cal Expo.** The LLC Managing Committee discuss the outlook to 2020, and Cal Expo.
- 5. **Next Meeting Date and Time.** The next conference call will take place on Tuesday, March 5, at 3:00 PM.
 - 6. **Adjournment.** Aaron Lange adjourned the meeting, on behalf of Lise Asimont, at 1:30 PM.

2019 Unified Wine & Grape Symposium Registration Summary Report

2/26/2019

Paid General Sessions	2,019	2,018	Variance
3-Day	710	802	(92)
1-Day	585	541	44
	1,295	1,343	(48)
Overall Attendance			
ASEV Members	293	361	(68)
CAWG Members	392	401	(9)
Non-members	504	478	26
Exhibitors (Pd Sessions)	107	104	3
Exhibitors (Comp Sessions)	527	424	103
Exhibitor Staff	3,383	3,366	17
Exhibits Only	7,469	7,418	51
Keynote Luncheon (incl comps)	360	479	(119)
Spanish Track	96	106	(10)
Comp (press, speakers, VIP)	249	250	(1)
Sub Total	13,380	13,387	(7)
Duplicate Reg Types	(253)	(369)	116
Total	13,127	13,018	109