

**LLC Managing Committee Meeting Agenda
Conference Call**

Monday, July 9, 2018
3:00 PM

Committee Members (8):

Lise Asimont (ASEV Past President), Chair (July 1, 2018 - June 30, 2019)
John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Past President),
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 July 9 Agenda**
3. **Approval of May 14 Meeting Minutes***
4. **New Business**
 - a. Graphic Designer
5. **Old Business**
 - a. Event Management Company Update*
 - b. 2019 Keynote Luncheon Speaker Update
 - c. State of the Industry 4th Speaker Update
 - d. 2020 Location for Tuesday Welcome Reception
 - e. LLC Managing Committee Approved Lise Asimont as LLC Committee Chair by Email Vote on 5/23/2018 – for minutes only.
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
Conference Call**

Monday, May 14, 2018
3:00 PM

Committee Members Present:

Aaron Lange (CAWG Chair), Chair (January 2017 - June 30, 2018)
John Aguirre (CAWG President), Lise Asimont (ASEV Director), Tom Collins (ASEV Secretary/Treasurer),
Nichola Hall (ASEV Past President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), and
Tom Slater (CAWG Director)

Others Present:

Jenny Devine (CAWG Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Aaron Lange called the meeting to order at 3:04 PM.
2. **Approval of May 14 Agenda.** Aaron Lange requested to amend the meeting agenda, to add on the nomination of the new LLC Managing Committee chair. Nichola Hall made the motion to add this item to New Business on the agenda, John Aguirre second. Motion was approved.
3. **Approval of April 16 Meeting Minutes.** Lise Asimont made a motion to approve the April 16 meeting minutes, Nichola Hall second. Motion was approved.
4. **New Business**
 - a. **Event Management Company – TPNI.** Dan Howard provided an update on the frustrations with TPNI and the request to move forward with another management company. ASEV will not be renewing their own contract with the company, and Dan Howard will host a discussion with them after Unified. Dan Howard and John Aguirre will work together on a new proposal. They hope to have someone in place by 2019.
 - b. **Program Development Committee – First In-Person Meeting Update.** John Aguirre stated that he felt that we had a very productive first meeting. The goal is to complete the program prior to harvest so that we are not scrambling in November and December. The second in-person meeting will take place on June 4.
 - c. **LLC Managing Committee Chair Nomination.** Aaron Lange reminded the committee that his term as Chair is up at the end of June and a new chair should be decided on soon. The committee will vote via email.

5. Old Business

- a. **Program Event Space in 2020.** This is specifically for the Tuesday events; Keynote Speaker Luncheon, breakout sessions and Welcome Reception. Aaron Lange requested further details regarding cost based on the location. Dan Howard stated that the space that we receive at the Sheraton and Hyatt are comp'd based on the total number of sleeping rooms contracted and filled. The CalExpo space cost is included in the contract cost. With that said, there are no additional costs based on the location.

John Aguirre developed a list of pros and cons hosting Tuesday events at CalExpo vs the Sheraton/Hyatt.

Aaron Lange feels that the Welcome Reception should be held at the downtown location due to the proximity to the restaurants and venues where the attendees host evening networking/client events. He feels that we will lose people at the Welcome Reception if it takes place at CalExpo.

Dan Howard stated that there is a high number of exhibitors that attend the Welcome Reception, and they will be setting up prior to the reception and will not be able to be completed with their set-up and make it back to the Hyatt or Sheraton for the reception. It would be an inconvenience for the exhibitors. He asked the group what the difference is between being downtown on Tuesday vs being downtown Wednesday/Thursday?

John Aguirre stated that with the exhibit hall not being open on Tuesday afternoon, and not much open in between the Keynote Speaker Luncheon and Welcome Reception, we may lose people for the welcome reception.

Nichola Hall stated that we made the commitment to CalExpo at a managing committee level, we toured the location, and we do not want to become fractioned.

Bill Pauli asked if it is possible to have the Tuesday Keynote Speaker Luncheon and the breakout sessions at CalExpo and then host the reception downtown? Attendees will come straight to the luncheon and the breakouts and will end up leaving in the afternoon to head downtown to beat the traffic and to get checked into the hotel, whether or not the reception is at CalExpo.

Dan Howard feels that moving the Welcome Reception to the Sheraton is a good compromise for all attendees.

We have a good direction, and we will put this on the Exhibitor Advisory Committee meeting agenda, and revisit on the LLC Managing Committee meeting.

- b. **2019 Keynote Luncheon Speaker: Rank Back-Up Options.** The University received a large donation from Wine Enthusiast, but Tom Collins has not had any luck with getting contact information for Marvin. Lise Asimont stated that she has a mentor that is friends with Marvin, she cannot promise anything, but she will try to get some sort of contact information or an answer back by Friday, May 18. John Aguirre will also ask Mike Veseth. Aaron made a motion that we

reach out to the first approved speaker on our back-up speaker list if we do not have an answer by June 22, and we will move forward with inviting Lance Winters. Aaron made the motion, Nichola second, motion was approved.

i. Back-Up Options

1. Lance Winters, Master Distiller/President, St. George Spirits
2. Ted Baseler, CEO, Ste. Michelle
3. Deirdre Mahlan, President, Diageo North America
4. Andrea Robinson, Andrea Wine

c. **State of the Industry 4th Speaker.** John will ask Mike Veseth if he has any suggestions on who can round out, and who can add another dimension to the session. We will also discuss this with the Program Development Committee. Subject matter should be on-premise or trade agreements.

6. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on Monday, July 2, at 3:00 PM.

7. **Adjournment.** Aaron Lange adjourned the meeting at 4:05 PM.

Unified Symposium Contracted Services

Propose to not renew TPNI contract and hire CMR for registration only and contract ASEV for other services.

Services	TPNI	CMR	ASEV		CMR + ASEV	Variance	
	Actual 2018	Proposal	Est. Hrs	Rate	Total		Total
Exhibit Sales	\$55,000		325	\$69	\$22,425	\$22,425	(\$32,575)
Speaker Management*	\$17,000		200	\$69	\$13,800	\$13,800	(\$3,200)
Registration	\$141,200	\$140,000			\$0	\$140,000	(\$1,200)
Event Coordinator*	\$19,500		200	\$69	\$13,800	\$13,800	(\$5,700)
F & B Management*	\$21,000		200	\$69	\$13,800	\$13,800	(\$7,200)
Total	\$253,700	\$140,000	925		\$63,825	\$203,825	(\$49,875)

Below are the companies that received the RFP:

Spargo (Virginia) - \$101,630

CMR (California) - \$140,000

Enterprise Events Group (California) - \$292,530

Opus Agency (Oregon) – Declined to submit proposal as we were too complicated.

* This type of work would typically fall under the Event Management billing rate at \$97.50/hr. Propose rate of \$69/hr. for new billing category, Event Coordination. Rates are based on current 2016-2018 Exhibit 3 of Operating Agreement.