

**LLC Managing Committee Meeting Agenda
Conference Call**

Tuesday, August 27, 2019
3:00 PM

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

Committee Members (8):

Tom Slater (CAWG Director), Chair (July 1, 2019 - June 30, 2020)

John Aguirre (CAWG President), Lise Asimont (ASEV Past President), Past Chair, 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)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of August 27 Meeting Agenda**
3. **Approval of July 30 Meeting Minutes***
4. **New Business**
 - a. Welcome Mike Boer
5. **Old Business**
 - a. State of the Industry Speaker Update
 - b. Keynote Speaker Update – *Per John Aguirre's Email*
 - c. Program Development Update
 - d. Budget Update
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
Conference Call**

Tuesday, July 30, 2019
3:00 PM

Committee Members Present:

Tom Slater (CAWG Director), Chair (July 1, 2019 - June 30, 2020)
John Aguirre (CAWG President), Lise Asimont (ASEV Past President), Past Chair, Nichola Hall (ASEV Past President), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Aaron Lange (CAWG Past Chair)

Committee Members Not Present:

Bill Pauli (CAWG Past Chair)

Others Present

Jenny Devine, CAWG Staff

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Tom Slater called the meeting to order at 3:06 PM.
2. **Approval of July 30 Meeting Agenda.** Lise Asimont moved to approve the July 30 agenda, Jim Harbertson second, motion was approved.
3. **Approval of July 2 Meeting Minutes.** Jim Harbertson moved to accept the July 2 minutes, Lise Asimont second, motion was approved.
4. **New Business**
 - a. **2020 Unified Budget Review.** Dan Howard lead the budget discussion. He stated that John Aguirre, Jenny Devine and he reviewed the budget together prior to the LLC meeting.
 - i. **Exhibit Income. Income for** 2019 was \$20,000 more than budgeted. The proposed budget for assumes 2020 income is the same as 2019 actual because we expect additional income from the sale of 20 x 20 outdoor booth spaces.
 - ii. **Booth Rate for 2021.** Staff recommend an increase in the base rate for a 10 x 10 booth to \$2,400. Dan Howard reviewed the rate history for Unified booths, and fees for other shows and average overall expenses for exhibiting at the trade show. Aaron Lange sees no issue with the increase and made a motion to approve the increase in the booth fee to \$2,400 as recommended. Jim Harbertson second the motion, motion was approved.
 - iii. **Remaining Income.** The remaining budgeted income line items are fairly conservative and based on last year's actual budget.

iv. Expenses

1. **Exhibit Hall Expenses.** The exhibit space expense will appear less at first. However, the expenses increase further down.
 - a. **Exhibit Hall Lunch.** The quality of food that the attendees get for \$131,000 is not ideal, and the expense will increase by \$10,000 at Cal Expo. John Aguirre and Dan Howard discussed proposed eliminating the luncheon and giving each exhibitor a \$10 voucher for a food truck. The attendees constantly complain about the quality of the luncheon and inadequate amounts of food. Increasing the amount and quality of the luncheon would be cost prohibitive. Currently, \$32,000 is budgeted for two tents, with one slated to serve as a food court. The food trucks will be outside of the tent. Dan Howard stated we can eliminate one of the tents to encourage attendees to utilize the food trucks and return to the exhibit halls. The committee agrees as long as the trucks can handle the traffic.
2. **Printing and Postage.** The budget proposes a reduced expense for printing and postage to reflect increased distribution of exhibitor passes online. There will be a custom login for exhibitors, so staff can track utilization and manage the distribution of each pass.
3. **Regional Wine Tasting.** Reflects an increased budget for more due to food.
4. **Extra Security.** There are more entrances to the exhibit halls which requires more security on the grounds.
5. **Freeman.** The Freeman expense is \$143,000 more than what it was at the Sacramento Convention Center due to increased requirements for carpet, equipment and labor. This came as a big surprise. Dan Howard reviewed the Freeman contract with legal counsel and determined that Freeman did not have a right, under the contract, to pass onto the Unified these extra expenses. Staff expect the Freeman's increased expense will be reduced greatly or eliminated.
6. **Program Session Expenses.** Increased by 10%
7. **Glass Rental.** The rental rate for glasses increased from \$0.83 to \$3 per glass. More expensive at Cal Expo.
8. **Audio Visual.** This should be a little less, due to less resets. It remains the same as last year.
9. **Door Monitors.** This line item reflects a 10% increase for meeting room door monitors.
10. **Program Development Committee Meetings.** Meetings this year were held at the Citizen Hotel, and the venue was more expensive than the Hyatt Regency.

11. **Cal Expo Labor.** The Convention Center intends to donate all tables and chairs to Cal Expo for the Unified, so the proposed budget reflects the labor expense for set-up.
12. **Visit Sacramento.** Visit Sacramento proposed providing additional financial assistance to defray higher expenses associated with holding Unified at Cal Expos. Dan Howard has asked for additional funds, specifically for the cost of labor needed for set-up. The expense will remain in the proposed budget, but a substantial offset from Visit Sacramento will be realized.
13. **Additional Carpet.** Due to the larger area of Cal Expo, an additional expense for carpet is anticipated and a reasonable to pay to Freeman.
14. **Public Relations.** No significant change in public relations activity and expenses is anticipated. The budget proposes a very robust ad budget to promote the show and the new location.
15. **Registration Expenses.** The budget proposes an added expense for computer equipment, which is included in the new registration company.
 - a. **CMR.** There is an increase of \$16,000 and this includes the equipment rental.
16. **Bathroom Cleaning.** Unified must pay Cal Expo to cleaning bathrooms and garbage disposal; this is an unexpected expense. Typically, this service would be included in the underlying rental fees for a convention center or meeting spaces at a hotel. Staff asked Visit Sacramento help to cover this expense.
17. **Other Operating.**
 - a. Unified is no longer utilizing TPN to run registration and show logistics. ASEV hired someone in house to assume that role. The change of venue to Cal Expo is demanding additional staff time to plan, produce and manage the Unified. The current management agreement between ASEV and CAWG states that staff billed to the Unified cannot exceed 5% of the budgeted amount, however, due to the uncertainties associated with the venue change staff for the two organizations agreed to budget for a contingency of 10% overage on staff time, with an additional 5%.
18. **Shuttles.** An additional \$3,500 is included in the budget for onsite shuttles within the Cal Expo property to serve attendees.
19. **Welcome Reception.** The Welcome Reception will take place at the Sheraton Grand. A new chef and new prices require a budget increase of \$8,000.
20. **Overall Contingency.** A 2.5% contingency to cover unanticipated expenses due to the new facility has been included.

- v. **Budget Approval.** LLC Managing Committee members commented the budget summary and review was clear and well organized. Jim Harbertson moved to approve the budget as amended with a proposed decrease in the tent expenses. Nichola Hall offered a second. Aaron Lange asked John Aguirre if the CAWG Board of Directors needed to approve the additional contingency for each of the two partner organizations. John Aguirre stated no. The motion was approved.

5. **Old Business**

- a. **State of the Industry (SOI) Speaker Update.** John Aguirre provided an update on the SOI. The three principal speakers and moderator have been invited and have officially accepted. A formal invitation has not yet been sent over to Cristina Mariani-May. Mike Veseth has been on travel, Cristina is now on vacation, however an inquiry has been sent, and she will respond after her vacation.
- b. **Keynote Speaker Update.** Keynote speaker candidates were considered. Aguirre reminded the Managing Committee that Annette Alvarez-Peters of Costco had shown interest last year but could not speak due to a schedule conflict with a corporate meeting. Aguirre recommended the Unified invite Annette Alvarez-Peters first, then Danny Meyer of Union Square Hospitality Group. Members of the Program Development Committee recommend Danny highly as an impressive/inspirational speaker and an entrepreneur. The committee also discussed Heidi Barrett, the winemaker for Amuse Bouche Wines, she is grounded and humble. After discussion, the Managing Committee suggested ordering invitations to potential speakers as follows: #1: Annette Alvarez-Peters, Costco; #2: Heidi Barrett, winemaker and partner, Amuse Bouche Wines; #3: Danny Meyer, Union Square Hospitality. Aaron Lange moved to approve the slate of keynote speakers as discussed. Lise Asimont provided a second. The motion was approved.

- 6. **Other Business.** John Aguirre stated that this is Aaron Lange's last meeting; his term ends as of July 31. Mike Boer, a CAWG Board Member, will step in to fill the vacancy created by Aaron's departure. Boer is from the Hopland area, near Mendocino. Aaron Lange thanked the staff and the committee.
- 7. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on Tuesday, August 27th at 3:00 PM.
- 8. **Adjournment.** Tom Slater adjourned the call at 4:18 PM.