

**LLC Managing Committee Meeting Agenda
Zoom Meeting**

Friday, January 8, 2021
2:00 PM

Zoom Meeting Details:

Join Zoom Meeting

<https://us02web.zoom.us/j/89373014837?pwd=Szh2TWxNS0REYnl3VE8wQlVPWFpMQT09>

Dial by your location

+1 669 900 6833 US (San Jose)

+1 408 638 0968 US (San Jose)

+1 253 215 8782 US (Tacoma)

Meeting ID: 893 7301 4837

Passcode: 157450

Committee Members (8):

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

John Aguirre (CAWG President), Mike Boer (CAWG Director), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV Past Board Member), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Director)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of January 8 Meeting Agenda**
3. **Approval of December 10 Meeting Minutes***
4. **Old Business**
 - a. Program Development Committee Update
 - b. Exhibit Sales Update
 - c. Registration Update
5. **Next Meeting Date and Time**
6. **Adjournment**

**documents attached*

LLC Managing Committee Meeting Minutes
Zoom Meeting

Thursday, December 10, 2020
2:00 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)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Keith Striegler called the meeting to order at 2:01 PM.
2. **Approval of December 10 Meeting Agenda.** Nichola Hall moved to approve the December 10 Meeting Agenda. Jim Harbertson second, motioned was approved.
3. **Approval of November 11 Meeting Minutes.** Jim Harbertson moved to approve the November 11 Meeting Minutes. Mike Boer second, motion was approved.
4. **New Business**
 - a. **New LLC Managing Committee Member.** Dan Howard stated that Nichola Hall's second term ends at the end of this year, December 31, 2020. The ASEV Board of Directors identified and approved Anita Oberholster as the new LLC Managing Committee member.
 - b. **State of the Industry Opening Remarks.** John Aguirre would like to request an addition to the opening remarks during for the State of the Industry. Bob Hartzell, a founder of CAWG, a former CAWG Executive Director, preceding Secretary Karen Ross, and was instrumental in the development of Unified, passed away in November. John Aguirre would like to have the opportunity to dedicate 60 – 90 seconds in memory of Bob Hartzell and his dedication to the industry. Bill Pauli agreed, it is absolutely appropriate as a leader in the wine industry within both Unified and CAWG, and short recognition around the commitment he had as a grower and leader makes complete sense. Nichola Hall did is ask if there was anyone else that may have passed this past year that should also be recognized and who would potentially feel slighted. Dan Howard confirmed there has not been and he stated that a past committee chair who had passed away was recognized at a previous Unified. The LLC Managing Committee approves.

5. **Old Business**

- a. **Program Development Committee Update.** Jenny Devine provided an overall update on the program and stated that there were two remaining holes that need to be filled in the Winemaking and Grapegrowing track. She continued to state that the committee members are working hard to wrap-up both sessions. John Aguirre provided an update on the Smoke Exposure session and State of the Industry sessions. He continued to state that he feels that overall, we are in a good place with the program.
 - i. **Tasting Kits – Grapegrowing Tasting Session.** John Aguirre stating that we need to confirm the number of kits ahead of time due to the process, which includes TTB label approval and amount of time it required to transfer the wine to the 187 mL bottles. This could lead to an additional expense to the budget, if we do not sell the full amount produced. We have confirmed 120 kits at \$75 per kit. Master of the World has agreed to sponsor the set-up fee, totaling \$1,500.
- b. **Exhibit Sales Update.** Dan Howard provided an update on current exhibit sales. As stated in the October 8 meeting minutes, UW&GS budgeted selling 375 booths, and we now currently have 338 booths sold, with 14 we need to collect payment on. Dan Howard is going to reach out to the ASEV Board of Directors to see if there is anything they can do to assist. Nichola Hall stated that there was an issue with uploading documents due to the size, they were skewing. Dan Howard stated that we would need to discuss this with CTE to correct the issue.
- c. **Registration Update.** Dan Howard provided an update on the registration numbers. He stated that we currently have 45 people registered for a 3-Day pass and 3 people for a 1-Day pass. This time last year, we only had 90 people who registered for a 3-Day pass. Because we do not have hotel room reservations tied to registration, he feels the numbers are positive. The geography is about the same, 69% from California. (last year we had 85%), 4% from Washington (last year we had 2%).
 - i. **Enoforum USA, by Vinidea:** Nichola Hall stated that the Enoforum USA forum is coming to California, Sonoma County, in May 2021. This is another large show coming to the area that we need to be aware of. It is Europe's largest scientific technical wine symposium, it is very academic, and international. She will share more information once received.

6. **Next Meeting Date and Time.** The next meeting will take place on Friday, January 8, 2021, at 2:00 PM.

7. **Adjournment.** Keith Striegler asked for a motion to adjourn the meeting. Jim Harbertson moved to adjourn the December 10 meeting. Mike Boer second, meeting adjourned at 2:29 PM.