



LLC Managing Committee Meeting Agenda Zoom Meeting

Thursday, February 16, 2023
10:00 AM

Committee Members (8):

Jim Harbertson (ASEV Technical Program Director), Chair (July 1, 2022 - June 30, 2023)
Mike Boer (CAWG Past Board Member), Natalie Collins (CAWG President), Tom Collins (ASEV Past President), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV 2nd Vice President), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Chair)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of February 16 Meeting Agenda**
3. **Approval of January 26 Meeting Minutes***
4. **Old Business**
 - a. **2024 Program Development Committee 2nd Chair Discussion**
 - i. **Eva Bertran, Eva Bertran Business Consulting LLC**
 1. Years on Committee: 2021 – present (3 years)
 2. Location: Sonoma
 3. Sub-Committees
 - a. Spanish Workshop Winemaking
 - b. Business & Operations
 4. Information
 - a. <https://www.linkedin.com/in/evabertran>
 - b. <https://www.unifiedsymposium.org/profile/eva-bertran>
 - ii. **Kimberly Charles, Charles Communications**
 1. Years on Committee: 2020 – present (4 years)
 2. Location: San Francisco
 3. Sub-Committee: Marketing & PR
 4. Information:
 - a. <https://www.charlescomm.com/>
 - b. <https://www.send2press.com/wire/charles-communications-associates-celebrates-20-years-in-2023-wine-marketing-agency-reflects-on-two-decades-of-excellence/>



iii. **Alison Crowe, Plata Wine Partners**

1. Years on Committee: 2014 – present (10 years)
2. Location: Napa
3. Sub-Committees
 - a. Winemaking
 - b. Business & Operations
4. Information
 - a. <https://www.platawinepartners.com/about-us/>
 - b. <https://www.garnetvineyards.com/WINEMAKER>

iv. **Gilian Handelman, Jackson Family Wines**

1. Years on Committee: 2016 – present (8 years)
2. Location: Santa Rosa
3. Sub-Committees
 - a. Winemaking
 - b. Marketing & PR
4. Information
 - a. <https://www.unifiedsymposium.org/profile/gilian-handelman>
 - b. <https://www.linkedin.com/in/gilian-handelman-a052244b>

v. **Devon Parr, Devin Parr & Associates**

1. Years on Committee: 2023 – present (1 year)
2. Location: Temecula
3. Sub-Committee: Marketing & PR
4. Information
 - a. <http://www.devinparr.com/>
 - b. <https://www.linkedin.com/in/devinparr>

5. **Next Meeting Date and Time.** March 20, 3:00 PM.

6. **Adjournment**

**documents attached*



**LLC Managing Committee Meeting Minutes
Hybrid Meeting**

Thursday, January 26, 2023
12:00 PM

Committee Members Present (In-Person)

Mike Boer (CAWG Past Board Member), Natalie Collins (CAWG President), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV 2nd Vice President), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Chair)

Committee Members Present (Virtual)

Jim Harbertson (ASEV Technical Program Director), Chair (July 1, 2022 - June 30, 2023), Tom Collins (ASEV Past President)

Others Present (In-Person)

Jenny Devine (CAWG Staff), Jen Smalley (ASEV Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Jim Harbertson called the meeting to order at 12:29 pm.
2. **Approval of January 26 Meeting Agenda.** Bill Pauli moved to approve the January 26 meeting agenda, second by Tom Slater. Motion was approved.
3. **Approval of January 9 Meeting Minutes.** Mike Boer moved to approve the January 9 meeting minutes, second by Tom Collins. Motion was approved.
4. **New Business**
 - a. **Unified Budget: Catering Budget Overage.** Dan Howard provided an update on the 2023 Unified budget. He stated that when we budgeted for the overall catering, the number was based on the 2022 Unified final catering number, instead of the 2020 Unified. Catering was budgeted at \$19,000 and it should be budgeted at \$34,000, therefore there will be an overage on the final budget.
 - b. **2023 Program Development Committee Chair Brief Discussion.** Natalie Collins and Jenny Devine provided an update on the 2024 Unified Program Development Committee. The chair position is a two-year rotation and Alisa Jacobson is willing to serve once again, Leticia Chacon-Rodríguez will be moving off, and we need to find the second person. The committee discussed the importance on finding someone who is motivated and has the energy, who has the connections and who can help move the program along on the timeframe provided. In the past, we have had a representative from both the winemaking and grapegrowing, which balanced out the contacts and knowledge areas.
 - i. Potential Names Discussed
 1. Lise Asimont (after 2024)
 2. Alison Crowe, Plata Wine Partners
 3. Clint Nelson, Bonterra Organic Estates (after 2024)
 4. Kimberly Charles, Charles Communications
 5. Potential new members:
 - a. Guillermo Garcia Zamora, Vineyard Manager, UC Davis
 - b. Kaan Kurtural, Ph.D., Associate Cooperative Extension Specialist, Viticulture, UC Davis



5. **Old Business**

- a. **Registration Brief Overview.** Dan Howard provided a brief overview on where the registration numbers were that afternoon, he stated that we were down only by 100 for paid registration compared to the 2020 Unified numbers. In our press release, we will be stating that we have over 10,000 people in attendance. We have good momentum right now, it may not be the 14,000 that we had in 2017/2018, but we can get there. Overall, we did not have any big issues or have heard any major complaints. Overall, it was a very comfortable atmosphere. The exhibit hall was sold out, and there is a waitlist for 2024. We will hopefully open up to exhibits in Ballroom B in 2024.

6. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on Monday, March 20, 2023, at 3 PM.

7. **Adjournment.** Meeting adjourned at 12:53 PM

**documents attached*