

**LLC Managing Committee Meeting Agenda
Zoom Meeting**

Tuesday, March 8
3:00 PM

Committee Members (8):

Mike Boer (CAWG Past Director), Chair (July 1, 2021 - June 30, 2022)

John Aguirre (CAWG President), 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 Chair) Keith Striegler (ASEV 1st Vice President)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of March 8 Meeting Agenda**
3. **Approval of February 4 Meeting Minutes***
4. **New Business**
 - a. Hotel Attrition
 - b. John Aguirre's Replacement Discussion
 - c. Email from Oregon Winegrowers Association – Oregon Wine Symposium/Unified
5. **Old Business**
 - a. Program Development Committee Co-Chairs Update
 - b. Keynote Speaker: Second Discussion
 - i. Potential Names
 1. Dusty Baker, <https://www.bakerfamilywines.com/>
 2. Danica Patrick, <https://www.somniumwine.com/Our-Team/Danica-Patrick>
 3. We could do a panel of high level/celebrity speakers
 - ii. Past Speakers
 1. 2022: Steve Ostoja, USDA California Climate Hub
 2. 2021: No Keynote; Virtual
 3. 2020: Jeff O'Neill, O'Neill Vintners and Distillers
 4. 2019: Lance Winters, St. George Spirits
 5. 2018: Gina Gallo, E&J Gallo
 6. 2017: Eric Asimov, The New York Times
 7. 2016: Fred Franzia, CEO, The Bronco Wine Company
 8. 2015: Rick Tigner, CEO, Kendall Jackson
 9. 2014: Jerry Baldwin, founder Starbucks, former CEO at Peets
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
Zoom Meeting**

February 4, 2022
2:00 PM

Committee Members Present

Mike Boer (CAWG Past Director), Chair (July 1, 2021 - June 30, 2022)

John Aguirre (CAWG President), 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 Chair) Keith Striegler (ASEV 1st Vice President)

Others Present

Jenny Devine (CAWG Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Mike Boer called the meeting to order at 2:05 PM.
2. **Approval of February 4 Meeting Agenda.** Jim Harbertson moved to approve the February 4 meeting agenda. Anita Oberholster second, motion was approved.
3. **Approval of January 10 Meeting Minutes.** Keith Striegler moved to approve the January 10 meeting minutes. Jim Harbertson second, motion was approved.
4. **New Business**
 - a. **Overall Thoughts on 2022 Unified.**
 - i. **Overall.**
 1. Overall, the symposium went very well. With the current environment, we did not encounter the kind of complications that we could have.
 2. Attendees generally complied with the mask requirements.
 3. Even though we had low attendance, we had the quality of attendees needed, and everyone was happy to be back in-person.
 4. It was the best-case scenario than we could expect. It is the show that gives back to the industry.
 - ii. **The Trade Show.**
 1. We had mixed reviews, most exhibitors were happy, and a few were a bit frustrated with the low attendance, but no one had solid suggestions on how we can do better.
 2. Even though everyone wished for larger participation, they were still able to network, and would prefer this than virtual.
 3. Upper-level exhibit space was not ideal, with lower attendance, as there were not as many people walking around up there.

- iii. **Program.**
 - 1. Moving the technical sessions to Tuesday morning was a very good idea. There were actually pretty good attendance and people enjoyed the content.
 - 2. The keynote speaker was very timely and well received. He was a perfect fit with the current climate.
 - 3. The State of the Industry session went very well, good information, and a strong attendance.

- iv. **Audio Visual.**
 - 1. The way the microphones were set up in the tannins management session, the podium mic and tabletop mics were live at the same time, if the mics on the table picked up a sound, it would take away from the mic from the podium. Dan Howard will inform Jan's team.

- b. **Keynote Speaker: First Discussion.**
 - i. Start the discussion now, what kind of topics we want to focus on, since this process takes some time.
 - ii. Economics discussion is still key.
 - iii. How are we going to sell wine to the new demographics and to the up-and-coming consumers? We are losing market shares to new competitors.
 - iv. Celebrity type
 - 1. Dusty Baker, <https://www.bakerfamilywines.com/>
 - 2. Danica Patrick, <https://www.somniumwine.com/Our-Team/Danica-Patrick>
 - 3. We could do a panel of high level/celebrity speakers
 - v. Who have been the past speakers and topics.
 - 1. 2022: Steve Ostojka, USDA California Climate Hub
 - 2. 2021: No Keynote; Virtual
 - 3. 2020: Jeff O'Neill, O'Neill Vintners and Distillers
 - 4. 2019: Lance Winters, St. George Spirits: 305 total paid attendees
 - 5. 2018: Gina Gallo, E&J Gallo: 400 total paid attendees
 - 6. 2017: Eric Asimov, The New York Times: 397 total paid attendees
 - 7. 2016: Fred Franzia, CEO, The Bronco Wine Company: 415 total paid attendees
 - 8. 2015: Rick Tigner, CEO, Kendall Jackson: 324 total paid attendees
 - 9. 2014: Jerry Baldwin, founder Starbucks, past CEO at Peets: 400 total paid attendees

- c. **2023 Unified Program Development Committee Chairs.** We need to start thinking about who would make good committee chairs to start the process to plan the 2023 Unified Program. We want to commend the job that Mike Boer and Leticia Chacon-Rodriguez did with the 2022 Unified Program, the program was a success and we have had positive feedback. Do we think Leticia would be interested in coming back for a third year and bring in a co-chair, yes she would.
 - i. Three names for a potential co-chair include: Alisa Jacobson, Alison Crowe and Joel Peterson. Even though Alisa and Alison do not have a strong background in viticulture, they would still be very strong candidates to work side by side with Leticia.
 - ii. Priority is going to be to reach out to Leticia to see if she would be interested.

5. **Old Business**

- a. **Final Exhibitor Booth Numbers.** A total of 628 exhibitors were in attendance; 74 exhibitors cancelled due to COVID (with no refunds); We had a total of 711 exhibitors at Cal Expo in 2020.
- b. **Final Registration Numbers.** Over half of the final number were exhibitors. We hope to finalize the budget in late March/early April, with the deadline to submit all final invoices by March 31.
 - i. Questions for 2023
 1. How do we get more of the membership of the two organizations and the general grape growers to attend?
 2. The non-members who register for Unified receive an email to join ASEV or CAWG, and they would get a refund on their registration.
- c. **COVID-19 Efforts Response:** We did have 24 positive cases (0.04%). However, we are not sure if it was because of our event or if they tested positive prior. We will be sending out an email to all attendees to notify them.

6. **Next Meeting Date and Time.** The next LLC Managing Committee meeting will take place on Tuesday, March 8, at 3:00 PM.

7. **Adjournment.** Mike Boer made a motion to adjourn the meeting at 2:58 PM, Tom Slater second, motion was approved.