



**LLC Managing Committee Meeting Agenda
Sequoia Board Room (2nd Floor), Hyatt Regency,
Sacramento, CA**

**10:00 am – 2:30 pm, Monday, April 1, 2013
(lunch to be provided)**

(excerpt from LLC Operating Agreement)

The Managing Committee will ordinarily make decisions involving:

- **company policy;**
- **company strategic planning;**
- **authorize and revise annual budgets for the Company;**
- **make decisions as to accounting protocol or policies;**
- **annual review of event contractors and delegation of authority to Executive Director of ASEV and/or to the President of CAWG to execute contracts within the scope of the annual budget;**
- **providing input and final approval of the content, format, template and selection of speakers for the trade show and program for each Unified Wine & Grape Symposium;**
- **authorize compensation of Members;**
- **declaring and paying distributions to Members;**
- **delegating responsibility for day to day operations of the Company to ASEV, CAWG, independent contractors and/or committees on all other decisions**

Committee Members (8):

Bill Pauli (CAWG Chair), Chair (January-December 2013)

John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacón-Rodríguez (ASEV President), Tom Collins (ASEV past board member), Jim Kennedy (ASEV 1st Vice President), Carson Smith (CAWG board member), and David Weiss (CAWG board member)

1. Call to Order
2. Approval of Agenda
3. Approval of January 30, 2013 meeting minutes*
4. Executive staff roles & service contracts
5. **STRATEGIC PLANNING:**
 - Identifying common values
 - Sustaining relevance to the industry/audience: future UW&GS components (current = sessions, UW&GS hosted social events, trade show)
 - Compare and contrast to other industry trade shows
 - State of the Industry general session
6. Next meeting dates/times

*denotes handout



**LLC Managing Committee Meeting
VIP Room, Sacramento Convention Center
Sacramento, CA**

Noon – 1:30 pm, Wednesday, January 30, 2013

(excerpt from LLC Operating Agreement)

The Managing Committee will ordinarily make decisions involving:

- **company policy;**
- **company strategic planning;**
- **authorize and revise annual budgets for the Company;**
- **make decisions as to accounting protocol or policies;**
- **annual review of event contractors and delegation of authority to Executive Director of ASEV and/or to the President of CAWG to execute contracts within the scope of the annual budget;**
- **providing input and final approval of the content, format, template and selection of speakers for the trade show and program for each Unified Wine & Grape Symposium;**
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Committee Members (8):

Bill Pauli (CAWG Chair), Chair

John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacón-Rodríguez (ASEV President), Tom Collins (ASEV past board member), John Crossland (CAWG past board member), Jim Kennedy (ASEV 1st Vice President), and Kim Ledbetter-Bronson (CAWG board member)

Introduction of future LLC committee members from CAWG (Carson Smith and David Weiss)

Call to Order

Approval of Agenda – T. Collins moved to approve agenda as submitted. Second by L. Chacón-Rodríguez. Motion carried.

Approval of Minutes for November 6, 2012 meeting – K. Ledbetter-Bronson moved to approve as submitted. Second by B. Pauli. Motion carried.

Old Business

2014 Booth Fee rates – K. Ledbetter-Bronson moved to retain 2013 booth fees for 2014. Second by T. Collins. Motion carried.



New Business

- Additional booth space on 2nd floor of Sacramento Convention Center (SCC) – a diagram proposing 9 additional booths on the SCC 2nd floor west lobby was distributed. L. Boulton and D. Howard proposed hosting an internet hub and a coffee stand (through caterer) in these areas to enhance the perceived value of these booth locations. J. Crossland moved to approve adding these additional booths for 2014 booth sales. Second by Leticia Chacón-Rodríguez. Motion carried.
- New industry events with trade shows – L. Boulton summarized the two new industry events with sessions and trade shows as; WIN held in Santa Rosa in early December 2012 featuring the North Coast and WiVi to be held in Paso Robles to showcase the Central Coast in March. She suggested that all representatives of the LLC members have one voice that does not refer to either of these events as “competition”.
- Future strategic planning meeting with ASEV and CAWG representatives – all concurred that this should be the focus of the next meeting.

Next meeting dates/times – to send Doodle to identify dates in March for live meeting to include strategic planning. J. Aguirre and L. Boulton will determine the meeting location.