



LLC Managing Committee Meeting Agenda

Conference Call

**Tuesday, May 27, 2014
10:00 AM – 11:00 AM**

**Dial-In Number: 1-800-831-3695
Passcode: 900770#**

(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):

Jim Kennedy (ASEV President), Chair (January-December 2014)

John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacón-Rodríguez (ASEV past president), Tom Collins (ASEV Director), Bill Pauli (CAWG Director) Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

1. Call to Order
2. Approval of Agenda
3. Approval of April 22 meeting minutes*
4. Old Business:
 - a. Keynote Luncheon Speaker
 - i. Status: Francis Ford Coppola
 - b. Wednesday State of the Industry
 - i. Status: Jon Fredrikson
 - c. 2015 Program Development Committee Update
 - i. Final PDC member list*
5. Review Policy on LLC Member Contract Services reimbursement % cap*
6. Next meeting dates/times (***please have your calendars available***)
7. Adjournment

*included in packet



LLC Managing Committee Meeting Minutes Conference Call

Tuesday, April 22, 2014

Committee Members Present:

Jim Kennedy (ASEV President), Chair (January-December 2014)
John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacón-Rodríguez (ASEV past president), Tom Collins (ASEV Director), Bill Pauli (CAWG Past Chair), Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

Others Present:

Dan Howard (ASEV staff) and Jenny Devine-Smith (CAWG staff)

1. **Call to Order.** The LLC Managing Committee meeting was called to order at 10:03 AM by Jim Kennedy.
2. **Approval of Agenda.** Tom Collins moved to approve the agenda as submitted, second by Lyndie Boulton. Motion was carried.
3. **Approval of January 30 Meeting Minutes.** David Weiss moved to approve the minutes as submitted, second by Leticia Chacon-Rodriguez. Motion was carried.

4. **Old Business**

a. Keynote Luncheon Speaker.

- i. John Aguirre provided a status on the invitation to Francis Ford Coppola. He has contacted Corey Beck with Francis Ford Coppola Winery and Corey has in turn reached out to Francis Ford Coppola. The next step is to send over an official letter of invitation. The committee discussed consideration of including Lise Asimont, incoming ASEV president and a key employee with Francis Ford Coppola Winery, on the formal invitation.

There needs to be a hard deadline for a response in order to move forward with inviting another speaker if Mr. Coppola declines. John will provide a further update at the next committee meeting call.

Action Items: Follow-up with Corey Beck regarding Mr. Coppola's invitation. Provide an update during the next meeting. Task: John Aguirre

- ii. **Alternate Speaker.** If Francis Ford Coppola is not available and based on the LLC Managing Committee approved the distributed list of speakers with designated priority order and Alton Brown will be extended the next invitation.

Alton Brown: Alton Crawford Brown an American television personality, celebrity chef, author, actor, and cinematographer. He is the creator and host of the Food Network television show Good Eats, the mini-series Feasting on Asphalt and Feasting on Waves, and host and main commentator on Iron Chef America and Cutthroat Kitchen. Brown is also the author of several books on cookery. He brings a knowledge and enthusiasm for the science of cooking and food and a humorous approach to his shows. In October 2013, Alton launched "Alton Brown Live: The Edible Inevitable Tour," his first national tour visiting 45 cities through March 2014. The show includes stand-up comedy, talk show antics, a multimedia lecture, live music and "extreme" food experimentation.

- b. **2015 Program Development Committee (PDC) Update.** Tom Collins, chair of the PDC, and Jenny Devine provided an update to the LLC Managing Committee regarding the Program Development Committee. They provided the schedule for the two in-person meetings and reviewed the list of committee members. The two in-person meetings will take place in Sacramento on May 15 and June 13. They will provide further details for the first meeting outcome during the next LLC Managing Committee meeting.
- c. **Wednesday State of the Industry (SOI).** John Aguirre stated that he will be speaking with Jon Fredrikson the following week regarding Jon's interest in speaking on the SOI panel. John will provide further details during the next LLC Managing Committee meeting.

Action Item: Further discussions with Jon Fredrikson. **Task:** John Aguirre

- 5. **Next meeting dates/times.** The next LLC Managing Committee meeting will take place via conference call, on Tuesday, May 27, at 10:00 AM.
- 6. **Adjournment.** The LLC Managing Committee meeting was adjourned at 10:19 AM.

**2015 Program Development Committee
Committee Final List**

#	First Name	Last Name	Company	Location	Track
1	Rick	Boland	TBC Group, Inc.	Santa Rosa	Business/Operations
2	Jessica	Link	Robert Young Estate Winery	Geyserville	Business/Operations
3	Erica	Moyer	Turrentine Brokerage	St. Helena	Business/Operations
4	Robert	Murphy	Frank Rimerman + Co., LLP	San Francisco	Business/Operations
5	Glenn	Proctor	Ciatti Company	San Rafael	Business/Operations

1	Lise	Asimont	Francis Ford Coppola Wines	Napa	Grape Growing
2	Mike	Boer	Stipp Ranch	Ukiah	Grape Growing
3	Toby	Halkovich	Cakebread Cellars	Rutherford	Grape Growing
4	Drew	Johnson	Treasury Wine Estates	St. Helena	Grape Growing
5	Aaron	Lange	LangeTwins	Lodi	Grape Growing
6	Andy	Walker	UC Davis	Sacramento	Grape Growing

1	Mitch	Davis	Jackson Family Wines	Sonoma	Marketing/PR
2	Camron	King	Lodi Winegrape Commission	Lodi	Marketing/PR
3	Nancy	Light	Wine Institute	San Francisco	Marketing/PR
4	Cynthia	Lohr	J Lohr	Paso Robles	Marketing/PR

1	Francisco	Araujo	Atlas Vineyard Management Inc.	Windsor	Spanish
2	Cristina	de la Presa Owens	E&J Gallo	Sonoma	Spanish
3	Enrique	Herrero	Inglenook	St. Helena	Spanish
4	Emilio	Miranda	Allied Grape Growers	Fresno	Spanish

1	Chik	Brenneman	UC Davis	Davis	Winemaking
2	Alison	Crowe	Garnet Vineyards	Napa	Winemaking
3	Stuart	Henry	Ravenswood Winery	Sonoma	Winemaking
4	Ryan	Rech	Asti Vineyards	Cloverdale	Winemaking
5	David	Rosenthal	Yokayo Wine Company	Ukiah	Winemaking
6	Megan	Schofield	Simi Winery	Healdsburg	Winemaking

1	John	Aguirre	CAWG		LLC Managing Committee
2	Lyndie	Boulton	ASEV		LLC Managing Committee
3	Tom	Collins	UC Davis		Chair, PDC
4	Jenny	Devine	CAWG		Staff
5	Dan	Howard	ASEV		Staff
6	Mike	Miller	Brown & Miller Communications		PR Contact
7	Ken	Freeze	Brown & Miller Communications		PR Contact

UNIFIED
WINE &
GRAPE
SYMPOSIUM



**Unified Wine & Grape Symposium, LLC
Partners Meeting Minutes**

**9.00 – 10.00 am, August 7, 2007
ASEV Office, Davis, CA**

Participants: Lyndie Boulton (ASEV), Dan Howard (ASEV), Karen Ross (CAWG), Kim Ledbetter-Bronson (CAWG) by call-in

- 1. February 22, 2007 meeting minutes approved as submitted**
- 2. 2008 budget draft approved**
Dan provided a budget draft that was approved by the partners. The next condition for final approval is based on approval by each association's board.
- 3. CAWG & ASEV overhead reimbursement**
Lyndie explained ASEV's concern about the significant annual % variance during the past three years for CAWG's actual contracted services vs. budgeted by CAWG. (e.g. 2004 = 26%, 2005 = 30% and 2006 = 10% higher than approved). Karen acknowledged the variances and said it was because they adjusted for not previously using a labor burden rate. All agreed that for 2008-onward increases beyond 5% of the annual amount budgeted for ASEV or CAWG contracted services will not be accepted unless such variance is pre-approved by both partners before the variance occurs.
- 4. wine poured by exhibitors & regional pourers re: liquor license**
Lyndie reported that the wine protocol for the 2008 event will need to be significantly more controlled and that ABC regulations stipulate that the liquor license holder (Classique Catering) can be the only source for providing alcoholic beverage, corking it and pouring it. This will impact exhibitors and regional pourers.

5. Propose full audit for FY November 2008 – October 2009
Item pending proposal from John Martin, CPA. Lyndie suggested this be conducted in conjunction with the expiration of the current operating agreement in January, 2009.

6. Propose legal review of all UW&GS insurance policies (D&O, commercial and event/liquor liability) Lyndie recommended that all UW&GS insurance policies be submitted for legal review based on findings ASEV has had as a result of a review of their insurance policies. The partners agreed that Lyndie should request a quote from Attorney Frank Crum of Woodland, CA.

7. Keynote speaker allowances (fees & honorariums)
Karen reported that we may want to consider paying a speaking fee for professional, keynote speakers to draw a larger audience to our morning general session. Such a session could be promoted as a separate draw and offered with a separate registration fee to cover such a cost.

New Business:

a) **Audio Recordings:** partners agreed that the UW&GS should realize some financial benefit from the sales of the audio recordings. Currently, they are sold by All Star Media for \$10/each (streaming audio), \$12/each (CD), and \$5.00/each (mp3). Agreed to evaluate the number sold.

Meeting adjourned.

EXHIBIT D



Unified Wine & Grape Symposium
2008 Budget

Endorsed by Partners on 8/7/2007

INCOME	2007 Budget	2007 Actual	2008 Budget	% of
	11/01/06 Through 10/31/07	Estimated Through 10/31/07	11/01/07 Through 10/31/08	'08 Budget
Exhibits	\$1,000,870	\$1,029,422	\$1,303,020 *	67.77%
Advertising				
Program	\$6,880	\$18,600	\$23,850	1.24%
Vendor	\$0	\$0	\$0	0.00%
<i>Advertising Total</i>	\$6,880	\$18,600	\$23,850	1.24%
Registration				
General	\$423,350	\$417,830	\$414,655 *	21.56%
Exhibit Hall Only	\$75,000	\$86,200	\$86,000 *	4.47%
Exhibit Hall Vouchers	\$2,250	\$5,560	\$5,550 *	0.29%
Directories	\$12,460	\$14,099	\$14,100	0.73%
<i>Registration Total</i>	\$513,060	\$523,689	\$520,305	27.06%
Sponsorship	\$29,000	\$68,000	\$68,000	3.54%
Interest Maximizer	\$6,900	\$7,642	\$7,640	0.40%
Miscellaneous	0	\$1,171	\$0	0.00%
Total Income	\$1,556,710	\$1,648,524	\$1,922,815	100.00%
EXPENSE				
Exhibit				
Convention Center Exhibit Space	\$79,160	\$79,160	\$88,300	7.33%
Luncheon	\$67,500	\$72,155	\$72,200	5.99%
Printing & Postage (inc brochure layout)	\$22,988	\$21,683	\$23,000	1.91%
Regional Wine Tasting (Catering)	\$25,000	\$26,233	\$26,500	2.20%
Regional Wine Tasting (AMI)	\$2,530	\$2,530	\$2,657	0.22%
Security	\$10,000	\$9,422	\$10,000	0.83%
Service Contractor (AMI)	\$38,165	\$36,586	\$41,334	3.43%
Service Contractor (GES)	\$20,000	\$14,068	\$20,000	1.66%
Tent	\$0	\$0	\$25,000	
Virtual Trade Show	\$2,500	\$2,495	\$2,495	0.21%
Miscellaneous	\$3,000	\$1,944	\$3,000	0.25%
<i>Exhibit Total</i>	\$270,843	\$266,276	\$314,486	26.11%
Program/Sessions				
A/V	\$28,000	\$32,348	\$32,500	2.70%
Catering	\$23,000	\$21,571	\$23,000	1.91%
Meeting Rooms & Room Security	\$21,000	\$20,160	\$21,000	1.74%
Printing (incl program layout)	\$13,155	\$15,112	\$15,500	1.29%
Program Development	\$0	\$2,834	\$3,000	0.25%
Signage	\$4,800	\$4,702	\$4,800	0.40%
Speaker Mgmt Contractor (AMI)	\$0	\$0	\$9,194	0.76%
Speakers	\$51,053	\$24,874	\$42,544 *	3.53%
Miscellaneous	\$3,000	\$1,768	\$3,000	0.25%
<i>Program/Sessions Total</i>	\$144,008	\$123,369	\$154,538	12.83%
Public Relations				
Advertising (includes ad layout)	\$36,254	\$22,934	\$34,256	2.84%
Brown-Miller	\$39,000	\$39,000	\$42,000	3.49%
Graphics	\$7,154	\$6,960	\$6,968	0.58%
Newsletter Printing & Postage	\$40,000	\$38,294	\$14,000 ***	1.16%
Miscellaneous	\$3,000	\$3,106	\$3,000	0.25%
<i>Public Relations Total</i>	\$125,408	\$110,294	\$100,224	8.32%
Registration				
Computer/Equip. Rental (On-Site)	\$30,000	\$26,738	\$30,000	2.49%
Printing & Postage (incl brochure layout)	\$58,415	\$50,973	\$55,000	4.57%
Service Contractor (AMI)	\$105,026	\$105,959	\$111,220	9.23%
Service Contractor (GES)	\$32,500	\$34,594	\$36,000	2.99%
Staff (Temp)	\$35,000	\$34,625	\$37,000	3.07%
Miscellaneous	\$3,000	\$1,847	\$3,000	0.25%
<i>Registration Total</i>	\$263,944	\$254,736	\$272,220	22.60%



Unified Wine & Grape Symposium

2008 Budget

Endorsed by Partners on 8/7/2007

EXPENSE CONTINUED

	2007 Budget 11/01/06 Through 10/31/07	2007 Actual Estimated Through 10/31/07	2008 Budget 11/01/07 Through 10/31/08	% of '08 Budget
Other Operating				
Accounting Services	\$9,900	\$9,900	\$10,180	0.85%
Bank Charges (cc)	\$26,500	\$26,947	\$28,000	2.32%
Contract Services (ASEV)				
Bookkeeping/Accounting	\$11,300	\$8,766	\$9,204	0.76%
Event Management	\$62,100	\$62,526	\$65,652	5.45%
Trade Show Management	\$35,900	\$44,854	\$47,097	3.91%
Contract Svcs (ASEV) Total	\$109,300	\$116,146	\$121,953 **	10.12%
Contract Services (CAWG)				
Program Development	\$51,400	\$53,102	\$55,757	4.63%
Sponsorship	\$13,400	\$13,687	\$14,371	1.19%
Contract Svcs (CAWG) Total	\$64,800	\$66,789	\$70,128 **	5.82%
Event Coordinator (AMI)	\$37,905	\$37,941	\$30,504	2.53%
Insurance	\$15,000	\$9,970	\$15,000	1.25%
Legal	\$6,000	\$6,000	\$10,000	0.83%
LLC Business Fees	\$6,000	\$6,000	\$6,000	0.50%
LLC Franchise Tax	\$800	\$800	\$800	0.07%
Managing Member Fee (ASEV)	\$31,500	\$31,500	\$33,075	2.75%
Parking	\$13,000	\$9,582	\$13,000	1.08%
Postage (office)	\$4,500	\$3,059	\$4,000	0.33%
Sponsorship (incl brochure design)	\$5,000	\$7,120	\$8,000	0.66%
Strategies Meeting	\$4,400	\$4,702	\$0	0.00%
Supplies	\$4,000	\$1,682	\$3,000	0.25%
Telephone/Utilities	\$6,500	\$5,772	\$6,500	0.54%
Vendor Advertising	\$0	\$0	\$0	0.00%
Miscellaneous	\$3,000	\$2,038	\$3,000	0.25%
<i>Other Operating Total</i>	\$348,105	\$345,948	\$363,140	30.15%
Total Expenses	\$1,152,305	\$1,100,623	\$1,204,608	100.00%
Net (Profit/Loss)	\$404,405	\$547,901	\$718,207	

* Refer to attached worksheet

** Estimate (5% increase from previous yr actual)

*** Printed newsletter will be discontinued and replaced with e-newsletter. \$14,000 budgeted is for postcard announcement of this change.