

**LLC Managing Committee Meeting Agenda
Zoom Meeting**

Tuesday, June 14, 2022
3:00 PM

Committee Members (8):

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

Natalie Collins (CAWG Interim Staff Representative), 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 June 14 Meeting Agenda**
3. **Approval of May 24 Meeting Minutes***
4. **New Business**
 - a. LLC Managing Committee Next Chair (Term: July 1, 2022 – June 30, 2023)
5. **Old Business**
 - a. Program Development Committee Update
 - b. Keynote Speaker Update: Dusty Baker, <https://www.bakerfamilywines.com/>
 - i. Next Steps (if needed)
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*

LLC Managing Committee Meeting Minutes
Zoom Meeting

Tuesday, May 24, 2022
1:00 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)

Others Present:

Jenny Devine, CAWG Staff, Natalie Collins, CAWG Staff

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Mike Boer called the meeting to order at 1:01 PM.
2. **Approval of May 24 Meeting Agenda.** Keith Striegler moved to approve the May 24 Meeting Agenda, Jim Harbertson second. Motion was approved.
3. **Approval of April 5 Meeting Minutes.** Keith Striegler moved to approve the April 5 Meeting Minutes, Bill Pauli second. Motion was approved.
4. **New Business.** No new business was covered.
5. **Old Business**
 - a. **CAWG Interim Staff Representative for the LLC Managing Committee.** John Aguirre and Tom Slater provided an update regarding the transition. They stated that Natalie Collins will fill the interim position. She will fulfill all of the roles and responsibilities that John Aguirre did as President of CAWG until there is a new President hired for CAWG. Once voted on and approved, she will sign the agreement and will become the interim as of June 1, 2022. Tom Slater made a motion for Natalie Collins to fill as interim committee member, and she as the CAWG contact, will sign all contracts and legal documents until there is a new president. Keith Striegler second, motion was approved.
 - b. **Program Development Committee**
 - i. **Program Development Update.** Jenny Devine provided an update on where we stand with the Program Development Committee. We have hosted our first in-person meeting, which went very well, and each sub-committee has met or will be meeting prior to the second virtual meeting on Tuesday, June 7.
 - ii. **Spanish Track Format.** Leticia Chacon Rodriguez and the Spanish track sub-committee would like to restructure the Spanish sessions on Thursday. They would like to host two morning sessions for grapegrowing and winemaking, then host a keynote speaker during lunch and provide box lunches for everyone. The afternoon would open to workshops and then the exhibit hall. This will be an additional cost due to the lunch. Discussion included:
 1. Keith Striegler asked if we could get a sponsor to help cover the additional cost.

2. Dan Howard stated that he will look into the cost of adding a box lunch, but we will have to be careful with bringing in a sponsor because we do not want to take away from the sponsorships we already have in place. It would be like robbing Peter to pay Paul.
3. A potential sponsor could be the Sonoma County Winegrowers.
4. John Aguirre added to the conversation that there is a lot of excitement behind this change, and could we give them our sponsorship list so they do not reach out to current Unified sponsors.
5. Bill Pauli stated that there may be a sponsor who is interested in giving more. We need to pump in more excitement into the Spanish track.
6. The LLC Managing Committee is on board with the change and will kick it back to the Spanish track sub-committee to being the process and identify a potential new sponsor.

iii. **Hybrid Discussion.** Dan Howard began the discussion around the hybrid opportunity, getting others from outside of the US to participate. If we did a full hybrid event, we would need another full tech team to implement the hybrid aspect, and there is not enough staff time to manage this. We could look at potentially hosting one or two sessions potentially. The discussion included:

1. It is expensive to record onsite unless we pre-record via Zoom. They do this for the national conference, for a few speakers, and it is \$3,000 for just a few speakers.
2. Anita Oberholster stated that we could potentially select one session that we can highlight, but it does not make sense cost wise to video record all sessions, especially if our income is not recouped.
3. There is understanding around this discussion, wanting to broaden our attendee base, but the overall picture of this symposium is the sessions are important and we run the risk of cannibalize the attendance if we host via hybrid.
4. We can however keep the hybrid set-up for speakers, if someone is not able to make it to Sacramento.
5. Bill Pauli made a motion, after review and discussion, that we will not proceed with a hybrid platform. Tom Slater second, motion was approved.

c. **Keynote Speaker Update**

- i. **Status:** Dusty Baker, <https://www.bakerfamilywines.com/>. Tom Slater provided the committee with an update. He got a hold of a third party that is close to both Dusty Baker and Chik Brenneman. Tom Slater's contact spoke with both, and they are excited and enthusiastic to participate. Chik Brenneman is out of the country at the moment, but we will reach back out to him once he is back in town. Anita Oberholster stated that Chik Brenneman will be traveling again and that we should wrap this up in the next two weeks. She is happy to help as needed.

1. Backup Option: The McBride Sisters

6. **Next Meeting Date and Time.** The next meeting will be on Tuesday, June 14, at 3:00 PM.

7. **Adjournment.** Mike Boer adjourned the meeting at 1:37 pm.