

**LLC Managing Committee Meeting Agenda  
GoToMeeting**

Thursday, August 4, 2016  
3:00 PM

Please join the LLC Managing Committee Meeting  
<https://global.gotomeeting.com/join/912839813>

**Committee Members (8):**

Jim Kennedy (ASEV Past President), Chair (January-December 2017)

John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Board 1st Vice President), Dan Howard (ASEV Executive Director), Aaron Lange (CAWG Chair), Bill Pauli (CAWG Past Chair), and Tom Slater (CAWG Director)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order**
2. **Approval of August Agenda**
3. **Approval of June 10 Meeting Minutes\***
4. **Old Business**
  - a. State of the Industry Update
  - b. 2017 Unified Keynote Speaker Status
  - c. Second Program Development Committee Meeting
5. **New Business**
  - a. LLC Managing Committee: Announce New CAWG Committee Member
  - b. 2017 Unified Wine & Grape Symposium Budget Review\*
6. **Next Meeting Date and Time**
7. **Adjournment**

**LLC Managing Committee Meeting Minutes  
Conference Call**

Friday, June 10, 2016  
3:00 PM

**Committee Meetings Present**

Jim Kennedy (ASEV Past President), Chair (January-December 2017)

John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Board 1st Vice President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Director), and David Weiss (CAWG Director)

**Others Present**

Jenny Devine-Smith (CAWG Staff)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order.** Jim Kennedy called the meeting to order at 3:01 PM.
2. **Approval of June 10 Agenda.** Bill Pauli moved to approve the agenda, second by Nichola Hall. Motion was approved.
3. **Approval of May 6 Meeting Minutes.** Nichola Hall moved to approve the May 6 meeting minutes as submitted, second by David Weiss. Motion approved.
4. **Old Business**
  - a. **State of the Industry Update.** John Aguirre reported that Mike Veseth has been confirmed as the SOI moderator. John has reached out to Lulie Halstead, with Wine Intelligence, to request interest in participating on the SOI panel. He would like to hear from her first before he reaches out to Nat DiBuduo and Glenn Proctor. John will get the invitations out to both very soon.
  - b. **2017 Unified Keynote Speaker Status/Update.** Tom Collins reported that unfortunately, Jimmy Russell is not available to participate in the keynote speaker luncheon. John Aguirre would like to add another speaker to the list - Joe Wagner, the Meiomi Brand. Bill Pauli then suggested Chuck Wagner, Joe's dad, as a possibility. Tom Collins and Nichola Hall would prefer to move forward with the original list, with the next speaker, who would be Eric Asimov, with the New York Times, and then to David Trone as second options. CAWG will start looking into contact information for Eric and work on a formal invitation.
5. **New Business**
  - a. **First Program Development Committee Meeting.** John Aguirre stated that we had our first Program Development Committee meeting. He reported that Lise Asimont is the PDC chair and is very dynamic. She did a great job and he felt that the meeting went very well. The next meeting will take place on July 6. There were a few committees who were light in attendance. Tom Collins felt that the Spanish and Winemaking have their sessions pretty dialed in. The grower subcommittee was very energized and John is very excited to see where the content is going.
  - b. **Advertisement/PR Budget.** Dan Howard provided a summary of the budget provided. The budget was for \$70,000, which is similar to last year. Dan reported that ad prices have gone up, there were three half-page ads that we turned into full-page ads. There were a few ads that we removed due to price

and the lack of return on investment. He reported that there was a \$7,000 increase from last year. Nichola Hall asked Dan if there was anything that we needed from the committee to move forward with the early ads, Dan stated that he and John are working a new look and feel for ad placement and nothing is required from the committee at this moment. Nichola Hall moved to approve the 2017 Unified ad schedule and cost rates, in addition to the ad placements as presented to the committee, second by Tom Collins. Motion was approved.

- c. **LLC Managing Committee – Confirm Committee Terms.** John Aguirre reported that CAWG will be identifying a replacement David Weiss, as he will be stepping off of the committee at the end of his term, which was in April. David feels that this seat is better suited for an existing director. John will work with Aaron Lange, CAWG’s president, on a replacement.
6. **Next Meeting Date and Time.** The next meeting date and time will be on August 4, at 3:00 PM. During this meeting, the committee will review the Unified budget via GoToWebinar and should be in front of their computer during the meeting.
7. **Adjournment.** Bill Pauli moved to adjourn the meeting, second by Nichola Hall. The meeting was adjourned at 3:31 PM.

*\*documents attached*

#### **LLC Managing Committee – Committee Terms**

- Jim Kennedy (Chair\*), Past ASEV President (2nd Term 1/15 – 12/17)
- John Aguirre, CAWG President
- Thomas Collins, ASEV Secretary/Treasurer (3rd Term 1/15 – 12/17)
- Nichola Hall, ASEV 1st Vice President (1st Term 1/15 – 12/17)
- Dan Howard, ASEV Executive Director
- Bill Pauli, CAWG Past Chair (2nd Term 1/16 – 12/18)
- Tom Slater, CAWG Director (1st Term 1/16 – 12/18)
- David Weiss, CAWG Director (2nd Term 3/16 – 4/19) – 1st Term (3/13 – 3/16)

\* Committee Chair 1/16 – 12/16



# Unified Wine & Grape Symposium 2017 Budget - **DRAFT**

Proposed to LLC Managing Committee on 8/4/2016

## Highlights of Significant Changes

INCOME	
<b>Exhibits</b> Line #4	<ul style="list-style-type: none"> <li>Managing Committee will need to set booth fee rate for 2018.</li> </ul>
<b>Advertising Program</b> Line #6	<ul style="list-style-type: none"> <li>No increase proposed.</li> <li>Last increase was in 2016.</li> </ul>
<b>Registration Keynote</b> Line #11	<ul style="list-style-type: none"> <li>Income estimated on less attendance than 2016 actual.</li> </ul>
<b>Registration General</b> Line #12	<ul style="list-style-type: none"> <li>No increase proposed.</li> <li>Last increase was in 2016.</li> </ul>
<b>Registration Exhibits Only</b> Line #13	<ul style="list-style-type: none"> <li>No increase proposed.</li> <li>Last increase was in 2016.</li> </ul>

EXPENSE	
<b>Exhibit Convention Center Exhibit Space</b> Line #25	<ul style="list-style-type: none"> <li>18% Increase by Sacramento Convention Center for 2017. The next increase will be 2019.</li> </ul>
<b>Program/Sessions A/V</b> Line #41	<ul style="list-style-type: none"> <li>2016 &amp; 2017 Budgets include additional \$2,500 for Spanish Session (breakout) translation equipment.</li> </ul>
<b>Public Relations Advertising</b> Line #58	<ul style="list-style-type: none"> <li>2016 Actual lower than budgeted due to discounts</li> <li>2017 Budget increase from 2016 budget due to increase ad rates and increase in number of full page ads. Ad budget was previously approved by LLC Managing Committee 6/10/2016.</li> </ul>
<b>Other Operating Accounting</b> Line #79	<ul style="list-style-type: none"> <li>Review scheduled for FYE 2016.</li> <li>Next audit is scheduled for FYE 2017</li> </ul>
<b>Other Operating Bank Charges</b> Line #80	<ul style="list-style-type: none"> <li>UW&amp;GS changed credit card processors approx. 1 year ago and there was a savings as a result.</li> </ul>

1	INCOME	2016 Budget		2016 Actual		2017 Budget		% of '17 Budget
		11/01/15 Through 10/31/16		Estimated Through 10/31/16		11/01/16 Through 10/31/17		
2								
3								
4	<b>Exhibits</b>		\$1,723,050		\$1,730,054		\$1,725,150 A	67.49%
5	<b>Advertising</b>							
6	Program		\$43,660		\$33,835		\$33,835	1.32%
7	Online		\$3,300		\$1,600		\$1,600	0.06%
8	On-site		\$40,000		\$40,900		\$40,900	1.60%
9	<i>Advertising Total</i>		\$86,960		\$76,335		\$76,335	2.99%
10	<b>Registration</b>							
11	Keynote Presentation (Tuesday)		\$28,100		\$36,030		\$31,500	1.23%
12	General (Tuesday - Thursday)		\$457,760		\$483,245		\$483,245	18.91%
13	Exhibits Only		\$90,755		\$73,920		\$73,920	2.89%
14	Exhibits Only Vouchers		\$14,885		\$15,530		\$15,530	0.61%
15	<i>Registration Total</i>		\$591,500		\$608,725		\$604,195 B	23.64%
16	<b>Directory</b>		\$20,000		\$27,189		\$27,189	1.06%
17	<b>Sponsorship</b>		\$85,000		\$115,000		\$115,000	4.50%
18	<b>Interest</b>		\$800		\$827		\$800	0.03%
19	<b>Miscellaneous</b>		\$5,000		\$7,500		\$7,500 *	0.29%
20	<b>Total Income</b>		\$2,512,310		\$2,565,630		\$2,556,169	100.00%
21								
22	<b>EXPENSE</b>							
23								
24	<b>Exhibit</b>							
25	Convention Center Exhibit Space		\$111,840		\$111,840		\$131,680	7.60%
26	Lead Retrieval		\$2,200		\$1,000		\$2,000	0.12%
27	Luncheon		\$106,000		\$109,185		\$110,000	6.35%
28	Online Exhibit Sales		\$10,000		\$10,000		\$10,000	0.58%
29	On-site Signage Design		\$2,000		\$1,968		\$2,000	0.12%
30	Printing & Postage		\$34,000		\$34,474		\$35,000	2.02%
31	(includes exhibit directory)							
32	Regional Wine Tasting (Catering)		\$43,000		\$41,299		\$43,000	2.48%
33	Security/Door Monitors		\$38,000		\$35,658		\$38,000	2.19%
34	Service Contractor (TPN)		\$55,000		\$55,358		\$55,500	3.20%
35	Tent		\$26,500		\$26,093		\$27,000	1.56%
36	Virtual Trade Show		\$3,400		\$3,400		\$3,400	0.20%
37	Miscellaneous		\$3,500		\$2,773		\$3,500	0.20%
38	<i>Exhibit Total</i>		\$435,440		\$433,048		\$461,080	26.60%
39								
40	<b>Program/Sessions</b>							
41	A/V		\$49,000		\$48,940		\$49,000	2.83%
42	Catering		\$29,000		\$22,502		\$29,000	1.67%
43	Keynote Presentation (Tuesday)							
44	Speaker Expense		\$5,000		\$0		\$5,000	0.29%
45	Plated Lunch		\$21,700		\$26,379		\$25,600	1.48%
46	<i>Sub Total</i>		\$26,700		\$26,379		\$30,600 C	1.77%
47	Meeting Room - Rental		\$9,660		\$9,660		\$10,170	0.59%
48	Meeting Room - Door Monitors		\$2,500		\$1,847		\$2,500	0.14%
49	On-site Signage Design		\$2,000		\$1,966		\$2,000	0.12%
50	Printing (incl program layout)		\$13,000		\$13,761		\$14,000	0.81%
51	Program Development		\$9,300		\$9,552		\$10,000	0.58%
52	Speaker Mgmt Contractor (TPN)		\$17,600		\$17,518		\$17,600	1.02%
53	Speaker Reimbursement (25%)		\$27,169		\$18,704		\$27,280 D	1.57%
54	Miscellaneous		\$3,000		\$3,028		\$3,500	0.20%
55	<i>Program/Sessions Total</i>		\$188,929		\$173,857		\$195,650	11.29%
56								
57	<b>Public Relations</b>							
58	Advertising (includes ad layout)		\$66,533		\$55,729		\$74,095	4.28%
59	Brown-Miller		\$64,350		\$64,350		\$64,350	3.71%
60	Graphics		\$10,000		\$6,120		\$11,275	0.65%
61	E-Newsletter		\$4,750		\$4,750		\$4,750	0.27%
62	Miscellaneous		\$3,500		\$1,240		\$3,500	0.20%
63	<i>Public Relations Total</i>		\$149,133		\$132,189		\$157,970	9.11%
64								
65	<b>Registration</b>							
66	Computer Equip/Internet (On-Site)		\$21,000		\$17,926		\$21,000	1.21%
67	On-site Signage Design		\$2,000		\$1,966		\$2,000	0.24%
68	Printing & Postage (incl brochure layout)		\$23,000		\$22,869		\$24,000	1.38%
69	Security		\$2,000		\$1,800		\$2,000	0.12%
70	Service Contractor (TPN)		\$135,000		\$135,475		\$136,000	7.85%
71	Staff (Temp)		\$36,000		\$32,868		\$36,000	2.08%
72	Miscellaneous		\$3,000		\$2,958		\$3,500	0.20%
73	<i>Registration Total</i>		\$222,000		\$215,862		\$224,500	12.95%



Unified Wine & Grape Symposium  
2017 Budget - DRAFT

Proposed to LLC Managing Committee on 8/4/2016

	2016 Budget	2016 Actual	2017 Budget	% of '17 Budget
EXPENSE CONTINUED	11/01/15 Through 10/31/16	Estimated Through 10/31/16	11/01/16 Through 10/31/17	
<b>Other Operating</b>				
Accounting Services	\$12,590	\$12,590	\$12,980	0.75%
Bank Charges (cc)	\$91,000	\$70,008	\$70,000	4.04%
Contract Services (ASEV)				
Bookkeeping/Accounting	\$9,327	\$9,041	\$9,327	0.54%
Event Management	\$162,094	\$127,847	\$162,094	9.35%
Trade Show Management	\$127,426	\$138,914	\$138,914	8.02%
Contract Svcs (ASEV) Total	\$298,847	\$275,802	\$310,335	E 17.91%
Contract Services (CAWG)				
Program Development	\$68,312	\$70,034	\$70,034	4.04%
Sponsorship	\$23,805	\$24,426	\$24,426	1.41%
Contract Svcs (CAWG) Total	\$92,117	\$94,460	\$94,460	E 5.45%
Event Coordinator (TPN)	\$31,340	\$25,844	\$31,340	1.81%
Food & Beverage Coordinator (TPN)	\$21,000	\$21,000	\$21,000	1.21%
Insurance (Liability, D&O, Internet)	\$32,000	\$25,520	\$32,000	1.85%
Legal	\$10,000	\$9,321	\$10,000	0.58%
LLC Franchise Tax	\$6,800	\$6,800	\$6,800	0.39%
LLC Property Tax	\$2,400	\$2,787	\$2,800	0.16%
Managing Member Fee (ASEV)	\$45,300	\$45,300	\$45,300	2.61%
Meetings (LLC Managing Committee)	\$2,000	\$840	\$2,000	0.12%
Parking	\$500	\$534	\$600	0.03%
Postage (office)	\$1,000	\$418	\$1,000	0.06%
Sponsorship (incl brochure design)	\$4,300	\$4,800	\$4,950	0.29%
Supplies	\$3,000	\$2,362	\$3,000	0.17%
Telephone/Utilities	\$9,000	\$9,703	\$10,000	0.58%
On-site Vendor Advertising	\$10,200	\$8,569	\$8,600	0.50%
Website	\$1,800	\$1,800	\$1,800	0.10%
Welcome Reception (Tuesday)	\$22,000	\$21,902	\$22,000	F 1.27%
Miscellaneous	\$3,000	\$1,572	\$3,000	0.17%
Other Operating Total	\$700,194	\$641,932	\$693,964	40.04%
<b>Total Expenses</b>	\$1,695,696	\$1,596,888	\$1,733,165	100.00%
<b>Net (Profit/Loss)</b>	\$816,614	\$968,742	\$823,004	

A-F Refer to corresponding lettered categories on attached Worksheet

\* Includes \$5,000 Freeman donation per contract.

\*\* Includes \$2,500 for Spanish Session translation equipment.

Note: 90% of estimated profit to be distributed by the end of May, 2017 and the remaining balance based on actual to be distributed by the end of Feb, 2018 per policy.

**Income**

<b>A. Exhibits</b> (Assumed Sold Out 1st Floor, 2nd Floor Mezzanine, 3rd Floor Ballroom and Tent)				
Qty	Description	Price ea.	Total	
709	10 x 10 Booths	\$2,100.00	\$1,488,900.00	
15,000 sq ft	Large Equipment Booths	\$15.75	\$236,250.00	
<b>Total Exhibits Income</b>			<b>\$1,725,150.00</b>	

<b>B. Registration</b>				
<b>Keynote Presentation w/Lunch (Tuesday)</b>				
Actual 2016	Qty/Yr	Description	Price ea.	Total
<b>Pre-Registration</b>				
278	250	Member (ASEV/CAWG/Exhibitor/Speaker)	\$75.00	\$18,750.00
129	100	Non-Member	\$125.00	\$12,500.00
8	5	ASEV Student Member/Press	\$50.00	\$250.00
<b>On-Site Registration</b>				
0	0	Member (ASEV/CAWG/Exhibitor/Speaker)	\$75.00	\$0.00
0	0	Non-Member	\$125.00	\$0.00
0	0	ASEV Student Member/Press	\$50.00	\$0.00
415	355	Total Keynote Presentation		\$31,500.00

<b>General (Tuesday - Thursday)* - Based on 2016 Attendance</b>				
Qty/Yr	Description	Price ea.	Total	
<b>Pre-Registration</b>				
<i>(3-Day, Tues-Thursday)</i>				
	543 Member (ASEV/CAWG)	\$315.00	\$171,045.00	
	177 Non-Member	\$515.00	\$91,155.00	
	38 ASEV Student Member	\$50.00	\$1,900.00	
	50 Exhibitor	\$315.00	\$15,750.00	
<i>(1-Day)</i>				
	239 Member (ASEV/CAWG)	\$210.00	\$50,190.00	
	299 Non-Member	\$265.00	\$79,235.00	
	26 Exhibitor	\$210.00	\$5,460.00	
<b>On-Site Registration</b>				
<i>(Tues-Thursday)</i>				
	28 Member (ASEV/CAWG)	\$515.00	\$14,420.00	
	16 Non-Member	\$715.00	\$11,440.00	
	8 ASEV Student Member	\$250.00	\$2,000.00	
	6 Exhibitor	\$515.00	\$3,090.00	
<i>(1-Day)</i>				
	13 Member (ASEV/CAWG)	\$410.00	\$5,330.00	
	53 Non-Member	\$465.00	\$24,645.00	
	1 Exhibitor	\$410.00	\$410.00	
<b>Spanish Track Only</b>				
	115 Member/Non-member	\$55.00	\$6,325.00	
<b>Misc</b>				
	12 Cancellations	\$50.00	\$600.00	
	10 Lost Badge	\$25.00	\$250.00	
<b>1,634 Total General Registration</b>			<b>\$483,245.00</b>	

\*General Registration includes Tuesday welcome reception.

54 **Income (continued)**

55

56 **Exhibits Only - Based on 2016 Attendance**

57	1,056 Pre-Reg Member/Non-member	\$35.00	\$36,960.00
58	528 On-Site Member/Non-member	\$70.00	\$36,960.00
59	1,584 Total Exhibits Only		\$73,920.00

60

61 **Exhibits Only Vouchers (sold to exhibitors only) - Based on 2016 Sales**

62	3,106 Vouchers	\$5.00	\$15,530.00
----	----------------	--------	-------------

63

64 **Total Registration Income** **\$604,195.00**

66 **Expense**

67

68 **C. Keynote Presentation w/Lunch (Tuesday)**

69	1 Keynote Expense	\$5,000.00	\$5,000.00
70	400 Plated Lunches	\$64.00	\$25,600.00
71	<b>Total Keynote Presentation Expense</b>		<b>\$30,600.00</b>

72

73 **D. Speaker - 93 Speakers (Tuesday - Thursday)**

74	Lodging	\$231/night (77 CA Speakers -1 Night)	\$17,787.00
75	Lodging	\$231/night (6 Out of State Spkrs -2 Nights)	\$2,772.00
76	Lodging	\$231/night (10 Int'l Speakers - 4 Nights)	\$9,040.00
77	Ground Transportation	\$100/ea	\$9,300.00
78	Meals	\$61/day (77 CA Speakers - 2 Days)	\$9,394.00
79	Meals	\$61/day (6 Out of State Spkrs - 3 Days)	\$1,098.00
80	Meals	\$61/day (10 Int'l Speakers - 5 Days)	\$3,050.00
81	Transportation	10 Int'l @ \$3,500/ea	\$35,000.00
82	Transportation	6 Out of State @ \$650/ea	\$3,900.00
83	Transportation	7 CA - Airfare @ \$300/ea	\$2,100.00
84	Transportation	70 CA - 400 miles @.56/mile	\$15,680.00
85	<b>Total Speaker Expense</b>		<b>\$109,121.00</b>

86

87 **Note: 25% of Speakers Estimated to Submit for Reimbursement** **\$27,280.25**

88

89 **E. ASEV/CAWG Contract Services (Rates Based on Operating Agreement)**

90	Hrs/Yr	Description	Price ea.	Total
91	<b>ASEV</b>			
92	220.75	Bookkeeping/Accounting	\$42.25	\$9,326.69
93	1,662.50	Event Management	\$97.50	\$162,093.75
94	2,013.25	Trade Show Management	\$69.00	\$138,914.25
95	3,896.50	<i>ASEV Total</i>		\$310,334.69
96	<b>CAWG</b>			
98	895.00	Program Development	\$78.25	\$70,033.75
99	354.00	Sponsorship	\$69.00	\$24,426.00
100	1,249.00	<i>CAWG Total</i>		\$94,459.75
101	<b>Total ASEV/CAWG Contracted Services Expense</b>			<b>\$404,794.44</b>

102

103

104 **Note: Each LLC Managing Member may invoice up to 5% over the total budgeted Contract Service amount**

105 **for actual hours incurred (per policy).**

106



107	<b>F. Welcome Reception (Tuesday)</b>		
108	550 Reception w/Wine & Hors d'oeuvres	\$40.00	\$22,000.00
109	<b>Total Welcome Reception Expense</b>		<b>\$22,000.00</b>

Confidential