



## LLC Managing Committee Meeting Agenda

### Conference Call

1-800-615-2900 Access Code: 684385

10:00 am, Thursday, August 22, 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;**
- **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 past president), Tom Collins (ASEV Director), Jim Kennedy (ASEV President), Carson Smith (CAWG board member), and David Weiss (CAWG board member)

1. Call to Order
2. Approval of Agenda
3. Approval of August 5, 2013 meeting minutes\*
4. Old Business:  
Program Development Update
  - Tuesday - General Session Keynote Speaker
  - Thursday Walking Tours
5. New Business:
  - partner-sharing for LLC meeting packet development
6. Next meeting dates/times
  - set live meeting date for November 2013
7. Adjournment

\*included



**LLC Managing Committee Meeting Minutes  
Conference Call  
3:00 pm, Monday, August 5, 2013**

Committee Member Participants (8):

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

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

Other Participants: Jenny Devine (CAWG) and Dan Howard (ASEV)

Meeting (audio) recorded

**Call to Order** – 3:30 pm

**Approval of Agenda-** L. Boulton moved to approve the agenda as submitted. Second by B. Pauli. Motion carried.

**Approval of Meeting Minutes** for July 8, 2013 – L. Chacón-Rodríguez moved to approve the minutes as submitted. Second by J. Kennedy. Motion carried.

**Old Business**

Program Development – the program summary provided by J. Devine was reviewed.

- Tuesday - General Session Keynote Speakers proposed in order of preference are: (1) Francis Ford Coppola and (2) Howard Shultz, Starbucks (or Clarice Turner, SVP US Business). Jerry Baldwin, Starbucks founder/owner of Baldwin Wines, and board member/Peets Coffee was also suggested. All concurred with priority to proceed with inquiring about Coppola's willingness. B. Pauli will contact J. Ciatti regarding access to Coppola.

- Thursday Walking Tours – moderators/tour guides proposed for tours to date are:  
*grapegrowing*; Mark Battany/UCCE, Glenn McGourty/UCCE, and Matt Fidelbus/UCCE/UCD  
*wine making*; Chik Brenneman/UCD winemaker and Tom Collins/UCD  
*grapegrowing and winemaking in Spanish*; Cristina de la Presa Owens, E&G Gallo – winemaking  
Bibiana Guerra, Bogle – grapegrowing, Eva Bertran, Gloria Ferrer Caves & Vineyards/Freixenet,  
Markus Bokisch, Bokisch Vineyards– winemaking and/or grapegrowing, Enrique Herrero, Inglenook –  
grapegrowing, and Luis Sanchez, E&J Gallo – grapegrowing

L. Boulton noted that UCCE is a good source for these tour guides based on the type of professional experience consistent with cooperative extension. Consensus was that these tours can accommodate approximately 20 registrants/tour and be held 1-1.5 hours with three running concurrently.

**New Business**

Proposed 2013-2014 Budget – reviewed distributed draft.

- 2014 Worksheet for Income and Expenses B. Registration Income – Tuesday Keynote Presentation w/Lunch fee was reduced to \$85/person (with assumption of 400 registrants).

B. Pauli excused himself from the call and D. Weiss was designated to chair the remainder of the meeting.



- 2014 proposed Advertising Program Revenue was reduced to \$50,000.

All other 2014 proposed income including fees/rates and expenses were approved as proposed. This included the newly added Tuesday keynote speaker fee of \$20,000 and Welcome Reception expense of \$20,000 which will be included in the session registration fees.

J. Kennedy moved to approved the entire budget (income and expenses) as amended. Second by L. Chacón-Rodríguez. Motion carried unanimously.

**Next meeting dates/times** – August 22, 2013, 10:00 am conference call. A date for a live meeting in November will be set at the next meeting.

**Adjournment** – 4:30 pm