

**LLC Managing Committee Meeting Agenda  
Zoom Meeting**

Tuesday, August 30, 2022  
3:00 PM

**Committee Members (8):**

Jim Harbertson (ASEV Technical Program Director), Chair (July 1, 2021 - June 30, 2022)  
Mike Boer (CAWG Past Board Member), Natalie Collins (CAWG Interim President), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV 2nd VP), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Chair), Keith Striegler (ASEV President)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order**
2. **Approval of August 30 Meeting Agenda**
3. **Approval of July 15 Meeting Minutes\***
4. **New Business**
  - a. **State of the Industry Line-Up**
    - i. **Moderator:** Mike Veseth, The Wine Economist
    - ii. **Speakers:**
      1. Jeff Bitter, Allied Grape Growers
      2. Danny Brager, Brager Beverage Alcohol Consulting
      3. Glenn Proctor, Ciatti Company (Broker Rotation)
      4. 4<sup>th</sup> Speaker (*last year, we had Mario Zepponi, Zepponi & Company on mergers and acquisitions*)
5. **Old Business**
  - a. **Program Development Update**
  - b. **Keynote Speaker Update**
    - i. Status the McBride Sisters
    - ii. Discuss back-up options (select two or three)
6. **Next Meeting Date and Time**
7. **Adjournment**

*\*documents attached*

**LLC Managing Committee Meeting Minutes**  
**Zoom Meeting**

Friday, July 15, 2022  
3:00 PM

**Committee Members Present:**

Mike Boer (CAWG Past Board Member), Natalie Collins (CAWG Interim Staff Representative), Dan Howard (ASEV Executive Director), Anita Oberholster (ASEV 2nd VP), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Chair),

**Others Present:**

Jenny Devine (CAWG Staff)

**Committee Members Not Present**

Jim Harbertson (ASEV Technical Program Director), Chair (July 1, 2022 - June 30, 2023), Keith Striegler (ASEV President)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order.** Anita Oberholster, on behalf of chair Jim Harbertson, called the meeting to order at 3:08 PM.
2. **Approval of July 15 Meeting Agenda.** The Committee agreed to move Old Business above New Business, to allow for committee members to join. Mike Boer moved to approve the July 15 Meeting Agenda as amended. Tom Slater second, the motion was approved.
3. **Approval of June 14 Meeting Minutes.** Tom Slater moved to approve the June 14 Meeting Minutes. Mike Boer second, the motion was approved.
4. **Old Business**
  - a. **Program Development Update.** Jenny Devine provided an update regarding of the status of the Program Development Committee. She stated that the content was in good shape, about 80% of the breakout session content has been submitted, with a few holes to fill, such as the Thursday General Session. She is working with each sub-committee to begin to finalize the speaker list and content.
  - b. **Keynote Speaker Update.**
    - i. **Status of Dusty Baker.** Tom Slater has tried to reach out to Steve Skelly, Dusty's agent, with no response. There is concern with his schedule and how busy he is, with the possibility of him cancelling due to scheduling changes. This would be something Dusty would do without an honorarium. However, the committee has decided to move forward with the next speaker option, due to time.
    - ii. **Next Steps: The McBride Sisters or Other Options.**
      1. Need to get the McBride Sisters contact information – go back to Wine Institute
      2. They can talk about their story, how they are reinventing themselves in a new market
      3. More of an interview style to tell their story in a comfortable format.
        - a. Conversational piece rather than presentation
        - b. Find the right moderator/interviewer – who would do this?

- c. Journalist could do the moderating role – they are good with keeping the conversation going.
        - i. Julia Coney - <https://www.juliaconey.com/>
4. First step is to find a contact for the McBride Sisters and move forward with inviting them.
5. Back-up
  - a. Jancis Robinson, wine critic, wine writer and journalist. However, the Thursday General Session is being structured around her.
  - a. David Phinny, Prisoner
  - b. Dwane Wade, Basketball Player, new in the wine industry

## 5. New Business

- a. **2023 Unified Budget:** Review and Approval. Dan Howard reviewed the budget with the LLC Managing Committee. He reviewed the following:
  - i. He recommends not to increase registration or booth fees in either 2023 or 2024.
  - ii. **Income**
    1. In 2022, we had 80 companies cancel, but they did not receive a refund.
    2. We have sold 750 10 x 10, we budgeted an additional 35 booths that we will sell.
    3. We are planning on 25% attrition in registration based on the registration amount from 2020 at CalExpo
    4. We have a sponsor credit for the VIP Suite that will be rolling over to 2023, so the income has been lowered.
    5. We are investing in CDs once again.
    6. We have a credit from Freeman that will show as income.
    7. The income is pretty close to what we had budgeted in 2022, a little less than what we actually did in 2022.
  - iii. **Expenses**
    1. The Exhibit Hall is more expensive due to contracting Ballroom B. If we do not sell out Ballroom B, they will amend the contract and we will not be responsible for the expense.
    2. They do not charge us for session space, only exhibit space.
    3. There was a 5 – 10% increase across the board.
    4. Expense for speakers is 30% of the total number of speakers.
    5. New logo – it is not that large of an expense to create a new logo, but we will be rebranding for 2024.
    6. We have an audit coming up, therefore it is in the budget.
    7. The management rates are good for another two years, they are contracted for three years total.
    8. Epistemix helped us with the requirements and language for the 2022 symposium. Their fees went up this year to \$6,000 and he is recommending that we use them once again. Anita and Bill asked if we need to confirm now, or can we wait. Dan stated that if we need to bring in a firm to help us with the health check, we need to make that decision soon or else we will not be able to find anyone to help. We will keep the \$6000 in for now.
  - iv. **Motion:** Anita Oberholster made a motion to approve the current budget as submitted and the 2024 booth fee as proposed. Bill Pauli second, the motion was approved.

6. **Next Meeting Date and Time.** Tuesday, August 30 at 3:00 PM.

7. **Adjournment.** Anita Oberholster adjourned the meeting at 4:03 PM.