

**LLC Managing Committee Meeting Agenda
Zoom Meeting**

Thursday, September 3, 2020
3:00 PM

Zoom Meeting Details:

Join Zoom Meeting

<https://us02web.zoom.us/j/89373014837?pwd=Szh2TWxNS0REYnl3VE8wQlVPWFpMQT09>

Meeting ID: 893 7301 4837

Password: 157450

Dial by your location: 1 669 900 6833 US (San Jose) OR 1 253 215 8782 US (Tacoma)

Committee Members (8):

Keith Striegler (ASEV Board Member), Chair (July 1, 2020 - June 30, 2021)

John Aguirre (CAWG President), Mike Boer (CAWG Board Member), Nichola Hall (ASEV Past President), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Director)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of September 3 Meeting Agenda**
3. **Approval of August 6 Meeting Minutes***
4. **Old Business**
 - a. State of the Industry Line-Up Discussion: 4th Speaker
 - b. Program Development Committee Update
 - c. Exhibit Sales Update
5. **Next Meeting Date and Time**
6. **Adjournment**

**documents attached*

LLC Managing Committee Meeting Minutes
Zoom Meeting

Thursday, August 6, 2020
3:00 PM

Committee Members Present:

Keith Striegler (ASEV Board Member), Chair (July 1, 2020 - June 30, 2021)

John Aguirre (CAWG President), Mike Boer (CAWG Board Member), Nichola Hall (ASEV Past President), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), Tom Slater (CAWG Director)

Others Present

Jenny Devine, CAWG (Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Keith Striegler called the meeting to order at 3:01 PM.
2. **Approval of August 6 Meeting Agenda.** Mike Boer moved to approve the August 6 meeting agenda. Tom Slater second, motion was approved.
3. **Approval of July 7 Meeting Minutes.** Bill Pauli moved to approve the July 7 meeting minutes. Mike Boer second, motion was approved.
4. **New Business**
 - a. **State of the Industry Line-Up Discussion.** John Aguirre led the SOI discussion. He stated that we have a dynamic panel of speakers and will be sending out the official invitations shortly with information regarding the virtual platform.
 - i. The typical line-up is Mike Veseth as moderator and four presenters. If we continue with our winning SOI session speaker line-up, then we would have the following speakers:
 1. Mike Veseth, The Wine Economist (Moderator)
 2. Danny Brager, Consultant
 3. Jeff Bitter, Allied Grape Growers
 4. Broker (Glenn Proctor, Ciatti, is next in the rotation)
 5. A wildcard speaker that changes annually
 - ii. There is a potential issue to discuss when finalizing the above speaker line-up. Danny Brager has left Nielsen to start his own beverage alcohol consulting practice. However, he remains interested in participating on the SOI panel, and is available. He will maintain a consulting relationship with Nielsen, and he will continue to have access to off-premise sales data. Also, during his time with Nielsen, he created a partnerships with other aggregators of wine sales data, so he will have access to on-premise sales data too.

- iii. The prevailing wisdom with online meetings and conferences is that shorter is better. In other words, it's very easy for people sitting at a desk watching their computer screen to get distracted. Thus, we should consider whether it makes sense to discard our 4th (wildcard) presenter and go with a line-up of Mike Veseth and three presenters (Danny Brager, Jeff Bitter and Glenn Proctor).
 1. Committee Discussion:
 - a. John Aguirre recommends the following:
 - i. Continue with Danny Brager, in his new role
 - ii. Skip the fourth presenter for 2021 and go with the three speakers and our moderator.
 - b. Reducing the number of speakers from five to four will allow more time for each to present.
 - c. Nichola Hall stated that she would like for us to do something on ecommerce. It would be very timely, but it would add in another speaker. Jim Harbertson asked if one of the current speakers could touch on ecommerce, however it would make sense to bring on another speaker.
 - d. Nichola Hall continued to state that the session will be recorded, and attendees will have the opportunity watch the session as a later date, or they can come and go as they please during the live session. They have the ability to watch which ever speaker they would like, when they would like. Which would allow time for the 5th speaker.
 - e. The SOI is a session that we will want to give the full time to, since the information is timely and informative, especially since we are not having a keynote speaker.
 - f. Who can speak to the online sales, ecommerce?
 - i. Rick Tigner or Rossi.
 - ii. Columbia Hospitality – name provided by Mike Veseth. A speaker in this realm.
 2. **ACTION ITEM:** John Aguirre and Jenny Devine will work with the PDC committee members, the chairs, and Mike Veseth on the fifth speaker and bring the final the slate of speakers back to the LLC Managing Committee for approval.

5. Old Business

- a. **2021 Virtual Conference Budget Draft.** Dan Howard provided an updated budget version.
 - i. **Income**
 1. Exhibit Hall.
 - a. The exhibit hall booth price was lowered to \$1,200 per space. The exhibit hall attrition rate has been about 55% thus far, but we have 350 exhibitors to still hear back from. The soft deadline to
 - b. There is no method to who is accepting and who has not.
 2. Registration: The registration rate was reduced by about 28% and the registration number was reduced by 40%.
 3. Directory: This income comes from exhibitors purchasing the excel spreadsheet.
 4. Advertisement: We will not have onsite opportunities, only online.
 5. Sponsorship: We did better than expected last year, but it was lowered to \$45,000 for the virtual show.
 6. Visit Sacramento Funds: It is not in the budget. However, the money is in and we will start seeing it on the 2022 P&L.

ii. Expenses

1. Online Exhibit Sales: it is an expense that we are already responsible for.
2. Virtual Trade Show: This is the full virtual platform for trade show and sessions.
3. Program/Sessions: No real expenses here, however we added \$1,000 for misc.
4. PR: We are going to work on a few of the ads ourselves and not use the design firm fully.
5. Registration: We do not have any registration expenses this year.
6. Other Operating:
 - a. We have an audit this year, so it will need to be budgeted.
 - b. Staff Hours: both ASEV and CAWG have reduced their hours.
 - c. Insurance: will remain the same
 - d. Sponsorship Brochure: we might not do the actual brochure and host all online.
7. Net Profit: \$56,059
8. Comments:
 - a. We do not have a lot of wiggle room with this number, but it is not a negative, and it covers staff time.
 - b. We have a hard expense number, but we do not know what our income is going to come in at.
 - c. It is going to be very important for us to market the program and get people to attend – both organizations need to help.
 - d. For the industry by the industry.
9. Approval: Jim Harbertson moved to approve the 2021 Unified Wine & Grape Symposium. Nichola Hall second the motion, the 2021 UW&GS budget was approved.

b. **Program Development Committee Update.** Mike Boer, John Aguirre and Jenny Devine provided an update on the PDC content. Each sub-committee has met at least twice to continue to develop the content. Each committee has identified a set of sessions and are now in the process of finalizing the content and working on the titles and descriptions. John Aguirre is working with Gilian Handelman and a select committee on the tasting sessions. The committee decided to add on a Thursday General session that will focus on diversity in the industry.

6. **Next Meeting Date and Time.** The next LLC Managing Committee will take place on September 3, at 3:00 PM.

7. **Adjournment.** Keith Striegler adjourned the meeting at 3:57 PM.