

LLC Managing Committee Meeting Agenda

Conference Call

September 25, 2015

3:00 PM

Dial-In: 1-800-831-3695

Passcode: 900770#

(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 Past Chair), Chair (January-December 2015)

John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Board 1st Vice President), Dan Howard (ASEV Executive Director), Jim Kennedy (ASEV Past President), Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

LLC Managing Committee Meeting Agenda

1. Call to Order
2. Approval of September 25 Agenda
3. Approval of August 3 Meeting Minutes*
4. Old Business
 - a. Program Update
5. New Business
 - a. Review and Confirmation: LLC Managing Committee Terms
 - i. **Tom Collins (3rd term 1/15 – 12/17)**
1/15 – 12/15, 1/16 – 12/16, 1/17 – 12/17
 - ii. **Jim Kennedy (2nd term 1/15 – 12/17)**
1/15 – 12/15, 1/16 – 12/16, 1/17 – 12/17
 - iii. **Nichola Hall (1st term 1/15 – 12/17)**
1/15 – 12/15, 1/16 – 12/16, 1/17 – 12/17
 - iv. **Carson Smith (1st term 4/13 – 3/16)**

4/13 – 3/14, 4/14 – 3/15, 4/15 – 3/16

v. **David Weiss (1st term 4/13 – 3/16)**

4/13 – 3/14, 4/14 – 3/15, 4/15 – 3/16

vi. **Bill Pauli (1st term 1/13 – 12/15)**

1/13 – 12/13, 1/14 – 12/14, 1/15 – 12/15

6. Next Meeting Date and Time.

7. Adjournment.

**documents attached*

**LLC Managing Committee Meeting Minutes
Monday, August 3, 2015**

Conference Call

Committee Members

Bill Pauli (CAWG Past Chair), Chair (January-December 2015)

John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Board 1st Vice President), Dan Howard (ASEV Executive Director), Jim Kennedy (ASEV Past President), Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

Others Present

Jenny Devine-Smith (CAWG Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Bill Pauli called the meeting to order at 3:04 PM.
2. **Approval of August 3 Agenda.** David Weiss moved to approve the August 3 agenda as submitted, second by Carson Smith. Motion was approved.
3. **Approval of June 29 Meeting Minutes.** Nichola Hall moved to approve the June 29 meeting minutes as submitted, second by Tom Collins. Motion was approved.
4. **Old Business**
 - a. **Tuesday Keynote Speaker Status.** The committee reviewed the status of Fred Franzia. Nichola Hall and John Aguirre were pleased to confirm that he accepted our invitation. John Aguirre will follow up with Fred on next steps. Nichola Hall will provide John with his contact information.

The committee discussed the presentation style. It was agreed that the presentation style would be left up to Fred. John will communicate with Fred to confirm.

- b. **State of the Industry Speaker Update.** John Aguirre reported that Nat DiBuduo, Jon Fredrikson, and Mike Veseth have accepted our invitations. It is important that we alternate the broker. The LLC Managing Committee has confirmed that Turrentine will be the broker for 2016, based on the past alternating schedule. John will reach out to Steve Fredricks to confirm their participation.
5. **New Business**
 - a. **2016 Budget.** Dan Howard reviewed the 2016 Unified Wine & Grape Symposium budget with the committee. Dan and the committee had the following comments.
 - i. **Exhibit Booth Fees:** Dan Howard stated that there is a \$100 increase in exhibit fees for 2016. David Weiss asked if we should expect any push back from exhibitors? Dan stated that presales have already gone through and no push back has been received. Bill Pauli and the committee agreed to keep the booth fees the same in 2017, and review in 2018.
 - ii. **Advertisements:** There is an increase in advertisement income due to the 5% increase in advertisement fees.
 - iii. **Registration:** General registration prices have been increased by 5%.
 - iv. **Exhibits ONLY:** There is a proposed \$5 increase. The committee approved.
 - v. **Exhibit Expense:** Dan Howard stated that the exhibit expense is based on prior years. David Weiss commented on onsite signage design and if it is split between categories. Dan confirmed that it is based on the signage in each area. The increase in expense is due to changing the graphic design and we have to create all new signage as a result.

- vi. **Translation Equipment:** Dan Howard noted that there was an increase in the Spanish track expense by \$2,500. This increase is the addition of translation equipment. Tom Collins stated that this is an important addition to the Spanish track, especially if we confirm a speaker who is not able to speak Spanish.
- vii. **PR:** Dan Howard stated that the expense increased due to change in graphics.

Motion Made: Tom Collins made a motion to approve the 2016 Unified Wine & Grape Symposium budget as presented, second by Jim Kennedy. Motion was approved.

- b. **Additional Grapegrowing Sessions.** John Aguirre and Tom Collins discussed the opportunity to add in a grapegrowing session based on feedback received from members and other grapegrowers. The committee previously discussed this as a committee and they feel that we did a good job at bulking up the Joint Wine Tasting Session and adding the Winemaking and Grapegrowing sessions back on Thursday. The proposed addition is to add one more session on Wednesday that is more viticulture focused. Currently the schedule has a Joint Business/Operations and Grapegrowing session. John Aguirre asked if the committee could look at adding in another session.

Tom Collins feels that the schedule is back on par with the viticulture content. Tom is concerned that the Business & Operations sub-committee may want another session as well, if the additional grapegrowing session is scheduled. Joint sessions provide additional value when the content comes together. LLC Managing Committee Comments: The committee feels that Tom Collins has recognized the concerns and the proper changes have already been made to accommodate the feedback. The committee will wait and see if the changes will address the feedback, and address the issue once again if needed.

- 6. **Next Meeting Date and Time.** The proposed meeting dates: 3 PM on either September 24 or 25.
- 7. **Adjournment.** Bill Pauli adjourned the meeting at 3:56 PM.