



**LLC Managing Committee Meeting Agenda
Conference Call**

**Wednesday, October 1, 2014
2:00 PM**

**Dial-In Number: 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):

Jim Kennedy (ASEV President), Chair (January-December 2014)

John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacón-Rodríguez (ASEV past president), Tom Collins (ASEV Director), Bill Pauli (CAWG Director) Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

1. Call to Order
2. Approval of Agenda
3. Approval of July 30 meeting minutes*
4. Old Business:
 - a. Review Status of Keynote Luncheon Speaker
 - i. Review speaker ranking provided by the committee (in order of preference)
 1. Dan Bane, CEO and Chairman, Trader Joe's
 - a. Committee Lead: Tom Collins
 2. Annette Alvarez-Peters, Assistant General Merchandise Manager, Costco
 - a. Committee Lead: John
 3. Rick Tigner, President, Kendall-Jackson Wine Estates/Jackson Family Enterprises
 - a. Committee Member: John and Lyndie



4. Jim Koch, Founder, Samuel Adams
 - a. Committee Member: Tom
5. Bruce Taylor, CEO, Taylor Fresh Foods
 - a. Committee Member: John
6. Rob Sands, President and CEO OR Bruce Taylor, CEO, Taylor Fresh Foods
 - a. Committee Member: Tom and John
7. Richard Sands, Chairman of the Board, Constellation
 - a. Committee Member: Tom and John

5. New Business
 - a. 2015 UW&GS Program Updates
6. Next meeting date and time
7. Adjournment

*included in packet

**LLC Managing Committee Meeting Minutes
Conference Call**

Wednesday, July 30, 2014

Committee Members Present:

John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacón-Rodríguez (ASEV past president), Tom Collins (ASEV Director), Bill Pauli (CAWG Director) Carson Smith (CAWG Director-at-Large), and

Committee Members Not present:

Jim Kennedy (ASEV President), Chair (January-December 2014), David Weiss (CAWG Director)

Others Present:

Dan Howard (ASEV staff) and Jenny Devine-Smith (CAWG staff)

1. **Designated Temporary Chair.** Due to Jim Kennedy's absence, the committee is required to designate chair. Bill Pauli moved to nominate Leticia Chacón-Rodríguez as temporary chair for the meeting. Lyndie Boulton second the motion. Motion was carried.
2. **Call to Order.** The LLC Managing Committee meeting was called to order at 10:08 AM.
3. **Approval of Agenda.** John Aguirre moved to approve the agenda as submitted, second by Bill Pauli. Motion was carried.
4. **Approval of July 14, 2014 meeting minutes.** Lyndie Boulton moved to approve the minutes as submitted, second by Carson Smith. Motion was carried.
5. **Old Business.**
 - a. **Keynote Luncheon Speaker.**
 - i. The LLC Managing Committee reviewed the list of potential Keynote Speakers, in order of preference as summarized per email responses from each committee member, provided by Jenny Devine. Prior to the meeting the LLC Managing Committee provided their vote for each speaker.
 1. Dan Bane, CEO and Chairman, Trader Joe's
 - a. Committee Lead: Tom Collins
 2. Annette Alvarez-Peters, Assistant General Merchandise Manager, Costco
 - a. Committee Lead: John
 3. Rick Tigner, President, Kendall-Jackson Wine Estates/Jackson Family Enterprises
 - a. Committee Member: John and Lyndie
 4. Jim Koch, Founder, Samuel Adams
 - a. Committee Member: Tom
 5. Bruce Taylor, CEO, Taylor Fresh Foods
 - a. Committee Member: John
 6. Rob Sands, President and CEO OR Bruce Taylor, CEO, Taylor Fresh Foods
 - a. Committee Member: Tom and John

7. Richard Sands, Chairman of the Board, Constellation
 - a. Committee Member: Tom and John
- ii. A motion was made to approve the order of speakers listed above. Lyndie Boulton moved to approve the list as submitted, second by Tom Collins. Motion was carried.
- iii. Jenny Devine will update the keynote speaker invitation letter for Dan Bane and provide a copy to John Aguirre, Lyndie Boulton and Tom Collins. Tom Collins will then provide a copy of the letter to Alison Crowe, who has an inside connection to Dan Bane.

6. New Business.

a. 2015 UW&GS Budget.

- i. John Aguirre began the budget discussion by stating that ASEV and CAWG staff had the opportunity to review the budget prior to the LLC Managing Committee, and we were pleased with ASEV's efforts and satisfied with the budget as proposed.
- ii. Lyndie Boulton and Dan Howard provided an overview of the 2015 UW&GS Budget with the LLC Managing Committee, per Bill Pauli's request. Important details included:

1. Symposium Income:

- a. The Keynote Speaker Luncheon registration fee was decreased by \$10, to \$75 from \$85.
- b. The general registration fees will remain the same. However, we will look at increasing the fees for 2016.

2. Symposium Expenses:

- a. Accounting Services. The expense for Accounting Services has increased by \$8,000 due to a scheduled audit, which takes place every three years per prior Committee approval. This is due to the increase in billable hours.
- b. Credit card transaction fees. Bill Pauli commented on the increased credit card transaction fees. Dan Howard stated that these expenses have increased due to more attendees and exhibitors paying by credit cards. Lyndie Boulton and Dan Howard reviewed the various credit card gateway and processor companies that need to be used and the different cards that Unified accepts. The fees represent different individual and business credit cards that are allowed, from VISA, MasterCard and American Express, as well as international transactions. American Express has the highest fees, however due to demand, Unified added AMEX many years ago. Bill Pauli suggested that we pay attention to this line item.
- c. Bill Pauli expressed concern regarding the security, door monitor, badge checkers expense, as it seemed very high. Lyndie Boulton stated the importance of having onsite security, badge checkers and door monitors as necessary with the different registration levels (badge types), the high number of attendance, alcohol on premise, and large trade show equipment due to the potential liability.
- d. Printing and Postage. The budget amount will reflect a different amount because the Program and Exhibitor Directory printing cost has been reallocated.
- e. Website. Carson Smith asked if the website expense was a one-time set-up fee last year. Lyndie Boulton and Dan Howard stated that yes; this was a one-time fee for the contracted redesign and going forward there is a \$150 per month for maintenance.

3. Bill Pauli moved to approve the budget as adopted, second by Carson Smith. Motion was carried and the 2015 UW&GS Budget has been approved.

4. Dan Howard requested that the LLC Managing Committee review and approved the 2016 Exhibitor Booth Fee, with a \$50 increase. Booth sales open in February so it is important to approve now. The typical increase from year to year was \$50, which ended in 2012 and has not increased since. There is concern around the fact that the downtown hotel inventory does not meet demand and there are some continued frustrations around this issue. However, the current cost of the booth fees are very competitive and they receive a great deal of return on their investment. Tom Collins suggested that we look at increasing the fee by \$100, and keep the fee as is over the next two to four years, but reevaluate each year. Bill Pauli made the motion to increase the booth fee by \$100 in 2016, with keeping as is for the following two – four years, but reevaluating each year. Tom Collins second the motion, motion was carried.

7. **Next meeting dates.** The next meeting will focus on the program and will be conducted as a conference call. The committee members selected September 30 and October 1, at 2:00 PM, as an option. Jenny Devine will reach out to Jim Kennedy and David Weiss to see what works for them.

8. **Adjournment.** The LLC Committee Meeting was adjourned at 11:06 AM.