



PLEASE RSVP WHETHER OR NOT YOU WOULD LIKE A LUNCH

**LLC Managing Committee Meeting Agenda
ASEV Office
1784 Picasso Avenue, Suite D, Davis, CA 95618
530-753-3142**

10:00 am, Thursday, October 31, 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 22, 2013 meeting minutes*
4. Old Business:
 - Program Development Update
 - Tuesday - General Session Keynote Speaker
 - Thursday Walking Tours
5. New Business:
 - partnership collaboration
 - LLC Member agreements for contracted service
6. Next meeting dates/times
 - set live meeting date
7. Adjournment

*included in packet



LLC Managing Committee Meeting Minutes

Conference Call

10:00 am, Thursday, August 22, 2013

Committee Members Present:

Bill Pauli (CAWG Chair), Chair, 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)

Meeting was recorded.

Call to Order - 10:05 am by Chair

Approval of Agenda – C. Smith moved to approve agenda as submitted. Second by D. Weiss. Motion carried.

Minutes Approval for August 5, 2013 meeting – corrected call to order to 3:03 pm and Program Development; number of tours from three to four. L. Chacón-Rodríguez moved to approve as amended. Second by J. Kennedy. Motion carried.

Old Business:

Program Development Update:

Tuesday - General Session Keynote Speaker – J. Aguirre reported that he has communicated with Corey Beck of Francis Ford Coppola Presents in regard to Corey asking Francis Ford Coppola if he would be willing to be the UW&GS keynote speaker. Corey agreed to ask Mr. Coppola. There was no reference to expectation for a speaking fee. Corey conveyed to John that Mr. Coppola is more accustomed to speaking in the entertainment industry than for the wine industry. However, the future of F. Ford Coppola winery and their brand revitalizing of Inglenook that Mr. Coppola would be interested in speaking on. J. Aguirre will continue to pursue this outcome. L. Boulton inquired about timeline for pursuing an answer and the importance of only allowing a few weeks per keynote speaker we need to reach out to so we do not get behind the program development timeline and opportunity to promote this new event.

L. Boulton expressed concern that such a high profile speaker will have expectations that the UW&GS provide a higher level of security. She noted that this should be addressed before a formal letter of invitation is sent.

Hotel meeting room capacity limitations and set up needs in comparing Hyatt to Sheraton were reviewed by L. Boulton. We are restricted to approximately 400-500 people at the Hyatt ballroom with close seating in the entire room as the other ballrooms are being used for the Tuesday breakout session including the wine tasting. This would necessitate restricting maximum registration. L. Boulton suggested we consider the Sheraton as an alternative if their ballroom is available to avoid a maximum capacity challenge. The group concurred a cap will need to be set regardless of the meeting space used.



Thursday Walking Tours – L. Boulton recommended that these tours be finalized by choosing which topics to move forward with and consider contracted exhibitors to include on the tour. L. Boulton inquired about whether the tours in Spanish would replicate the tours in English at the same time and with the same topics and exhibitor stops. L. Boulton expressed concern that the same exhibitors being visited by all tours would be perceived negatively by competitors not chosen for the tours. It also would result in a larger crowd of tour participants at the same booths at the same time. L. Chacón-Rodríguez will discuss which topics would be regarded as more relevant with the Spanish speaking audience as well as tour timing with the other Spanish session sub-committee members.

New Business:

Partner-sharing for LLC meeting packet development – L. Boulton had previously discussed with John whether CAWG could assume responsibility for drafting the meeting agendas and minutes as of January 1, 2014. ASEV has assumed this task this since the LLC committee was formed. J. Aguirre had concurred this task sharing was reasonable. CAWG agreed to provide this service beginning January 1, 2013 – January 1, 2016. ASEV will continue to record the meetings to assist in preparing the minutes.

Next Meeting Dates/Times

Will arrange conference calls in September or October as needed such as for new keynote luncheon speaker. John and Lyndie will review possible dates for the conference calls. A live meeting date was set for October 31, 2013 to be held at the ASEV or CAWG office.

Adjournment – 10:40 am