

**LLC Managing Committee Meeting Agenda
Conference Call**

Friday, December 8
10:00 AM

Committee Members (8):

Aaron Lange (CAWG Chair), Chair (January 2017 - June 30, 2018)
John Aguirre (CAWG President), Lise Asimont (ASEV Director), Tom Collins (ASEV Secretary/Treasurer),
Nichola Hall (ASEV Past President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), and
Tom Slater (CAWG Director)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of December 8 Agenda**
3. **Approval of November 8 Meeting Minutes***
4. **Old Business**
 - a. **Program Update: New SOI Line-Up**
 - i. Mike Veseth, Moderator
 - ii. Danny Brager, The Nielsen Company
 - iii. Steve Fredricks, Turrentine Brokerage
 - iv. Mario Zepponi, Zepponi & Company
 - v. Jeff Bitter, Allied Grape Growers
 - vi. Danny Brager: Outstanding Wineries (*bronze, silver and gold*)
 - b. **Sacramento Convention Center Construction and Expansion Update**
 - i. Status for 2020*
 - ii. Tour of Cal Expo
5. **Next Meeting Date and Time**
6. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
Conference Call**

Wednesday, November 8, 2017
2:00 PM

Committee Members Present:

Aaron Lange (CAWG Chair), Chair (January-December 2017), John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Past President), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair), and Tom Slater (CAWG Director)

Committee Members Not Present:

Lise Asimont (ASEV Director)

Others Present:

Jenny Devine (CAWG Staff)

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Aaron Lange called the meeting to order at 2:05 PM.
2. **Approval of Wednesday, November 8 Agenda.** Dan Howard requested to add an agenda item under item 5. b., UCD Exhibit Contracts Update. Bill Pauli moved to approve the November 8 agenda as amended, second by Tom Collins. Motion was passed.
3. **Approval of August 7 Meeting Minutes.** John Aguirre made the motion to approve the August 7 meeting minutes, Nichola Hall second the motion. The motion was approved.
4. **New Business**
 - a. **Review Term of LLC Chair.** Dan Howard explained that the LLC Operating Agreement states the one-year term of the LLC Managing Committee Chair should be July 1 through June 30. We have been using January 1 through December 31 as the term of the Chair. In order to get back on track with our Operating Agreement, John Aguirre suggested that the committee extend Aaron Lange's term through June 30, 2018, and then rename a chair as of July 1, 2018. Bill Pauli made a motion that the LLC Managing Committee elect the new chairman in July 1, and in the interim, Aaron Lange would continue as chair through June 30. Nichola Hall second, the motion was approved.
 - b. **Notify LLC Committee on Decision to rescind Unitech Scientific LLC Exhibit Contract.** Unitech Scientific LLC no longer exists and dissolved in February 2017. The staff moved over to a new company that was formed - Wine Diagnostics. Unitech registered for a booth in 2018, but when the insurance document came in, they realized that it is now Wine Diagnostics. Dan Howard reviewed their contract with Frank Crum, and it was decided to rescind their contract.

Per the booth contract, booth points or booth space cannot be transferred. There is only one exception, if Company A buys out Company B and they both have space at the show, they can keep the larger of the two booths and keep the greatest number of years exhibited (years exhibited translates into points) If a company is dissolved, there is no company.

Unitech is very upset with this decision. Aaron Lange and Tom Slater stated that, moving forward, the LLC Managing Committee can address the matter of a company dissolving and the employees move to another firm. Tom Collins stated that the exhibitors are very aware of what other firms try to get away with, and that we need to stick to the rules.

- c. **Event Parking.** The Raley Field Parking Lot is no longer available to us. Dan Howard stated that additional parking has been identified elsewhere through the city. We will now be using the parking lots under the WX Freeway. Parking will be complimentary for attendees. Busses will be provided and paid for by the city of Sacramento.
- d. **Wine Country Fire Disaster Relief and Recovery.** The committee discussed if the wine country fires should be recognized by the LLC Managing Committee and Unified, should we raise funds for a certain charity, and how that would look like. There does seem to be an expectation that something is mentioned during Unified, however there are sensitivities around giving to a specific charity, since there are so many to select from.

Ray Johnson, with Sonoma State University, is setting up a study on the impact of the fires on the vineyards, and the committee received a request to utilize the State of the Industry session to make an announcement of what Sonoma State University is doing. The LLC Managing Committee decided to add remarks in the general opening regarding how generous the wine industry collectively has been in supporting the victims of the fire and we hope that relief continues and is successful for the recovery. Sonoma State University's presentation can be redirected to the press room after the SOI press conference.

5. Old Business

- a. **Program Update.** John Aguirre discussed the Tuesday Keynote Speaker Luncheon, and Gina Gallo's participation. Unfortunately, we have had difficulty with getting a response to approve a press release and information to post on the Unified website. John Aguirre has reached out to Tom Smith, with Gallo, to assist. It is important to promote the session, and it is raising a concern with the commitment to speak, and we are prepared if this may fall through. We want to be very sensitive about not over burdening her with other nuances, such as outside media interviews, and we do not want to risk having her canceling her appearance. It has been crazy due to the wine country fires and harvest, and we need to be sensitive to her time. We ask for her approval for the press release, but nothing more. If we do not hear back from Tom Smith within a week, we can then reach out to another person, but at this moment we should wait.

Tom Collins discussed the addition of the smoke taint session in the Winemaking track on Thursday. This session will be provided by Jim Harbertson and Tom Collins, this is a repeat session that they did at ASEV National Conference, to cover the basics of what is known about the science and attendees will come away with good information. Tom Collins would like the committee's feedback on the addition of this session. He did state that this session is not to focus specifically on the Napa/Sonoma County fires, but a broader view. The session will not list smoke taint in the title, will not bring any negative impacts on the industry, it will be useful information for the industry. The committee agrees that this is a good topic to add.

- b. **Sacramento Convention Center Construction and Expansion Update.** Dan Howard provided an update on the SCC construction update, the project is ever changing. The original idea would be that we would have access to half of the convention center and the other half would move to the Golden One Center. However, during the last meeting, they are now proposing that they close the convention center entirely, and we will not have a location in 2020 if this is approved. John Aguirre and Dan Howard drafted and sent

a letter to Mayor Steinberg stating the urgency of notifying us by end of December. They are working on getting a decision made by the end of the year. In addition, this is really not an expansion in the first phase. The second phase will be including the second 40,000 sq. ft. ballroom. However, we are trying to get them to include this in phase one. Dan Howard is looking into alternate space. January/February of 2018 we must decide on what we are going to do. We may also have to change our show dates. There is a lot of information to consider and Dan Howard will provide this information in a detailed spreadsheet to the committee once finalized. As far as we know right now, 2019 is not in jeopardy.

- c. **UC Davis Exhibit Contracts Update.** Dan Howard has been working with UC Davis, and they finally approved the contracts for the Enology and Viticulture department and Plant Foundation Services. They did agree to our terms, but did not agree to approve multiple years, so for 2018 the contract is fine and further discussions will take place in 2019. The committee concurred that in future years, UCD needs to complete their contracts by the dates stated in the contract that all other exhibitors follow.

6. **Next Meeting Date and Time.** Jenny Devine will send out Doodle request to the committee for their availability.

7. **Adjournment.** Aaron Lange adjourned the meeting at 3:28 PM.

