

**LLC Managing Committee Meeting Agenda  
Conference Call**

Tuesday, January 8, 2019  
2:00 PM

**Committee Members (8):**

Lise Asimont (ASEV Past President), Chair (July 1, 2018 - June 30, 2019)

John Aguirre (CAWG President), Nichola Hall (ASEV Past President), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Aaron Lange (CAWG Past Chair), Bill Pauli (CAWG Past Chair), and Tom Slater (CAWG Director)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order**
2. **Approval of January 8 Meeting Agenda**
3. **Approval of December 21 Meeting Minutes\***
4. **Old Business**
  - a. Finalize logistics for showcasing St. George Distillery products at the Keynote Speaker Luncheon.
5. **Next Meeting Date and Time.** In-person meeting at Unified, Thursday, January 31, Noon to 1:30 pm, Hyatt Regency, Capitol Board Room (lunch included)
6. **Adjournment**

*\*documents attached*

**LLC Managing Committee Meeting Minutes  
Conference Call**

Friday, December 21, 2018  
3:00 PM

**Committee Members Present:**

Lise Asimont (ASEV Past President), Chair (July 1, 2018 - June 30, 2019)  
John Aguirre (CAWG President), Tom Collins (ASEV Secretary/Treasurer), Nichola Hall (ASEV Past President),  
Dan Howard (ASEV Executive Director), Aaron Lange (CAWG Past Chair), Bill Pauli (CAWG Past Chair), and  
Tom Slater (CAWG Director)

**Other Members Present:**

Jenny Devine (CAWG Staff)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order.** Lise Asimont called the meeting to order at 3:04 PM.
2. **Approval of December 21 Meeting Agenda.** Nichola Hall moved to approve the December 21 meeting agenda, second by Tom Collins. Motion was approved.
3. **Approval of December 11 Meeting Minutes.** Aaron Lange moved to approve the December 11 meeting minutes, second by Tom Collins. Motion was approved.
4. **Old Business**
  - a. **Innovative Wine at Keynote Speaker Luncheon. Suggestions are listed below.**
    - i. BevMo- Bourbon barrel aged wine
    - ii. BevMo- Canned wine
    - iii. Total wine- Bourbon barrel aged wine
    - iv. Total wine- canned wine
  - b. **Committee Discussion**
    - i. John Aguirre began conversation stating that he feels that showcasing innovative wine at the Keynote Speaker Luncheon would put Unified in an awkward position, by having Unified make the decision on what innovative wines we showcase, how do you make that decision and who will describe the wines.
    - ii. Tom Collins provided a report on his conversation with both Dave Smith (master distiller) and Lance Winters, from St. George Distillery. They discussed the thought of showcasing their products at the luncheon, in addition to innovative wine products. Both Dave and Lance had a lukewarm reaction to the discussion, because Lance will be

talking about what they are doing right now, their approach, and how they make their products work in the market place.

1. Tom continued to state that it no longer makes sense for us to move forward with showcasing innovative wine products at the luncheon due to the split between the committee members and with what Lance will be focusing on in his presentation. However, Lance is very interested in showcasing one or two of their products, if the committee agrees this is appropriate. Lance would select one or two of his products that are connected closely to his content and discussion.
  - iii. Aaron Lange asked if we are allowed under our liquor license to pour non-wine products at the luncheon. Dan Howard stated that the contract with the Sheraton does specify wine, but he will go back to the Sheraton and ask, assuming that the logistics will work out
  - iv. John Aguirre stated that there is some concern with distilled spirits at the lunch. However, it would be very interesting to showcase one or two of his products that are tied to his presentation. He feels that this would be a big hit with the audience. We also will want to provide wine, in addition to the samples.
  - v. Tom Slater does not agree with sampling.
  - vi. Bill Pauli does not feel strongly against pouring St. George Distillery products, the only issue is the logistics and how to make it happen. However, he is more open to this concept.
  - vii. Aaron Lange stated that it would be very interesting to hear how they take a raw product and make the best expression of it. This is a very interesting perspective, and this is something the wine industry does every day. As long as it is showcased properly, and it is a smooth process.
  - viii. **Part #1 (Motion):** Nichola Hall would like to make a motion to showcase St. George Distillery products at the Keynote Speaker Luncheon, pending the approval from the Sheraton. Aaron Lange second the motion, motion was approved. **Part #2 (Clarification):** Dan Howard will reach out to the Sheraton to discuss the options and then discuss the findings with the committee. The committee will then vote on how it will be executed. Tom Collins will provide finding from Lance Winters on the specific items they would like to showcase.
5. **Next Meeting Date and Time.** The next LLC Managing Committee Meeting will take place on Tuesday, January 8, at 2:00 PM.
  6. **Adjournment.** Meeting was adjourned at 3:40 PM.