

**LLC Managing Committee Meeting Agenda  
Conference Call**

Thursday, April 18  
3:00 PM

Dial-In: 1-888-396-8039; Passcode: 0260810

**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 April 18 Meeting Agenda**
3. **Approval of March 5 Meeting Minutes\***
4. **Old Business**
  - a. 2020 Program Development Committee Meetings Status
5. **New Business**
  - a. State of the Industry Speaker Line-Up (4<sup>th</sup> Speaker)
  - b. Keynote Speaker Discussion
6. **Next Meeting Date and Time.**
7. **Adjournment**

*\*documents attached*

**LLC Managing Committee Meeting Minutes  
Conference Call**

Tuesday, March 5, 2019  
3:00 PM

**Committee Members Present**

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), Bill Pauli (CAWG Past Chair), and Tom Slater (CAWG Director)

**Committee Members Not Present**

Aaron Lange (CAWG Past Chair)

**Others Present**

Jenny Devine (CAWG Staff)

**LLC Managing Committee Meeting Agenda**

1. **Call to Order.** Lise Asimont called the meeting to order at 3:02 PM.
2. **Approval of March 5 Meeting Agenda.** Jim Harbertson made the motion to approve the March 5 meeting agenda, second by Nichola Hall. Motion was approved.
3. **Approval of January 31 Meeting Minutes.** Small correction to the January 31 minutes, under section 4.2. please amend the minutes to state that Dan Howard and Jim Harbertson signed the proxy forms onsite. Nichola Hall moved to approve the minutes as amended, second by Bill Pauli. Motion was approved.
4. **Old Business**
  - a. **2019 Unified Final Registration Report.** Dan Howard stated that paid registration was down by 48, but overall registration was up by 100. In general, attendance was about the same as 2018.
    - i. Bill Pauli and Tom Slater asked about comp registrants through the regular registrations and the Keynote Speaker Luncheon.
    - ii. Nichola Hall asked if the information was captured for non-members to solicit for membership through the partnering organizations.
    - iii. Lise Asimont asked if we are looking to increase numbers, or are we happy with where we are at now? Dan Howard stated that the goal is to always increase numbers of registrants and exhibitors.
    - iv. Bill Pauli discussed a potential topic for the Program Development Committee related to distribution, sales, and discounting, a session that would draw mid-size and smaller companies. Nichola Hall stated that this would be a possibility in the Marketing & PR track.

- b. **2020 Program Development Committee Chair.** John Aguirre began the discussion thanking like to Nichola Hall and Tom Collins for their willingness to participate. He continued the discussion with his suggestion of a co-chair set-up vs. a vice chair set-up, recommending Nichola Hall and Keith Striegler as co-chairs, breaking up the responsibilities of the tracks. Keith Striegler did show willingness to chair; he does need to check with this boss first before approving the position. Bill Pauli made a motion that the committee move forward with Nichola Hall and Keith Striegler, as co-chairs of the 2020 UW&GS Program Development Committee, with Tom Collins as a back-up if Keith Striegler declines.
  - c. **Cal Expo Floor Plan.** When we first reviewed the floor plan, it looked like we were able to offer an additional 120+ 10 x 10 booths. The fire marshal cut booths and other floor plan changes were made, we will not be able to offer booth expansion. We will have 22 additional 10 x 10 booths to sell to those on the wait list, but no booth expansion. There will be outdoor space that we will be selling 15 spaces at a time for large vineyard equipment. Dan Howard also stated that we need space for people to eat and would like to bring in pop-up restaurants like Ella, so people do not need to leave the site. The caterer is willing to work with us and already has contracts with food trucks we can choose from
5. **Next Meeting Date and Time.** The next LLC Managing Committee will take place on Thursday, April 18, at 3:00 PM.
6. **Adjournment.** Lise Asimont adjourned the meeting at 3:43 PM.