

**LLC Managing Committee Meeting Agenda
Conference Call**

Thursday, December 19, 2019
3:00 PM

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

Committee Members (8):

Tom Slater (CAWG Director), Chair (July 1, 2019 - June 30, 2020)

John Aguirre (CAWG President), Lise Asimont (ASEV Past President), Mike Boer (CAWG Board Member), Nichola Hall (ASEV Past President), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair)

LLC Managing Committee Meeting Agenda

1. **Call to Order**
2. **Approval of December 19 Meeting Agenda**
3. **Approval of November 21 Meeting Minutes***
4. **New Business**
 - a. Update: SCC and Visit Sacramento Construction Update Meeting Request
 - b. New ASEV Representative
5. **Old Business**
 - a. Update: Keynote Speaker Confirmed
 - b. Visit Sacramento Funding: Contract Update
6. **Next Meeting Date and Time**
7. **Adjournment**

**documents attached*

**LLC Managing Committee Meeting Minutes
Conference Call**

Thursday, November 21, 2019
3:00 PM

Committee Members Present

Tom Slater (CAWG Director), Chair (July 1, 2019 - June 30, 2020)

John Aguirre (CAWG President), Lise Asimont (ASEV Past President), Mike Boer (CAWG Board Member), Jim Harbertson (ASEV Technical Program Director), Dan Howard (ASEV Executive Director), Bill Pauli (CAWG Past Chair)

Committee Members Not Present

Nichola Hall (ASEV Past President)

Others Not Present

Jenny Devine, CAWG Staff

LLC Managing Committee Meeting Agenda

1. **Call to Order.** Tom Slater called the meeting to order at 3:05 PM.
2. **Approval of November 21 Meeting Agenda.** Dan Howard would like to amend the November 21 meeting agenda, under Old Business, to include an update regarding the funds from Visit Sacramento. Jim Harbertson moved to approve the amended agenda. Mike Boer second, motion was approved.
3. **Approval of October 24 Meeting Minutes.** Jim Harbertson moved to accept the October 24 meeting minutes. Lise Asimont second, motion was approved.
4. **New Business**
 - a. **SCC and Visit Sacramento Construction Update Meeting Request.** Dan Howard would like to arrange a meeting while we are onsite at Cal Expo to discuss the status of the convention center construction. He would like to bring in the construction project manager, the convention center general manager and the president of Visit Sacramento. The committee agrees and would like to move forward with the meeting. He will schedule the meeting for Monday, February 3rd at 2:00 PM.
 - b. **App for Unified Symposium.** Keith Striegler, the PDC co-chair, brought forward an app idea from a conference he attended. Dan Howard looked into it further and found that it is the same vendor we use for our online exhibitor floor plan, Map Your Show. The additional cost is \$5,500 and it would be a smooth transition since we already use the product. The committee agrees that this is a good idea and is money well spent. Bill Pauli would like to make a motion that we move forward with signing the contract for the Map Your Show app and amend the budget by \$5,500 to include the additional cost. Jim Harbertson second, motion was approved.

5. **Old Business**

- a. **Keynote Speaker Update.** John Aguirre would like to first provide a quick update regarding the overall program. He stated that we are doing very well and he is very excited about the Thursday General Session. We have a very powerful and compelling line-up. We are, however, behind with our keynote speaker selection. Unfortunately, winemaker Heidi Barrett has been unresponsive to our invitation. The last speaker on the list would be Danny Meyer with Union Square Hospitality Group. Although a formal invitation has not been sent to Danny, we feel that there may be more of a delay due to his schedule. The committee discussed David Phinney, Orin Swift Cellars, and Jeff O'Neill, O'Neill Vintners and Distillers. They both have a fascinating story to tell. We need to identify a speaker as soon as possible and make an ask. Bill Pauli discussed the positive aspects of inviting Jeff O'Neill as keynote speaker, Tom Slater agrees. Lise Asimont feels that Jeff O'Neill will give the attendees the inspiration and edge during a down market. He is very personable, but the only concern is the potential star power. Jim Harbertson agrees that we do need someone now. He is not familiar with Jeff O'Neill but will follow and trust the lead of the committee. Bill Pauli made a motion extend an invitation to Jeff O'Neill as keynote speaker. Mike Boer second, motion was approved. John Aguirre will send out the invitation as soon as possible and include Bill Pauli on the communication to chime in. If Jeff O'Neill is not available, Tom Slater will call for a quick conference call to discuss further action.

- b. **City of Sacramento Funding (Added Agenda Item).** Dan Howard received a contract from the City of Sacramento and he was not comfortable with the damages clause. He felt that it was very open ended if we were to break the contract. He had our attorney review and has submitted a response with a cap and is now awaiting a response from Visit Sacramento.

6. **Next Meeting Date and Time.** The next LLC Managing Committee Meeting will take place on Thursday, December 19, at 3:00 PM.

7. **Adjournment.** Tom Slater adjourned the meeting at 3:45 PM.