

C O O N A W A R R A

Australia's **Red** Wine Centre

Cellar Door Events Committee Meeting Friday 1st July 2016

Minutes

1. **Present:** Michelle Stehbens, Jamie McDonald, Josie Abbey, Ilana Minge, Emma Bowen.
2. **Apologies:** Lynn Doyle, Louise Butler, Sam Flint, Kerrie Marcus.
3. **Cabernet Month:**
 - a. All information has been sent to CGWI members
 - b. Jamie to send out suggestions for weekly themes, jazz contacts info and explanation of 'en primeur'
 - c. Event information is due to be returned to Jamie by Friday 8th July
4. **Cellar Dwellers Pop Up Bar**
 - a. 1st July event has been cancelled due to bad weather and lack of an alternate indoor venue
 - b. Decision made to move it to **Friday 29th July** as a closing event for Cellar Dwellers. All participants were in agreement.
 - c. Jamie will move / change the Liquor License
 - d. Michelle to contact Kirsty Balnaves to investigate using the 'Never Too Old' building in case of wet weather on the 29th (unless it has been leased)
5. **Pop Up Bar Guidelines – WIP**
6. **Restaurant Famil**
 - a. Kerrie Marcus has organized a restaurant famil for all interested parties on **Wed 13th July**
 - b. 5.30pm Starting at Chardonnay Lodge – Margaret & Craig Bell
 - c. 6.00pm Za-Mi-Ba John Street, Penola: Amy & Wayne Fatchen

- d. 6.30pm Sabatinis of Penola: Andy Gentile. Here we are welcome to conclude the evening with dinner. If people can please rsvp to Kerrie by 11th July, so she can forward the numbers to Andy.

7. Review of Maps and Black Books

- a. There will be small redesign elements for both items
- b. Discussion re: the use of symbols for cellar doors (a wine glass) and those members who are providing food (a knife and fork)
- c. We will have an opportunity to review both of these when designs are received

8. Experiences Brochure – this will now be dealt with by the Marketing Committee

9. Industry Get Together – July is Zema. They will confirm the date soon.

10. Cellar Dwellers 2016 – no updates, all in place.

11. Action Plan review – continuing

12. General Business

- a. New ideas
 - i. Emma – “Antiques & Collectables” weekend
 - ii. Melbourne Cup weekend
 - iii. Pop Up antique shops in Cellar Doors. The aim would be to partner with an established business (i.e. Charlick’s Bazaar)
 - iv. Charge the partner business \$50-\$100 to cover printing costs for programs and posters
 - v. Possible local add-on’s – Yallum Park tour, National trust Petticoat Lane Tour, CWA Scone Making classes, a collectibles valuer, winemakers displaying old cars.
 - vi. Michelle showed a ‘doors’ poster from the Napa Valley. The suggestion was that we could do something similar in Coonawarra.
- b. Discussion re: Halliday magazine competition winners who are visiting Coonawarra this weekend. Cathy Hughes will be guiding them around Coonawarra.
- c. Coonawarra Jazz Club – all organized. Numbers at approx. 70 at this stage.
- d. 52 Weeks – WIP. Dependent on the new website at this stage.
- e. Yallum Park tour – WIP. Waiting for better weather.
- f. Volunteer for the Penola Coonawarra Arts Festival organizing committee. Both Jamie and Michelle will be continuing at this stage until an alternative rep/s can be found.
- g. Other Business:
 - i. Emma suggested that event planning and brochure production be streamlined and all events for a calender year be organized at the beginning of each year – possibly February. Committee members felt that in many businesses this would be difficult (budgets, planning etc.).

Next Meeting: Friday 5th August, 2016 @ 8.30am at the CGWI Office