

# C O O N A W A R R A

## Australia's Red Wine Centre

Cellar Door Events Committee Meeting  
Friday 10<sup>th</sup> June 2016 8:30am CVA Office

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### Minutes

**1. Present:-** Emma Bowen, Ilana Minge, Jamie McDonald, Michelle Stebhens, Lynn Doyle and Josie Abbey.

**Apologies:-** Kerrie Marcus, Sam Flint, Louise Butler and Kate Perry.

**Welcome:-** Michelle Welcomed everyone to the meeting and informed committee of the arrival of Jen McCulloch's healthy new baby.

**2. Review of Previous Minutes-** to be discussed during the course of this meeting.

**3. Coonawarra Cabernet Celebrations (CCC)-** now that the Arts Festival is done and dusted and the Roadshow and Cellar Dwellers are pretty well under control, the CCC really does need to be the focus now. Committee referred to the document that Cathy had put together as a loose framework for wineries to work from as a starting point. There were suggestions made regarding new working titles for the themes surrounding each week. The themes are essentially set, just need tweaking done to the titles. This will allow companies to decide for themselves what weekend best suits/fits their event/s.

**Week 1** theme name changed from "Food, Wine, Music and Festival" to "Cabernet and all that Jazz". JM suggested that the James Morrison Academy would be a great, cost effective resource to utilise. He's also happy to forward any info with regard to "artists" to any companies who might find it useful. This first weekend does also incorporate the long weekend. Other ideas for possible "activities" include similar to those on offer during Cellar Dwellers ie back vintage or pre-release tastings, cheese and wine pairings.

**Week 2** is currently listed as being a free weekend. Perhaps this could be the En Primeur (barrel sampling) weekend. The format could take on a "progressive/trail" format, or be in a central location or from each individual cellar door. Could be structured (as in have a wine maker present), could be "self-serve" or "cellar door staff-served". An easily executed, fascinating event with very little expense.

**Week 3** "Classic Cabernet" name changed from "Wine Lovers" still the main weekend with the Retrospective Tasting, Masterclass and Langton's events.

**Week 4** Currently blank, proposed theme of "Coonawarra Community" ie Club Tea Night (as they don't host one on the Penola Show Weekend anyway. Can incorporate the "Family Friendly, Fun" element into this weekend.

**Week 5** Is the Penola Show weekend and the committee have acknowledge there may be issues of "toe treading" that need to be avoided, as it is such a significant community event. Should we move week 5's activates to **week 4** to avoid such complications?

An email needs to be sent ASAP to companies with suggestions for events and also contact details for "Jazzy" type artists – **JM to action.**

Committee have acknowledged that 2016's format is going to experience teething problems, and that it will evolve over the next couple of years and take on a format similar

to Cellar Dwellers. The reason for the format change needs to be remembered in that there were a lot of “clashes” on people’s time last year, based on feedback forms/surveys.

Will still maintain the “join our database to win wine prize”, with donations probably pulled from the pool. Committee are hesitant to ask for more donations from companies.

#### **4. Pop up Cellar Door**

WRC have advised that the 240v power probably won’t be connected in time for the pop up. Aesthetic appearance of the town square space has been questioned. MS suggested holding a busy bee.

- a. Liquor License-has been obtained and can be transferred if needed for rain **JM** to liase with WRC re implications of moving around to under the verandah in front of Di’s Gifts and Flowers.
  - b. Food – DiVine are on board
  - c. Music – Nicole Lear is locked in. She also has a regular gig now from 8:00pm on Friday nights at Heyward’s Hotel.
  - d. Wet Weather back up venue – Potentially Never too Old building, Habit Patch or the verandah. **JM** to liase with WRC and Di Williams re using their verandah, perhaps Di might like to stay open?
  - e. Furniture/decorations – have already acquired pallets, milk crates and a bar. Participants still need to provide their own umbrellas and barrels etc.
- JM** to start e-promo 2-2 ½ weeks out from the event, maintain the spontaneity

#### **5. Pop Up Cellar Door Guidelines – WIP**

#### **6. Famil**

Chardonnay Lodge and Sabatini’s – flagged as being pretty urgent. MS to approach KM to see if she would mind organising it, given her experience and prowess.

#### **7. New Ideas**

**MS** suggested committee members approach their staff and colleagues with an invitation to submit any new ideas. Can be on anything, ie Famils they’d like to do, Training they’d like to undertake, event’s they’d like to see.

#### **8. Review of Maps and Black Books**

Are both being revised and redone to include new members. Advertisers will need to be approached. All agreed that the current format is pretty good with the notes section and the way the advertisements are done. Is currently pretty cost effective, obviously could be tweaked ie paper stock etc. CGWI have been holding meetings to discuss these with local printers to get quotes.

The format of the maps was agreed on as being pretty good. There is potential for an increase in advertising space on the back.

#### **9. Experiences Brochure**

There’s been some progress on this. More will be made on the positive outcome of a grant. The SATC love the concept and the current suggestions and are keen to see it come to fruition with help from themselves.

LD to check on the cost associated with obtaining the SATC Good Food and Wine Guide publication.

#### **10. Get Togethers**

June is Wed 22<sup>nd</sup> at Bowen where they’ll be sharing a selection from their 40 vintages. RSVP is Mon 13<sup>th</sup> June for catering.

### 11. Cellar Dwellers 2016

- a. A great program has been compiled with lots of interesting events on offer and events filling up already.
- b. Brochure production-Was acknowledged that it was later than ideal. Next year it would be great to have it in time for the Arts Festival so we can capitalise on the influx of visitors to promote our next event. This will be 2017's aim.

### 12. 2016 Action Plan Update/Review

On track

Item	Action	Who	Due	Status
1	Experiences Brochure.	ALL	WIP	WIP
2	'52 Weeks' concept	ALL	WIP	WIP
3	Pop-Up Bar Policy & Guidelines	JM	June	WIP
4	Start planning Cabernet Month	All	May	WIP
5	Tour of Yallum Park for Committee	CH	Nov	WIP
6	Cellar Dwellers event	All	May	Completed

### 13. General Business

- a. James Halliday Magazine Competition-completed
- b. Coonawarra Jazz Club-JM encouraged all to attend, WIP. Casual will be more than likely employed to work the bar if ticket sales are strong. Wine for sale on the night will be purchased by the CVA at wholesale. JM to email pdf of event to companies so they can promote it digitally to their own database members.
- c.52 Weeks – WIP
- d. Yallum Park Tour – WIP, more daylight hours necessary
- e. Volunteer for PCAF - JM to continue for 2017, however MS expressed her desire to retire very soon. PCAF would love to have a CGWI member represent the wineries and their interests. An invitation has been extended to any potential members to join the committee.
- f. Any other business

**14. Next meeting – Fri 1<sup>st</sup> July @8:30 – CGWI Office (Pop Up CD event day)**