

COONAWARRA



Australia's **Red** Wine Centre

Cellar Door Events Meeting

Friday 11th March 2016

8.30 am CGWI Office

1. **Present:** Michelle Stehbens, Jen McCulloch, Jamie McDonald, Kerrie Marcus, Josie Abbey, Ilana Minge.
2. **Apologies:** Sam Flint, Lynn Doyle.
3. **Welcome:** Michelle welcomed everyone to Meeting with a special welcome to Jamie McDonald.
4. **Review of Minutes:**
To be discussed during meeting.
5. **Penola Pop-Up Bar**
 - Deemed very successful. There were many Petanque visitors at the Pop-Up & good sales on the night. Marcia Gregory from Coonawarra Store catered & sold approx 60 meals. There was a comment made that the Petanque Tournament may change from February next year as it conflicts with vintage.
 - Jamie has had a proposal for another Pop-Up Bar in the town square for the Ukulele Festival which is held at the Penola Park April 2/3. Committee discussed the proposal but declined the offer as the Town Square demographic is not ideal to the Festival in the park, vintage timing & short timeline for the Liquor Licence application. Jamie will notify Anne Kilsby.
 - Cellar Dwellers Pop-Up – Friday 1st July. Jamie will email wineries for EOI to participate. Jamie presented a Pop-Up Guidelines document he's been working on & would like feedback from Committee.
Committee discussed glassware at length & decided to continue using CGWI's for the next Pop-Up in July (WIP). Cathy is looking into signs & flags & Jamie will organise the food & music.
6. **CD Events Committee Action Plan (Event Planner):**
Michelle presented an updated Action Plan, including the cellar door Get Togethers.
7. **Education and Development**
Social Media & Events
Yallum Park Tour (WIP)
8. **Get Togethers**
Katnook Estate March 23 from 5pm
April – Parker Estate
Calender is filled except for December.
9. **Experiences Brochure**
WIP – Seeking funding.

10. Cellar Dwellers

Jamie will send out the Event form to wineries & will start working on the brochure design.
Launch of Cellar Dwellers will be at the Pop-Up Bar July 1st.

11. Coonawarra Cabernet Celebrations Month

Cathy has been working on a program plan for the month long event which includes 5 x weekends this year. Cathy proposes to keep the traditional educational events such as Masterclass, etc on week 3 with different focuses on the other weekends & spread across the month. Committee feedback was that it is a great starting point.

12. 52 Weeks

Calender is filling & will eventually be put onto the CGWI website.

13. Bus Policy

Committee decided to leave the Bus Policy issue for each individual wineries responsibility as everyone's circumstances are too varied to have a 'blanket' approach.

14. General Business

- Multi Regional tasting: Kerrie has replied to Henry at St Hallett that May & midweek to Adelaide was not suitable timing for Coonawarra to join them in the Multi Regional tasting & gave Cathy's email address to him for the wider community but we haven't heard anymore.
- Jamie will send out EOI for a Social Media Course hosted by himself April 13th from 5.30pm at Katnook Stables & he will cover Trip Advisor, Facebook & Twitter.
- After Dark – Brochures are coming & will be dropped off to all wineries. There are also Walking Trail brochures available.
- Coonawarra Tear off maps are in short supply – hope to get more before Easter.
- Yallum Park Tour – Looking at June now as Andy Clifford is going away for a month.

Next Meeting 1 April 2016 8.30am

***Kerrie an apology to this meeting**

Item	Action	Who	Due	Status
1	Experiences Brochure.	ALL	WIP	
2	'52 Weeks' concept	ALL	WIP	
3	Pop-Up Bar Policy & Guidelines	All	WIP	
4	Start planning Cabernet Month	All		
5	Social Media Course – Jamie McDonald		April	
6	Cathy contact Andy Clifford re; Tour of Yallum Park for Committee	CH	June	