

COONAWARRA

Australia's Red Wine Centre

Cellar Door Events Meeting

Friday 11th November 2016

8.30 am CGWI Office

1. **Present:** Michelle Stehbens, Kirsty Balnaves, Jamie McDonald, Kerrie Marcus, Ilana Minge, Lynn Doyle.

2. **Apologies:** Josie Abbey, Emma Bowen, Kate Perry.

3. **Welcome:** Michelle welcomed everyone to Meeting.

4. **Review of Minutes:**

To be discussed during meeting.

5. **Pop-Up Bars**

Late Night Shopping Pop-Up: Michelle has spoken to Pdbata who agreed that the Pop-up bar may take patrons away from shopping at local businesses so it was decided to not go ahead with it.

Leigh Street Pop-Up: Jamie will update everyone with an email today but everything is in motion.

Wineries bring their wines, float & banners. Ice buckets, water, tables & cloths supplied. Floats will be at each end of Leigh Street entrances with cash pickups happening throughout the night. A couple Uni students are working to help set up & sell the glasses on entry, wearing PIRSA aprons. Pricing guide from Langhorn Creeks' Pop-Up were most wines sold @ \$5/glass with half pours & bottle sales also available, plus 3-5 wines maximum per winery. It is good to have uniform pricing on the night. Wineries can use the Loading Zone on Currie Street to unload. CVA will invoice wineries the \$500 participation fee.

Christmas Pop-Up: Pdbata in conjunction with CD Events Committee are organising a Christmas street party Friday 16th December at Penola Town Square. Ideas for entertainment are: Petanque in the car park, Annie Kilsby's group of ukulele players, the Bag pipe band, Santa giving out lollies, etc. Were hopeful of getting some council funding to help with plans. The announcement of the 'Stuffed Santa' Competition will take place, judged by Tony Love. Accommodation for Tony has been arranged at Must.

Stuffed Santa Competition all ready to go with entry forms available at CW Store, Balnaves, etc & the theme will be "A country Christmas" - \$10 per entry.

Jamie will email wineries re participation in the Pop-Up Bar – seek Council approval & obtain the LL.

6. **Get Togethers**

November: Hollicks - in conjunction with the launch of the Coonawarra Cup. Pretty good attendance of 15-20 people.

December Christmas Get Together: Koonara. Nicole will advise date & details.

7. **Coonawarra Cabernet Celebrations Month**

Email requesting feedback will be sent out. More surveys are required to meet the SATC funding requirements – Cathy will send it around for wineries to send to friends & relatives who attended events. Left over brochure numbers can be given to Jamie. Feedback on the brochures are that people would like the events in order of date.

8. Experiences Brochure

WIP – In conjunction with new website.

9. General Business

- 52 Weeks. Website in progress now that the new logo been decided.
- Yallum Park - Michelle has organised with the Cliffords, a Famil for cellar door / Industry staff. Wednesday 7 December from 5.30pm - Bring a bottle of sparkling to enjoy after the tour.
- Michelle has called the Secretary of the RSL & apologised for the damage caused to displays at our last Pop-Up Bar in the NTO building.
- We have received a recommendation not to hold a Pop-Up Bar on the same night as Coonawarra teas at the Club – Last Friday of each month. We will take it into consideration
- Timeline for Coonawarra events – Emma suggested it would be a good idea to have a pre prepared timeline schedule when events are due from planning stage, event collaboration, printing & release particularly for a new CGWI staff member.

Next Meeting December 2016 8.30am

Item	Action	Who	Due	Status
1	Pop-Up Bar Policy & Guidelines	JM	WIP	
2	Experiences Brochure		WIP	
3	Leigh Street Pop-Up Bar	JM		✓
4	Famil of Yallum Park 7 Dec	MS		✓
5	52 Weeks – Email wineries with event tab on CGWI website	JM		
6	Timeline schedule for Coonawarra yearly events	ALL		