

# COONAWARRA



## Australia's Red Wine Centre

### Cellar Door Events Meeting

Friday 14<sup>th</sup> October 2016

8.30 am CGWI Office

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1. **Present:** Michelle Stehbins, Lisa Honnor, Emma Bowen, Kerrie Marcus, Jamie McDonald, Kate Perry, Lynn Doyle, Ilana Minge.
2. **Apologies:** Josie Abbey, Louise Butler.
3. **Welcome:** Michelle welcomed everyone to Meeting.
4. **Review of Minutes:**  
To be discussed during meeting.
5. **Coonawarra Cabernet Celebrations Month**  
Committee member's have noticed a slight increase in numbers in cellar door the last couple weeks. Event planning is progressing nicely. Retrospective Tasting sold 100 tickets with some available at the door. The Masterclass sold 39, with 6 tickets left. Wineries to please notify Jamie when their event is sold out or cancelled as there is weekly radio updates, etc. Emma requested a count of how many brochures were printed & those left unused at the conclusion of Cabernet Celebrations.
6. **Experiences Brochure**  
WIP – In conjunction with new website.
7. **Pop-Up Bar**  
Sept 30<sup>th</sup> in NTO building. Numbers were good with approx 100 glasses sold. Bigger increase in visitors plus locals. Unfortunately there was an incident in which children have damaged RSL displays. It has had a flow on effect, in that we may not be able to use it for Pop-Up Bars in future.  
PADBATA have invited us for a Pop-Up Bar on their shopping night November 23<sup>rd</sup> in Town Square.  
Comment made that patrons may support the bar more than the shopping. Michelle will contact them & discuss further.  
Leigh Street Pop-Up Bar: 19 wineries participating with possibility of another. Furniture is booked – Jamie working on security (thinking 3-4 personnel on the night). Glasses – Jamie speaking with Plum / Riedel & working on that we need around 2000 with extra stock to sell at events afterwards. Selling @ \$5ea. Jamie will pass on further details when he can.
8. **Get Togethers**  
Leconfield was September with about 14 people attending.  
Hollicks will be in conjunction with Vignerons' Cup launch 4 November.  
Koonara - December. Kate will confirm if it will be the end of year Christmas party & if so, the format.

## 9. General Business

- 52 Weeks. Looking for winery events to promote as a calendar on the website. Committee would like to launch it on January 1<sup>st</sup> for the year ahead. Jamie will set up an event tab on the website & email wineries to complete.
- Yallum Park - Open Garden Day went very well. Michelle will check with Cliffords re a Famil for cellar door staff. Might be more favourable with the chance of nicer weather.
- Arts Festival Committee - Jamie will represent CGWI on their Committee until the end of the year but looking for someone for their 2018 festival.
- Shiraz & Co Tours – This company do tours in other wine regions except Coonawarra as yet. Jamie has emailed them but hasn't heard anything back yet.
- Stuffed Santa Competition – Balnaves cellar door organised last year's competition & they're looking for the CGWI to do it this year. Balnaves have the database of who enters etc & they had 45 participants last year. Displays have to be up by December 1<sup>st</sup> – Theme? Lisa suggested perhaps we could entice Tony Love to judge & then there is the issue of expense. Promotions budget to be looked at plus prizes etc. A suggestion that the prize money could be used for First, Second & Third prizes.
- 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 November 2016 8.30am**

**Kate Perry an apology**

| Item | Action   | Who | Due | Status |
|------|--|-----|-----|--------|
| 1    | Pop-Up Bar Policy & Guidelines   | JM  | WIP |        |
| 2    | Experiences Brochure   |     | WIP |        |
| 3    | Padbata Pop-Up Bar Nov 23 2016 – Michelle to contact Committee & discuss further | MS  |     |        |
| 4    | Leigh Street Pop-Up Bar  | JM  |     |        |
| 5    | 52 Weeks – Email wineries with event tab on CGWI website                         | JM  |     |        |
| 6    | Michelle speak with Clifford family re Famil of Yallum Park                      | MS  |     |        |
| 7    | Email Shiraz & Co the Cabernet Month calendar of events                          | JM  |     | ✓      |
| 8    | Timeline schedule for Coonawarra yearly events                                   | ALL |     |        |