

COONAWARRA \

Cellar Door Events Meeting

Friday 17 February 2017

8.30 am CGWI Office

1. **Present:** Michelle Stehbens, Heidi Eldridge, Louise Butler, Kerrie Marcus, Emma Bowen, Ilana Minge, Jamie McDonald.
2. **Apologies:** Lynn Doyle, Josie Abbey.
3. **Welcome:** Michelle welcomed everyone to Meeting.
4. **Review of Minutes:**
To be discussed during meeting.
5. **Pop Up Bars**
No PUB held with Petanque Tournament not going ahead this year.
Stand Like Stone have approached Jamie about us doing a PUB at racecourse for their movie event on the March long weekend, with them taking 25% profits. It was discussed amongst Committee but decided to decline the offer & leave it up to individual wineries if they wanted to participate.
Emma has been working on PUB Guidelines & presented a draft copy to Committee.
6. **Cellar Dwellers 2017**
Budget is \$3000. Jamie will start on getting a printing quote for the brochures & with a finish deadline. Jamie will also send out participation forms to wineries with a request to return by March 30. It will also be our aim to purchase & erect the town banners, together with council approval by mid June.
Shirazz Jazz – Jamie will look into getting the band again (July 8th suits them) & perhaps we hold a Pop Up Bar again like last year.
7. **Cabernet Month**
Emma presented a suggested Action Plan & themed weekends for Cabernet Month. Starting Saturday 30th Sept / 2nd Oct with “Cabernet & it's Roots’ theme. Those interested in taking advantage of some of James Morrison’s Academy students have to contact him directly (email: info@jamesmorrisonacademy.com).
Luke Tocaciu will organise the Retrospective Tasting again – the event works very well at Hollick. Brett Sharpe will work on the Masterclass which needs tweaking this year to encourage more participants outside of the Coonawarra community. It would be great to have more food & music events throughout the month.
8. **Wine Varieties Sheet**
Michelle will email cellar doors the Wine Varieties sheet for updating & then distribution. A suggestion to change the list to alphabetical order & it was decided to include all wineries’ wines, even if not CW LIP on the list as it is an ‘in-house’ tool.
9. **Police Information Night**
Kerrie has received only 5 rsvp’s for Police session. Heidi will resend the flier out to remind everyone.

10. Get Togethers

Michelle has only received expression of interest from 3 x wineries so far. Those that are interested, please contact Michelle.

11. Local Tourism Tours

Committee discussed visiting the local businesses below & suggested perhaps sooner the better while we have daylight savings. Michelle will see about a getting a bus organised for a date in March. We also discussed visiting Coonawarra Bush Holiday Park but we may not have enough time in one night.

1. Bournes Bird Museum – Marion Patterson has suggested we visit the museum & has offered to cook a BBQ dinner.
2. Killanoola Woolshed (Kerry DeGaris)
3. Bellwether – Camping area.

12. 52 Weeks

WIP - Jamie hasn't had many wineries respond to his request to fill the 52 Week calendar & Committee decided to go ahead with launching the new website anyway. Rules & Guidelines to be sent out with a calendar for wineries events.

13. Experiences Brochure

The office has event details from wineries willing to offer an experience of Coonawarra but we are waiting on funding. Heidi may look at approaching Biddie for assistance.

14. Event Risk Management

Michelle presented an Event Risk Management Template, suggested guidelines in being proactive when holding events. Committee to look through & discuss next meeting.

15. Advertising Partners Proposal

Michelle presented a draft Advertising Partners Proposal for the future. For discussion next meeting.

16. General Business

- Heidi has been approached by Australian Country Magazine for advertising for this year's Cabernet Celebrations. They would run a feature in their September magazine at a cost of \$2500 & the deadline is by March. Committee expressed we would decline their offer as it is not our target location.
- Coonawarra Discovery appears to have changed ownership to Cathy Hann & some wineries are disappointed in her lack of professionalism.
- The Vignerons office currently have a good supply of 'Visit, Wine, Dine, Relax books' & maps.

Next Meeting March 10th 8.30am

Kerrie Marcus apology

Item	Action	Who	Due	Status
1	Complete Pop-Up Bar Policy & Guidelines	EB	WIP	
2	Email wineries Cellar Dwellers event form	JM		
3	52 Weeks – Email wineries to update info on CVA website	JM		
4	Organise payment to Cliffords for Yallum park tour	MS/CL		
5	Organise another Police Info night	KM	Feb 17	✓
6	Experiences Brochure	ALL	WIP	
7	Timeline schedule for Coonawarra yearly events	ALL		
8	Local Tourism Tour	MS	March 17	