

COONAWARRA

Cellar Door Events Meeting

Friday 2nd June 2017

8.30 am CGWI Office

1. **Present:** Heidi Eldridge, Kerrie Marcus, Michelle Stehbins, Ilana Minge, Josie Abbey, Louise Butler, Lynn Doyle, Emma Bowen, Chris Lambert.
2. **Apologies:** None
3. **Welcome:** Michelle welcomed everyone to the meeting & wished Heidi all the best with her impending birth. We look forward to seeing Heidi back in the office at some stage.
4. **Review of Minutes:**
To be discussed during the meeting.
5. **Cellar Dwellers 2017**
Town entrance signs – Heidi is waiting on the design from Exchange Printers & will then get quotes from them, Banner Bug & Vistaprint.
Shiraz Jazz – (Rymill Hall) \$1000 budgeted for Promotions which will be used for Radio, a media release & posters. Will do a social media push & encourage wineries to add it to their databases. It was discussed that we will do A5 size posters for local district shops & they are also easier to place on counters etc.
Pop-Up Bar – 3 x wineries involved (Katnook, Blok & Raidis) who will work together with what is required on the night but Committee members also offer to help set up on the Friday before. Heidi presented a Run Sheet as a guide for the event & she has also received the Liquor Licence.
IGA Cheese platters – The option for these have been put on the website & Try Booking for pre-ordering & pre-payment plus we will have a few extras on the night. Michelle has organised the plates for platters. Christine is not available to sit at the door this year.
Cellar Dwellers brochures have been delivered to Casterton, Hamilton & Portland Tourist Info Centres.
6. **Cabernet Month**
Unfortunately we were unsuccessful with a Grant in bringing Chuck Hayward (USA) to Coonawarra for Cabernet Celebrations but Emma will now try SAWIA.
Motorcycle Variety Run – 20/21 October (En Primeur weekend): Mardi Currie & the Variety group contact have been in touch but we haven't heard anything eventuated yet. The Variety group have booked with Raidis for Friday night & tentatively booked Hollick Saturday night – depending on conversations with Mardi.
All wineries have now submitted events & Heidi is compiling them to send to the printers.
The compulsory SATC survey for the public at the back of the brochure was discussed by Committee & it was decided we would like to change the wording of some of the questions. To simplify the money spend section, to state that the survey is a SATC compulsory requirement (not from CVA) & that all responses will be kept confidential.
The brochures will be released asap & the Masterclass has received 9 x bookings to date!
7. **CD Manual**
Update needed. WIP
8. **Local Tourism Tours**
Bourne's Bird Museum at Bool Lagoon – Friday June 2nd 5.30pm. 10-12 people attended & Marion kindly supplied light refreshments & food. Marion has approx 600+ stuffed birds with 350 different species on display. The museum is open by appointment with Marion.

9. Experiences Brochure

'Experiences' have been updated by participating wineries. Heidi has spoken with Emma Rasheed about putting a tab for it on the CVA website & Michelle will also have a chat to Emma about the preferred set up. Emma Bowen has spoken with Biddie & she expressed having the Experiences opportunities online would be the preference but she also has the funding for possibly making Coonawarra Experiences the centrepiece for a new regional brochure.

10. Get Togethers

Zema Estate's will be towards the end of June. Date to be advised but possibly June 28 when they may also make it a farewell for 3 of their key staff. Lynn will advise when date has been set.

Wynns – 13 July. Celebrating their 60th anniversary of Black Label Cabernet.

11. General Business

- Committee suggested to add to Correspondence inviting anyone who is interested in submitting photos of the local area to the ABC & other TV news channels weather segments.
- The CVA have received an email from Richard Moretti from 1862 Wine Bar & Grill, Mount Gambier inviting Winemakers to hold dinners etc there. Michelle will contact him for further information.
- Budget for CD Events Committee – Emma expressed disappointment on the lack of budget available to our Committee or consultation from the Marketing Committee to work collaboratively. Michelle will invite them to our next meeting & Chris Lambert will send out the CD budget for a start.
- The CVA have a lot of wine left over from the Coonawarra Cup. Chris suggested using some wine for future Pop-Up Bars & it will therefore be a more profitable exercise. It was suggested to start using the stock at Shirazz Jazz.
- Committee to discuss a Pop-Up Bar for December. Incorporate with Santa Comp, Xmas, local shopping spree, sausage sizzle, etc.
- Committee would like to seek a Workshop for taking good photos on mobile phones.

Next Meeting 7th July 8.30am

Item	Action	Who	Due	Status
1	Organise Shirazz Jazz – Cheese platters, Pop-Up Bar, Set-up. Town banners & posters.	All		
2	Cabernet Celebrations Month – Variety Club Saturday night dinner. Change survey wording			
3	Experiences Brochure – Online set-up & brochure development.		WIP	
4	1862 Wine Bar & Grill – Contact Richard Moretti for further information.	MS		
5	Invite Marketing Committee Members to next meeting	MS		
6	Organise a Pop-Up Bar for December	All		
7	Timeline schedule for Coonawarra yearly events	ALL		
8	CVA Database Newsletter	HE		✓