



**Cellar Door Events Committee Meeting**

**Friday 10<sup>th</sup> March 2017**

**8:30am CV Office**

1. **Present:** Michelle Stehbens, Heidi Eldridge, Emma Bowen, Jamie McDonald, Josie Abbey, Lynn Doyle, Ilana Minge, Louise Butler

**Apologies:** Kerrie Marcus

**Welcome:** Michelle welcomed everyone to the meeting.

2. **Review of Minutes:** To be discussed during the course of the meeting.

3. **Pop Up Bar:**

**a) Purchase of poly carb glassware** – Lynn has been looking into it for Zema and has found a couple she thinks could be suitable. The choice to do so has come as a result of us being pro-active on the issue as opposed to pressure from Liquor licensing. Lynn will look at getting some samples sent down. Initial costings were for 508 XL6 type size approx. \$2.85 each (ex GST) + 96c each for 1 colour logoing. For 1008 the cost comes down to \$2.70 each + 83c each for 1 colour logoing.

4. **Cellar Dwellers: Shirazz Jazz** – Rymill Hall has been booked for 8<sup>th</sup> July, liquor license is a WIP. Pop Up bar to run again with 3 companies participating, DiVine are locked in to provide the food. Request for participation to man the door and take money will be sent out at a later date. To trim the expenses this year cheaper accommodation that Alexander Cameron will be looked at (Penola Backpackers, Eagles Nest etc), band members to pay for their own meal and drinks and no James Morrison Academy kids will perform.

**a) Brochure printing** – Jamie has pretty much got this done as it's basically a rework of last year's 16pg booklet. Looking at getting 3000 printed for approx. \$2000 inc GST, which is well under the allocated \$3000 from the budget. Would include social media formats for online promotion.

**b) Participation forms** – are starting to trickle in and things are moving along.

5. **Cabernet Celebration Month:** Emma spoke of Wine Australia presenting an opportunity to source funding to host an international wine writer/judge/industry man to come and potentially be on the panel for the Master Class. This could be a great way to open up opportunity in the USA for individual companies but also the region as a whole. Hopefully he'd become an ambassador for Coonawarra. Emma to investigate further.

**a) James Morrison Academy** – Can provide performers for under \$50 should individual companies want to utilise them contact to be made via [michelle@jamesmorrisonacademy.com](mailto:michelle@jamesmorrisonacademy.com).

6. **Wine Varieties:** Patrick of Coonawarra have requested an updated copy. It will be sent out via the Correspondence when it's finalised.

7. **Police Info Night:** Good turn out with the regulars again representing their respective companies. Leo was great with bottles of wine as a thankyou gift being dropped off to Sue. Is something we need to look at doing every 2 years or so to stay up to date.
8. **Industry Get Togethers:** DFW hosting on the 29<sup>th</sup> Feb, will notify the CVA of details later. Zema are shifting theirs from June to July to enable Wynns to have theirs in June to allow them to do a focus on the 60<sup>th</sup> Black Label Anniversary Release.
9. **Local Tourism Educational Tour:** Somewhat on the backburner due to politics and hear say.
10. **General Business**  
**Experiences Brochure:** Emma has spoken with her and it was indicated that an experiences brochure is one of her KPI's. She's got the \$ to spend. CVA already have submissions from interested companies. Heidi to liase with Biddie in light of this info.  
**CVA Website:** Is ready to go as far as we are concerned. Minor tweaks by the developer are still being done. Deadline is very near and logins etc are very close to being provided to members to upload their own info.  
**Event Risk Management:** Thanks for that
11. **Any other business: Thanks and good luck:** Michelle thanked Jamie for his fabulous efforts and wished him the best of luck in his new job.  
**Collectables Weekend:** Emma floated the idea and her intentions to apply for funding to support a new event featuring collectables of all kinds, possibly over the May long weekend.  
**Leigh St Pop-Up:** In Nov-can we double up with another region? PIRSA are back on board this year to help with supplying the work force which will only improve our bottom line. Were there too many participants last year? Need to look at a rotation system for participants. It is however easier to achieve economies of scale if the costs can be split among more participants. Do need to seriously consider being on the same page re pricing/pours/tastings or not etc. Last year there were 19 participants as opposed to 15 the year before.  
**Variety Motor Cycle Club Run:** Have made contact with the CVA to see if we'd host a dinner for them. Could be incorporated to a Coonawarra Club Tea Night? Need more info first, Heidi will find out more. Are going to be basing themselves in Penola and there'll be 80-90 of them day tripping. There's potential to include it in the CCC brochure.