

# COONAWARRA



## Australia's Red Wine Centre

Cellar Door Events Meeting  
Friday 2<sup>nd</sup> September 2016  
8.30 am CGWI Office

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1. **Present:** Jamie McDonald, Kerrie Marcus, Kate Perry, Josie Abbey, Lynn Doyle, Ilana Minge, Emma Bowen.
2. **Apologies:** Louise Butler, Michelle Stehbens.
3. **Welcome:** Jamie welcomed everyone to Meeting.
4. **Review of Minutes:**  
To be discussed during meeting.
5. **Coonawarra Cabernet Celebrations Month**  
Plans are progressing nicely. The events are on the CGWI website in a calendar month format.  
SATC funding was \$15k for the event, with \$30k over two years. Included in the Grant was a stipulation to attract interstate visitors so there will be another short survey for cellar door customers to fill out this year. Perhaps a wine prize offered for signing up to the data base.  
Jamie will send out events to cellar doors for final proofing shortly & then to print.  
Luke Tocaciu is chief organiser for the Retrospective Tasting & Brett Sharpe, the Masterclass.  
Advertising in radio, TV & newspaper this year, with a big push in Social Media.  
Pop-Up Bar – Friday September 30<sup>th</sup>: Committee decided to use the old Never Too Old shop again if we can, until better weather is a surety for the Town Square. Jamie will speak to Kirsty Balnaves about the shop & DiVine to see if they're interested in catering again. He will also send out EOI to wineries with 6/7 maximum a good number. Nicole Lear keen to provide music & charges \$100.
6. **Get Togethers**  
DiGiorgio Family Wines – August 31<sup>st</sup>. Low numbers attending. Committee had a discussion on ways to ramp up the Get Togethers, with Emma suggesting perhaps we have a Get Together, four times a year...or just before one of our events, Roadshow, Cellar Dwellers, etc. Jamie will email wineries to see if they have any other ideas.  
Leconfield – September
7. **Maps & Black Books**  
Have been completed & most wineries have had them delivered.
8. **General Business**
  - Leigh Street Pop-Up Bar. November 18<sup>th</sup> 2016. 16-17 wineries have registered their interest in participating but we need 20. Jamie will email everyone again with a reminder. Costs to wineries are \$500 per stall which includes security & licensing costs, site, table, cloth, ice, etc. Jamie is in talks with Riedel regarding sponsorship for glasses & the plan being, the cost of entry to patrons covers the glass costs. Coonawarra is the last region for the Leigh Street Pop-Up Bars but we're hopeful that the large increase to Adelaide Roadshow this year will flow on!

- Yallum Park. Leukaemia Foundation group worked well at Yallum Park. The Clifford family have got Open Garden Days coming up 8/9 October @ \$8pp, with tours being incorporated as well @ \$10pp. Jamie will send out an email to wineries. BYO glass & wine.
- Arts Festival Committee - The CGWI are looking for a volunteer to join the Arts Festival Committee along with Jamie.
- Limestone Coast Public Tasting – End of October at Coonawarra Hall \$15pp.
- Shiraz & Co Tours – This company do tours in other wine regions except Coonawarra as yet. A suggestion to send them the calendar of events for Cabernet Month. Jamie will email them.
- Cellar Dwellers – People that entered the Trail Passport competition have been put into the CGWI data base now & Jamie will send the collated details to cellar doors. How they heard about the event, etc.

**Next Meeting 7 October 2016 8.30am**

**Kerrie an apology**

Item	Action	Who	Due	Status
1	Pop-Up Bar Policy & Guidelines	JM	WIP	
2	Pop-Up Bar in NTO building 30 September 2016 (Cabernet Month). EOI, Liquor Licence, venue, caterer	JM		
3	Leigh Street Pop-Up Bar Nov 18 2016	ALL		
4	Email wineries for new ideas for Get Togethers	JM		
5	Email cellar doors re tour opportunity at Yallum Park 8/9 October	JM		
6	Email Shiraz & Co the Cabernet Month calendar of events	JM		
7	Email wineries the collated results from Cellar Dweller Trail participants	JM		