

COONAWARRA



Australia's **Red** Wine Centre

Cellar Door Events Meeting

Friday 5th August 2016

8.30 am CGWI Office

1. **Present:** Michelle Stehbens, Ilana Minge, Josie Abbey, Kerrie Marcus.
2. **Apologies:** Louise Butler, Lynn Doyle, Jamie McDonald.
3. **Welcome:** Michelle welcomed everyone to Meeting.
4. **Review of Minutes:**
To be discussed during meeting.
5. **Penola Pop-Up Bar – Cellar Dwellers**
Friday 29th July at Never Too Old building. Lots of people attending & all thought it was a great venue, especially for winter. DiVine did a great job with the food. Some feedback from a patron that why doesn't the Pop-Up Bar go for longer but the Committee feels it's good timing as it is & doesn't interfere with hotel & restaurant trade. It would be good to have the Pop-Up Bar Guidelines in place by the next event. Jamie to add glasses to purchase as stocks would be getting depleted.
6. **Get Togethers**
DiGiorgio Family Wines – August
Leconfield – September
7. **Coonawarra Cabernet Celebrations Month**
CGWI have had confirmation from SATC re; Funding. All events will be listed on website in order of dates. Pop-Up Bar – 30th September in the Town Square to launch Cabernet Month. It is a long weekend so hopefully a few people around the town. As it is not on the one weekend anymore there will be no buses run by CGWI so perhaps an opportunity for Vears bus each weekend? Jamie will look into town banners.
8. **Restaurant Famil**
Very well supported with approx 20 taking part in the Famil, covering Chardonnay Lodge, ZaMiBa & Sabatini's.
9. **Cellar Dwellers**
This July seemed quieter than previous years. Suggestion maybe to have more fun events of food, wine & music as well as structured wine events next year. Push advertising Adelaide/Melbourne way. Trail Passport winner was drawn: Clive Kenna who wins a 6pk of 2006 wines & a double pass to the Melbourne Roadshow. Survey Monkey to go out to wineries. Town banners were used this year. Shirazz Jazz was a good event – a bit low on numbers but hopefully this will build in the future. There is a possibility to have them again next year.

10. Maps & Black Books

Proof due Monday morning & deliveries will be made when complete.

11. General Business

- Leigh Street Pop-Up Bar. November 18th 2016. \$500 per stall & security, glasses, ticketing, etc is all our responsibility. Jamie has security & council contacts.

Next Meeting 2 September 2016 8.30am

Item	Action	Who	Due	Status
1	Pop-Up Bar Policy & Guidelines	JM	WIP	
2	Town Square Pop-Up Bar 30 September 2016 (Cabernet Month)			
3	Leigh Street Pop-Up Bar Nov 18 2016	ALL		
4	Jamie contact Andy Clifford re; Tour of Yallum Park for Committee			