

# COONAWARRA

## Cellar Door Events Meeting

Friday 7 April 2017

8.30 am CGWI Office

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1. **Present:** Michelle Stehbens, Heidi Eldridge, Louise Butler, Kerrie Marcus, Emma Bowen.

2. **Apologies:** Lynn Doyle, Ilana Minge, Josie Abbey.

3. **Welcome:** Michelle welcomed everyone to Meeting.

4. **Review of Minutes:**

To be discussed during meeting. Michelle announced Kate from Koonara has resigned from the CD Events Committee – Heidi will mention we are looking for Members in the next Correspondence.

5. **Cellar Dwellers 2017**

Brochures are in print & will be ready by Easter - Heidi will also get some into the Tourist Info Centre.

Shirazz Jazz – (Rymill Hall) Accommodation has been booked for the performers at Alexander Cameron & we have secured a better rate this year @ \$450 plus one less room. DiVine are doing New Orleans inspired food & Heidi suggested to also do cheese platters. Emma suggested having the cheese platters pre-ordered on Try Booking as people book their show tickets - Heidi will see Kerry at IGA. Committee feels we will have to do a Working Bee on the Friday for set up, decorations, etc.

Pop-Up Bar – Cap at 3 x Wineries & on a rotating basis.

Heidi has done the Liquor Licence & will work on the Social Media in the lead up to the event.

Town entrance banners will need to be organised for Cellar Dwellers. It was suggested to have a generic type of sign that we can use year after year.

6. **Cabernet Month**

Emma is working with Chuck Hayward (USA) to organise his proposed visit to Coonawarra in October, dependant on funding. He is really keen & also willing to participate in promotional events, dinners, etc. Motorcycle Variety Run – 20/21 October (En Primeur weekend) with 60-100 participants expected. Penola is booked out for the weekend & the group will organise something for the Friday night dinner themselves but are interested in a formal gourmet dinner with Coonawarra locals Saturday night. They are interested in combining the dinner with a presentation to a child or someone in need of the local community. Heidi will put out EOI to wineries to see who is capable of hosting a large crowd in the next Correspondence.

Cabernet Celebration event forms will be sent out soon.

Pop-Up Bar – To be discussed in due course.

Masterclass & Retrospective events usually cover the cost of brochure printing but we are looking to improve this year, particularly with the Masterclass. Cabernet Committee looking at increasing the ticket price, having a larger outlay for the wines in mind but two less & also with Chuck in attendance, may be a loss of \$300 IF it sells out. Both events need to be advertised better this year.

Committee are also looking at cheaper printing options eg; changing brochure from gloss to a matte style & possibly a change of supplier.

## **7. Pop Up Bars**

Discussion was held on the current status of our Pop-Up Bars held throughout the year. It was decided that as we don't have a building available to use anymore & being weather dependant for them in the Town Square, we will consider as they arise.

## **8. Wine Varieties Sheet**

Michelle has updated Wine Varieties list & it has been sent out to Members via Correspondence. The list will also be on our Website.

## **9. Get Togethers**

DiGiorgio Family Wines – Approx 15 people attending.

There are no wineries for the month of April & if no one takes May, Katnook will do it.

Zema have moved their Get Together to July for Wynns 60<sup>th</sup> Black Label Anniversary Release in June.

## **10. Local Tourism Tours**

Bourne's Bird Museum at Bool Lagoon - Michelle has asked Marion to pick a date that suits her for a tour through & it was suggested to do a car pool from Coonawarra Store. Details to follow.

## **11. 52 Weeks**

WIP

## **12. Experiences Brochure**

Heidi will get costings to produce a basic brochure & then make contact with Biddie for help on funding.

## **13. CVA Website**

Emma Rasheed plans to complete new website by the end of April & it was discussed we have a launch to celebrate! It was suggested to have the launch at the Coonawarra Hall & make it April or Mays' Industry Get Togethers. BYO bottle to share.

## **14. General Business**

- Neil Murray, entertainer available for gigs May 5. Heidi will pop in Correspondence.
- Coonawarra Leigh St. Pop-Up Bar – November 24. EOI will be sent out in due course. PIRSA are back involved this year but we need to look at logistics. It was suggested to cap the number of wineries involved to 10-15 as last year it was quite cramped & each winery selling less wine. The LL has been done.
- 2KW (Roof Top Bar) – Would like to do a Coonawarra midyear Tasting/food event. Details to come.
- May is Aussie Wine Month
- The next round of SAWIA Grants have started.
- CVA Database Newsletters: Emma suggested it would be fantastic to send a Newsletter to Members on the CVA Database about vintage being underway, Cellar Dwellers program is available, Cabernet Month, etc. Heidi will look into it & see Emma Rasheed for help.

**Next Meeting May 5th 8.30am**

Item	Action	Who	Due	Status
1	Discuss Advertising Partners Proposal	All		
2	Organise Shirazz Jazz – Cheese platters, Pop-Up Bar, Working Bee	All		
3	Cabernet Celebrations Month			
4	CVA Database Newsletter	HE		
5	Experiences Brochure – brochure costings/Funding	HE	WIP	
6	Timeline schedule for Coonawarra yearly events	ALL		
7	Local Tourism Tour – Bourne's Bird Museum	Marion		