

COONAWARRA



Australia's Red Wine Centre

Cellar Door Events Meeting

Friday 8th April 2016

8.30 am CGWI Office

1. **Present:** Jen McCulloch, Josie Abbey, Michelle Stehbens, Jamie McDonald, Kerrie Marcus,
2. **Apologies:** Ilana Minge, Sam Flint, Louise Butler, Lynn Doyle.
3. **Welcome:** Michelle welcomed everyone to Meeting.
4. **Review of Minutes:**
To be discussed during meeting.
5. **Penola Pop-Up Bar – Cellar Dwellers**
Friday July 1st Town Square 4-7pm. Council have started on developing the Town Square & hopefully be complete by the time of the Pop-Up Bar!
Kerrie & Jamie will work on Liquor Licence.
Jamie has secured some milk crates & is working on getting some pallets for furniture type items. Michelle suggested the Mens Shed group to help if needed.
Jamie will contact Catherine from DiVine for food – Nicole Lear for music – Seek road closure from Council & send out EOI to wineries for participation.
Josie suggested to keep the pricing of wines for invoicing to CGWI the same as for the Coonawarra Cup - \$175 wholesale per dozen for still wines and \$200 wholesale per dozen for sparkling wines as everyone has different pricing structures.
Michelle will check with Christine re; budget & account balance from the past Pop-Ups we've held.
*Look at wet weather back-up venue**.
6. **Experiences Brochure**
WIP. Michelle looking to meet with Biddie re funding but she's away at present.
7. **Get Togethers**
Katnook Estate – Good crowd attended.
April – Parker Estate. Flyer to be sent out.
Jamie will send a reminder to participating wineries at the start of each month & to reiterate that the Get Togethers are for anyone in the Industry.
8. **Cellar Dwellers**
Jamie will send out the Event form to wineries again & he's working on the brochure design artwork.
Michelle suggested to do up a July calendar of events to best place events without cross overs.
9. **CD Events Committee Action Plan (Event Planner):**
Committee on track with the Action Plan.

10. Education and Development

Yallum Park Tour (WIP)

11. Coonawarra Cabernet Celebrations Month

WIP

12. 52 Weeks

Calender is filling & will eventually be put onto the CGWI website but anyone with events please add to it.

13. General Business

- Coonawarra will have a campaign in the Halliday Magazine & also a plug for Cellar Dwellers. There will also be a competition to win a weekend away in Coonawarra which Cathy is working on.
- Coonawarra Jazz Club – Cathy has had an offer from a jazz band to play in our area to coincide with Cellar Dwellers events. The band can play Saturday July 2nd & Cathy is working on venue, theme, wines, etc. CD Events Committee suggested the Coonawarra Hall as a good venue & perhaps the CW Club would be happy to supply beer & soft drink with our Committee organising the wine? Jamie will have a chat to Mal Redman.
- Great South Coast Bike Ride – Jamie has been in talks with the Race Director re organising events etc for 150 cyclists plus entourage & families during their 2 x stages in Penola with Friday August 12th being the key day. The race starts in MtGambier → Pt MacDonnell & then to Penola at approx 10-11.30. A Pop-Up Bar was suggested for Thursday 11 August & Jamie will check with Race Director more about Friday plans.
- Social Media Workshop – Jamie has organised an evening at Katnook Stables 13 April 5.30-6.30pm.
- Yallum Park Tour – Jamie will organise a time with Cliffords.

Next Meeting 6 May 2016 8.30am

***Kerrie an apology to this meeting**

Item	Action	Who	Due	Status
1	Experiences Brochure.	ALL	WIP	
2	'52 Weeks' concept	ALL	WIP	
3	Pop-Up Bar Policy & Guidelines	JM	WIP	
4	Start planning Cabernet Month	All		
5	Social Media Course – Jamie McDonald		April	✓
6	Jamie contact Andy Clifford re; Tour of Yallum Park for Committee	JM	June	
7	Cellar Dwellers event	All		