

**2016 Coonawarra Roadshow Committee
Minutes of meeting held 22 April 2016 – CGWI Office**

1. **Present:** Jamie McDonald, Michelle Stehbens, Steven Raidis
1.1. **Apologies:** Bruce Redman, Kate Robinson
2. **Review of minutes:** Reviewed minutes, All correct.
3. **Outstanding Items:**
 - 3.1. JM confirmed venues confirmed, with Melbourne Town Hall supplying paperwork this week.
 - 3.2. Speed dating confirmed as 1 spot – 6 15 minute sessions. **Action:** JM to invite Adelaide participating wineries to join in. First in Best Dressed.
 - 3.3. JM to proceed with Siding Backdrop for Roadshow.
 - 3.4. Decided to not proceed with further investigation on Instagram printing. Too expensive.
 - 3.5. Venues are continuing to look at other options for us in re to the white tablecloth, trestle table situation. Most likely outcome is to switch to black. MS raised the idea of adding something to the tables. To investigate further.
4. **Participation:**
 - 4.1. Reviewed participation form
5. **Marketing:**
 - 5.1. Shortlisted 3 art directions, confirmed that 2015 was great improvement over previous years. Continue with the dropping of 'wine tasting' from the artwork. Continue without the city code (will use on social media and web).
 - 5.2. Exchange Printers preferred supplier after JM received quotes from Hansen Print, and Gambier Print. 4000 DL flyers, 50 A3 posters, FB and Email Artwork.
6. **Booking/Ticketing:**
 - 6.1. Confirmed TryBooking as preferred supplier.
Action JM to purchase barcode scanner. Will trial at Arts Festival in May.
Action JM to list events on TryBooking (will wait for electronic art)
7. **Food & Wines:**
 - 7.1. Confirmed old wine opening at 6pm. Won't include on DL, but will push on social media
 - 7.2. Committee decided to have food as a user-pay system as per Vira Lata food truck at Brisbane in 2015. Considered that guest can have a substantial meal at own expense, rather than a canapes system where some guests subsidise others. Frees up budget. Will confirm with all venues on possible options.
8. **Budget:** Will review budget at next meeting.

9. Media & Photography:

9.1. Press Photography: JM will confirm the use of a press photographer in Sydney, but will not pay for their distribution. Considered unnecessary expense, as unlikely to get a run in media.

9.2. Media invites: We will look to invite lifestyle/columnists/bloggers rather than just mainstream wine journalists. **Action** JM to collate list in each city to target.

10. RSA, Liquor Licensing:

10.1. Will confirm with all venues Liquor License requirements, and will remind all participants of RSA requirements.

Meeting closed at 10am.