

# COONAWARRA

COONAWARRA CUP COMMITTEE MEETING  
15 November 2017, CV Office

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## Minutes

### 1. Welcome and Attendance

Attendees	Katie Lewis (KL), Olivia Nunn (ON), Tim Bailey (TB), Tony Gleeson (TG), Sara Fletcher (SF), Joe Cory (JC), George Kidman (GK), Steven Raidis (SR)
Apologies	Christine Lambert (CL), Dan Redman (DR), Pete Balnaves (PB), Luke Trotter (LT)
Minutes Recorded by	Olivia Nunn (ON)

### 2. Racing Club Update

- TRSA are not holding The Races Fashions On The Field
- Pop up sprinklers going in, new tower to be built next year
- ON to take charge of FOTF inside marquee, source sponsors – Noted WIP
- Racing.com has 3 different cameras, more coverage, interviews etc – Post Minute Noted Racing.com will not be represented
- Cup is on the move in accordance with the schedule. See separate attachment
- Waiting on rug with new logo.
- Action: TG to follow up on Rug status
- Action: Pete Finlay is making removable panels from horse stall rail – Noted WIP

### 3. Super Sweep

- Worked well and committed for 2018 at \$10 per ticket
- Action: Multicolour to print 2,000 tickets and include condition stating the need to be present in tent when number is called to draw horse
- Runsheet: All Committee to be roving salepersons

### 4. Budget and Sponsors

- Ticket prices: Members \$175 Public \$210
- Update on ticket sales: Member tickets sold 381 and Public capped 70
- Sponsors reviewed and updated to reflect current status
- TK Furniture awaiting confirmation of each box costs and noted imperial names for engraving were emailed on 13 November 2017
- Teys in Naracoorte have offered to sponsor ice and also donate some cryovaced packs of meat to auction, bundle with Barrel auction wine-KL to confirm with Bill and this sponsor should be listed as a supplier
- Lanyards counted at 388, order 1,000 more – ON noted Christine is actioning
- Sponsors banner and media wall (total of 2) to be ordered once all logos received to be used as backdrop to stage and entrance to marquee
- Race sponsors all locked – logos and names sent to Multicolour

- Spreadsheet for sponsors has been updated and those confirmed were read out at the Launch
- ON has approached BB and Silver Sponsorship confirmed
- Action: TB and ON are to deliver spreadsheet with base jobs for each person at the next meeting. Noted that this is overdue.
- Action: TB to follow up on sponsors for golf holes and noted logos and listings are not required for the program
- Action: Finalise Golf Sponsorship noted that 7 holes available with 11 confirmed
- Action: Confirm journos/lifestyle media to invite and Gretel Sneath, Nick Ryan, Anthony Madigan and Katie Spade proposed. ON to invite.
- Water sponsor of last year not necessarily aligned with South East availability of water. ON to confirm participation and seek alternative AquaEssence based in Mount Gambier. TG to also approach Vittoria.

## **5. Polo Shirts**

- \$49 + GST confirmed by GK and ordered 60 to be received prior to Christmas. Noted that these are not in female sizes and to be reviewed when received for fit and if required noted an alternative may be required.
- Sell price is \$69 at the front desk – Note pre-social media advertisement – ON to coordinate

## **6. Catering**

- Blanco have confirmed price at \$78.50 per head
- Extra afternoon tea which will be delivered to tables
- Menu supplied for program
- Action: KL to confirm coffee
- Action: ON to provide program to Multicolour

## **7. Imperials**

- TB has confirmed wineries to donate this year
- Action: 2013 Menzies to be icon wine
- Action: Tim to organise Nick Ryan for tasting notes for Auctioneer's reference and potential to present on these

## **8. Wine**

- Barrel series wines to be available at the bar
- Action: DR to do blind tasting again
- Action: JC to prepare list of wines wish list and send out in December-not in tent, no wine present. Also add to email that if the invoice is not received at the Coonawarra Vignerons office by the end of January the wine will be considered a donation
- Action: JC to source and confirm bar staff Hannah from Hollick + 3 others-all receive \$150 cash plus one dozen wines

## **9. Decorations**

- Jane is confirmed
- Allow for 2 people each to get 1 dozen wine plus \$200 cash and a ticket
- Budget \$1500
- Action: KL to provide feedback to Jane

## **10. Tent/Furniture**

- GK to be in charge of all correspondence with Richie
- Steve Mullens sound is confirmed with 2 TV's each end
- Action: GK contacted Richie and Tent arrives week prior, chairs arrive Tuesday.
- JC has updated map and addressed rigidity of rope
- Action: TG Requirements and timings to be on major spreadsheet
- Action: TG 3 phase extensions to be hired from Baxter Hire
- Action: GK to confirm cool rooms otherwise they need to be included in Baxter Hire
- TAB tables- smaller? Or outside?
- Action: Table to be sourced out front of marquee for sale of Sweep tickets
- Action: JC to contact the air conditioning supplier to confirm that the ducted pipes configure further to last year
- Action: Steve to take super esky to Teys to collect the ice
- Action: South West to collect from Baxter to collect on 16<sup>th</sup> and return on 19<sup>th</sup>

## **11. Photos**

- ON advised TRSA have booked Kinship Productions with CV to have access for tent photography and imperial auction
- Action: Backdrop made up for photos out the back door left hand side of Marquee
- Action: Banner backdrop same as the stage on arrival once sponsors are confirmed

## **12. MC**

- Jane Ferrari confirmed for \$1,000 fee and accommodation provided by Sue Hodder
- Action: TB/ON to prepare a draft run sheet

## **13. Masters**

- Negotiating with Bridgestone as not happy with return on investment
- Action: TB to source more sponsors for the holes and confirm ASAP
- Have 5 sponsors, \$120 per team includes lunch

## **14. Marketing and Promotions**

- Launch date identified and confirmed as Friday 10 November at Balnaves of Coonawarra cellar door
- Action: Coonawarra Cup to move around Cellar doors for promotional activity in the weeks leading up to the Cup and issued in correspondence
- Action: KL to organise food for 30 pax with Marcia at the Store
- Action: TG to organise beer, committee to bring wine
- Action: ON to do invite and send out this Friday
- TG has sourced horse for launch
- Launch went very well.

## **15. Transport**

- Action: ON to update the promotion times to 9:20 am and 9:40am collection and arrange sign directional sign for the buses as well as sign for bus area as a waiting zone

#### **16. General Business**

- Decided against car for the reason of potential damage
- Action: TB and ON to continue preparing a spreadsheet for responsibilities and timing for review at the next meeting
- Action: Inform CV of VIPs and invited guests ASAP
- Action: ON-Save the date, Media Release for Cup and Post Cup
- Confirmed wine to be sought on Thursday 30 November with a return date of Thursday 14 December 2017
- Action: JC to send email out on Thursday 30 November and ON to include in correspondence on 4 December 2017

**Next Meeting**      – **Wednesday 7 December 3:00pm CVA office**