

COONAWARRA \

COONAWARRA CUP COMMITTEE MEETING
21st September, 2017, CV Office

Minutes

1. Welcome and Attendance

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

2. Racing Club Update

- No fashions on the Field to be run by TRSA
- Pop up sprinklers going in, new tower to be built
- ON to take charge of FOF inside marquee, source sponsors
- Racing.com is on board with 3 different cameras, more coverage, interviews etc
- Action: TG to make a couple of removable panels from horse stall rail

3. Super Sweep

- Worked well and committed for 2018, \$10 / ticket
- Action: label makers to print 1400 tickets in 2018 and review rules

4. Budget and Sponsors

- Ticket price-members \$175 public \$210
- DR is still waiting to hear back from a few sponsors
- Langtons and Richard Ray are platinum
- Richard Ray is looking for more exposure
- ON to approach TK Furniture to confirm 8 imperial boxes branded
- Tey's in Naracoorte have offered to sponsor ice and also donate some cryovaced packs of meat to auction, possibly with an icon wine
- VIP's discussed, some removed from list
- Lanyards counted at 388, order 1,000 more
- Idea of a sponsors board/banner/media wall discussed instead of banners
- Race sponsors nearly all locked in just waiting on one
- DR contacted Coolmore re presenting partner
- Action: DR and ON to draft letter/email to Coolmore outlining presenting partner expression of interest.
- Action: DR to draft spreadsheet for sponsors
- Action: TB and ON are working on spreadsheet with base jobs for each person-ongoing
- Action: TB to follow up on sponsors for golf holes
- Action: (ongoing) Send potential sponsors to DR
- Action: confirm journos/lifestyle media to invite-Gretel Sneath, Nick Ryan
- ON to approach BB

5. T-Shirts

- We liked no 7, white with red stripes
- Action: GK and ON to get quotes

6. Catering

- Blanco have confirmed price at \$78.50 per head
- Extra afternoon tea which will be delivered to tables

7. Imperials

- TB has done list of wineries to donate this year
- Action: TB to source older icon wine
- Action: Nick Ryan to do tasting notes

8. Wine

- Barrel series wines to be available at the bar
- Action: Tasting time set for Zema Estate after next meeting Fri 20th Oct
- Action: DR to do blind tasting again
- Action: JC to prepare list of wines-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

9. Decorations

- Jane is happy to be in charge again, great feedback
- Allow for 2 people each to get 1 dozen wine plus \$200 cash and a ticket
- Budget \$1500
- Action: KL to follow up with 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 to contact Richie ASAP re timing
- JC has updated map and addressed rigidity of rope
- Action: requirements and timings to be on major spreadsheet
- Action: TG to look into 3 phase extensions
- Action: GK to confirm coolrooms

11. Photos

- ON advised TRSA have booked Kinship Productions with CV to have access for tent photography and imperial auction
- Action: to have a backdrop made up for photos on arrival

12. MC

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

13. Masters

- Bridgestone has confirmed for a second year

- Action: TB to source more sponsors for the holes

14. Marketing and Promotions

- Launch date identified and confirmed as Friday 10 November at Balnaves of Coonawarra cellar door
- Rug has not been ordered so we can add the logo
- Action: Coonawarra Cup to move around Cellar doors for promotional activity in the weeks leading up to the Cup, ON to prepare a campaign
- Action: TG to source horse for launch

15. Transport

- Action: ON to arrange sign directional sign for the buses as well as sign for bus area as a waiting zone

16. General Business

- Action: TB to approach Luke Toccaciu to see if we can have his Combie Van at the course
- Action: TB and ON to continue preparing a spreadsheet for responsibilities and timing
- Action: Inform CV of VIPs and invited guests ASAP
- Action: Save the date, Media Release for launch and post cup

Next Meeting – Friday 20th October 3:00pm Zema Estate