

COONAWARRA

COONAWARRA CUP COMMITTEE MEETING
25th August 2017 – CV Office

Minutes

1. Welcome and Attendance

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

- We have 5 previous sponsors confirmed, DR is waiting to hear from others
- Tey's Australia Naracoorte have offered to sponsor ice and also donate some cryovac packs of meat to auction, possibly with an icon wine. Icon wine to identified
- VIPs discussed, noted those to be removed from list
- Action: DR to follow up with Coolmore as a potential presenting partner
- Action: TB and ON are working on spreadsheet with base jobs for each person
- Action: ON to look at artwork options for imperial engraving, new branding etc, confirm by end of September for engraving, bottled by November for launch
- Action: TB to follow up on sponsors for golf holes
- Action: ON to bring list of VIPs to next meeting for discussion
- Action: KL to send race sponsor emails out
- Action: Christine to stocktake lanyards
- Action: (ongoing) Send potential sponsors to DR
- Action: confirm journos/lifestyle media to invite

5. T-Shirts

- Discussion re branded T-shirts for committee and also to sell in the order of 50 to 70 on the day
- Action: GK and ON to get quotes and start working on a design in keeping with the branding guidelines. ON to review and approve artwork

6. Catering

- Some new suggestions have been sent through by Blanco- return to poached eggs on muffin with hollandaise but decided to cut out the muesli option and add sausage. Lunch to be choice of 3 meats with salads. Afternoon tea to increase savoury option and be delivered to tables
- Action: KL to return email to Blanco with suggestions and also query price increase

7. Imperials

- TB has done list of wineries to donate this year
- Action: TB to source older icon wine
- Action: GK to ask Tom Dennis to auction again, comp 2 tix
- Action: TB to ask Jeremy Oliver to do tasting notes

8. Wine

- We have a lot of left over Barrel Series wines and could possibly have them available at the bar
- Action: PB to mention it to the board
- Action: DR to do blind tasting again, could use a BS wine
- Action: JC to prepare list of wines
- Action: JC to source and confirm bar staff

9. Decorations

- Jane is happy to be in charge again, great feedback
- Action: KL to follow up costs with Jane
- Action: handy man to make vine balls is needed

10. Tent/Furniture

- GK to be in charge of all correspondence with Richie
- Action: follow up on timing of tent erection given Cape Jaffa Festival, possibly erect tent on the Friday before. Will this cause a problem with the aircon?
- 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

11. Photos

- Discussion re photo booth, decided to leave out for another year
- 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 - venue TBC
- Cup and Blanket are ready to go
- 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: ON to approach BB
- Action: PB to check on availability of Balnaves CD for launch venue
- 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 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 – Thursday 21 September 2017, 3:00pm at CV Office