

COONAWARRA

Cellar Door Events Meeting

Friday 14th July 2017

8.30 am CGWI Office

1. **Present:** Michelle Stehbens, Olivia Nunn, Kerrie Marcus, Lynn Doyle.

2. **Apologies:** Sam Flint, Josie Abbey, Emma Bowen, Louise Butler, Ilana Minge.

3. **Welcome:** Michelle welcomed everyone to the meeting, especially Olivia for her first time.

4. **Review of Minutes:**

To be discussed during the meeting.

5. **Cellar Dwellers 2017**

Town entrance signs have been put up & look great.

The general feeling at the moment is that July seems very quiet compared to previous years.

DiGiorgio passed comment that they felt the radio advertising was too late to be of any use to their event (July 1st) & they would look at whether they did the event again next year.

Trail – Olivia will send an email out to remind everyone to return any completed trails to draw the winner.

Shirazz Jazz – (Rymill Hall) Approx 70- tickets sold on the night. Hall looked great & it was a great night enjoyed by all but we needed closer to 100 tickets sold to be profitable. Cheese platters worked well – thanks to IGA.

CD Events Committee will seek feedback from participants on the night.

A few ideas for next year that we have it as a combined CVA event, involving the whole community. Each winery could host guests & really promote it more.

6. **Cabernet Month**

All brochures & posters of the event are out & most have been distributed.

The compulsory SATC survey for the public at the back of the brochure will be encouraged for customers to fill out & win 2 doz wine.

Motorcycle Variety Run – 20/21 October (En Primeur weekend): Mardi Currie is in touch with the Tour organiser with all profits to the Max Croser fundraiser. They are holding the dinner at Rymill Hall, Ian Perry cooking & Mardi is looking for any auction items for the night. The CD Events Committee will need to discuss the wine component for the dinner & Olivia will touch base with Mardi to see what other assistance she needs.

7. **CD Manual**

Olivia will familiarise herself with the CD Manual & then organise a time to get together one night after work.

8. **Get Togethers**

Wynns – 13 July. It was a fantastic local turnout celebrating their 60th anniversary of Black Label Cabernet with many terrific wines to taste.

August – Hollick. A date to be confirmed.

September – Leconfield

October – Koonara

November – Suggested we have our Coonawarra Cup launch at the CW Hall.

Friday December 8th – Christmas party at Coonawarra Hall. Bring a bottle & plate.

9. Local Tourism Tours

Michelle has been approached by Sally Scott to visit The Border Inn Hotel at Apsley. Bus supplied & dinner available on the visit. Committee in favour & a date to be advised but Michelle will suggest a date in September to Sally, hopefully with the weather a bit warmer.

10. Experiences Brochure

WIP - Olivia has met with Biddie about the brochure. Committee discussed which wording to use & decided "Premium Wine Experiences" would suit our purpose.

11. General Business

- Cellar Door Festival in Adelaide – 2-4th March 2018
- Free Workshop opportunity x2. First: Direct to Consumer Marketing 26 July 9-4.30 Chardonnay Lodge & Second: Australian Tourism Data Warehouse 26 July Naracoorte or MtGambier. Olivia feels Coonawarra needs to be involved in the online Tourism Data Warehouse & she is attending both workshops.
- Google photographers are in the region 20/21 July. Olivia recommended it important to have more specific imaging when people google the Coonawarra area. Book them by today 0402 758 878 \$800.
- Finlayson's Roadshow – 24 July
- Olivia requested a report from the CD Events Committee for the General Meeting on Thursday.
- Coonawarra Roadshow promotional bags have arrived.
- Committee suggested to add to Correspondence inviting anyone who is interested in submitting photos of the local area to the ABC & other TV news channels weather segments.

Next Meeting 4th August 8.30am

| Item | Action | Who | Due | Status |
|------|---|-----|---------|--------|
| 1 | Shirazz Jazz – Feedback from participants on ways to improve ticket sales next year. | All | | |
| 2 | Email wineries a reminder to return Cellar Dweller Trail passports & if anyone has any good local CW photos to submit to TV news channels | ON | 31 July | |
| 2 | Variety Club Saturday night dinner – 21 st October. Liaise with & support Mardi Currie | All | | |
| 3 | Experiences Brochure – Online set-up & brochure development. | | WIP | |
| 4 | 1862 Wine Bar & Grill – Contact Richard Moretti for further information. | MS | | |
| 5 | Invite Marketing Committee Members to next meeting | MS | | |
| 6 | Organise a Pop-Up Bar for December Xmas town party, Santa Comp, local shopping spree, sausage sizzle, etc. | All | | |
| 7 | Timeline schedule for Coonawarra yearly events | ALL | | |
| 8 | Regular CVA Database Newsletter | ON | | |
| 9 | Organise a visit to The Border Inn, Apsley | MS | | |