

**2016 Coonawarra Roadshow Committee
Minutes of meeting held 18 March 2016 – CGWI Office**

1. **Present:** Jamie McDonald, Kate Robinson, Michelle Stehbins, Steven Raidis
2. **Apologies:** Bruce Redman
3. **Chairperson/Minute Taker:** Confirmed JM will take minutes and chair meeting.
4. **Review of minutes:** Reviewed minutes, previous meeting held around venues. Noted that all venues confirmed, though waiting on written contract from Melbourne Town Hall.
5. **Outstanding Items:** Per previous, note that we are waiting on contract from Melbourne Town Hall. JM or Cathy Hughes to follow up. JM advised only one complaint in re to the new schedule from a member, but all committee members reported positive feedback from own company.
6. **Fee for participation:** MS and SR stated that the fee of ~\$110 per member has been a longstanding item. Don't believe it has ever been charged, but it exists to allow cost recovery if necessary at the conclusion of Roadshow. 2016 to remain the same, and not have the cost charged upfront as a participation fee, rather it be a recovery fee if required.
Action JM to advise participating members of the Fee position.
7. **Dig + Fish Proposals:** The committee went through the proposals step-by-step.
 - a. **Wine Tasting Speed Dating:** Committee like the idea, and will trial it in Adelaide. MS advised that there is a good space in Adelaide for the bar, and given Adelaide is the easiest city for logistics it is a good starting point.

Proposed concept differs slightly from suggestion. Plan is 6 x15 minute sessions. 2 guests with 1 winemaker and 3 bottles of different Cabernet. Charge \$10pp.
Action JM to contact participating members and fill the winemaker spots. Will sell the tickets alongside Roadshow tickets as a value add.
 - b. **Coonawarra Siding:** MS and SR had both been developing the Coonawarra Siding concept. Photobooth is unable to be transported, so need to look at something self managed. Working concept is to have fabric Coonawarra Siding backdrop and leverage social media using selfies with the hashtag #coonawarrasiding or #coonawarraroadshow. JM has looked at Instagram printing and will continue investigating quotes for next meeting. Prize suggested by Dig + Fish considered too generous – will look to have 1 dozen wines across the Roadshow rather than each city.
 - c. **Food:** Committee agrees that food is required. Food Truck in Brisbane in 2015 considered a success. **Action** JM to speak with venues and work out food options, be it In House or outside catering.

- d. Trestles/Tablecloths:** Whilst the committee acknowledges the dated style of trestles and white tablecloths it is also noted that there isn't much we can do about it. JM will investigate black tablecloths, and speak with venues if they have tables that don't require tablecloths, but in all it is a work-in-progress. KR also raised point of cost – we are already charged \$20/table, any increase in cost just for aesthetic is unaffordable.
Action: JM to speak with venues and look at table cloths/different tables
- 8. Marketing:** Considered that the DL flyer was a good piece of collateral so will continue for 2016. Agenda item for next meeting.
- 9. Booking/Ticketing:** JM raised cost. 2015 Eventbrite cost \$1850 more than TryBooking for equivalent service. MS impressed with speed that patrons could enter using the Eventbrite scanner, but JM to further investigate TryBooking scanning technology. A one-off cost of a scanner for ~\$200 would enable us to utilise barcode entry for patrons, which will work at a similar speed to Eventbrite. TryBooking has added advantage that doesn't require internet/4G coverage to operate. Penola Coonawarra Arts Festival successfully using TryBooking, so will investigate scanning at events to use as trial.
- 10. Photography:** JM to arrange press photographer for Sydney event. Identified as the most attractive, and multiple options for photographers.
- 11. Wines:** Continue theme of opening old wines at certain time. Traditionally 6pm, but committee consider that it may be too early. Confirm next meeting.
- 12. Databases:** Reminder to all members to work own databases, CGWI will look to leverage venue databases. Will need to have identity and collateral for that to occur.

Meeting closed at 10am.