

Marketing Committee Meeting Minutes		
Wednesday 8 March, 2017	8: 45am	CV Office
Attendees	Emma Raidis ER (chair), Rebecca Trotter RT, Kirsty Balnaves KB, Sue Hodder SH, Natasha Gordon NG, Jamie McDonald JM, Heidi Eldridge HE, Joy Bowen JB, Dru Reschke DR	
Apologies		
Minutes	Kerry DeGaris KG	

1. Minutes of Previous Meeting

Minutes of Feb 2017 meeting accepted. Moved JB seconded KB.

2. BUSINESS ARISING FROM PREVIOUS MINUTES

Date	Action Items	Person	Deadline	Completed
22.02.17	Advertising Partnership Draft proposal Action: AP Draft to be send to each sub-committee for input/decision on relevant sponsorship levels for their individual events	SH/JB	08/03/17	Completed
22.02.17	SkyHigh in the CBD Action: HE to follow up with more details and then circulate it to all CV members.	HE	12/04/17	
08.03.17	HE has requested more information from 2KW			
22.02.17	Website Action: JM to send through link post meeting & all committee members to provide feedback/ assistance within one week.	JM		Completed
22.02.17	Road Show 2017 - Hobart Venue Action: JM to contact Burt to secure venue	JM	8/3/17	
22.02.17	Road Show 2017 - sign up forms Action: JM to send out within the week	JM	1/3/17	24/4/17
08.03.17	Ongoing			
22.02.17	Coonawarra English/mandarin brochure Action: JM to obtain quotes to re-print		8/3/17	
08.03.17	Some quotes obtained, awaiting Exchange printers – Action: JM to chase up EP/Hansen Printers	JM	12/4/17	
	Action: HE to approach WRC for potential funding to fund printing costs	HE	12/4/17	
22.02.17	Coonawarra Sexy – proposed photo shoot response (headshots)	KB	Ongoing	
22.02.17	Instagram project: Characters of Coonawarra Action: JM to contact existing photographer (Cam) to arrange a time to complete photo shoots to include vintage shots. Remaining photography budget: \$3195. <i>ER moved that Characters of Coonawarra photography be combined with vintage photography. Seconded DR. Accepted.</i>	JM	10/3/17	
08.03.17	Action: JM to provide a link to members for Cams photography from last year	JM	10/3/17	

22.02.17	Event Promo Material/Cellar Door items (New product development) JR presented quotes for wine glasses, awaiting Riedel . Minimum order requirements, will require a large financial outlay. Will need to be userpays. Action: ER to chase up Riedel quote before making any further decisions Action: DR to chase up decanter design and quote	ER DR	12/4/17 12/4/17	
22.02.17	Coonawarra Signage Action: SH, RT & JB to investigate Action: JM to liaise with Leon Bignalls office Action: ER to investigate with Highway department	SH, RT & JB	12/4/17	
22.02.17	Marketing Budget/Action Plan Action: HE to circulate prior to March Meeting	HE	28/2/17	Completed

3. CORRESPONDANCE

3.1 Somms of the world – funded by Wine Australia. Disappointment expressed on lack of Coonawarra (and in general all SA) involvement for upcoming event, due predominately to PIRSA funding being pulled. Langhorne Creek have written a letter to WA expressing disappointment on the process of determining what regions are visited by the sommeliers. Coonawarra has been asked for input on the letter which HE/KB has done. Nominations for the wine wall have been sought. It was resolved that a Wynns Black Label, Raidis (Pinot Gris), Balnaves the Tully and potentially Patrick (aged Riesling) to contribute.

3.2 GWCGN – International visitor engagement. Some interest expressed but would like to know who the colleagues mentioned in the letter actually are.

Date	Action Items	Person	Deadline	Completed
8.03.17	GWCGN Action: HE to find out who the participants in the event are going to be.	HE	12/4/17	

4. MARKETING ACTION PLAN

5.1 Website Update

JM gave an update on the website which is currently having final touch ups occurring but is pretty much ready to go. JM has handed over to HE and will be having one on one training with the developers soon. Magic dust will be rolling out the website to the members to customise their component of the site. DATE TO LAUNCH WEBSITE – 24th of March

5.2 Brand Development

Copywriter email has re-iterated the need to refine the brand vision. TG has requested to see what the copywriter has suggested. Resolved that what was sent to copy writer needs to be refined further – with key message that Timeliness is the key message.

Date	Action Items	Person	Deadline	Completed
12.03.17	Copywriter communication Action: JM to communicate with copy writer to pass on the Timeliness message and also introduce HE as the person for future contact on the copy writing project.	JM	10/3/17	

5.3 New Product Development

See action list

6. FINANCES

6.1 2017-2018 Budget-Wish List

Wish list items include: more photos, social media marketing, website support, signage, review of promotional material

Date	Action Items	Person	Deadline	Completed
12.03.17	Budget wish list Action: ER has requested that all MC members consult with their constituents on relevant budget issues and cost out requests Action: MC members believe project request form has previously existed and shall be used. HE to locate and distribute forms to assist with the process (historically this was done)	All MC HE	12/4/17	

6.2 Grant Funding

SAWIDS – grants for regional bodies up to \$50K with one for one funding. Applications out next week with 8 weeks to submit. It was thought the Coonawarra signage could be an opportune project to support. Members to submit project ideas for funding.

7. COONAWARRA EVENTS SUB-COMMITTEES

7.1 Roadshow 2017

Roadshow committee has not met since the last MC meeting. Participation invites have been sent out. Perth/Hobart venues still to be confirmed. JM has introduced HE to the person who will assist in organising these events.

7.2 **Cellar Door Events** – Meets this week. Leigh St event proposed for late November 2017. HE to submit application with Adelaide City Council.

7.3 **Coonawarra Cup** – Has not met since last MC meeting

8. REGIONAL VISITS – nil

9. WELFARE, HEALTH and SAFETY ISSUES – nil

SH left the meeting

10. NEW BUSINESS

10.1 JB tabled an example of advertising material from McLaren Vale (postcard with lots of photo)

10.2 Woolworths presentation – feedback in the form of a survey is to be sent out to members. It was thought there was a need to be cautious about forming any relationship with Woolworths. Survey to be distributed following board meeting

BT left the meeting

Meeting closed 11.00am.

Next Meeting –Wednesday 12 April, 2017. 8:45am Venue: CV Office