

# COONAWARRA

Australia's **Red** Wine Centre

## COONAWARRA CUP COMMITTEE MEETING

6<sup>th</sup> January, 2016

CGWI office

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### Minutes

#### 1. Present/apologies

Katie Lewis (KL), Jamie McDonald (JD) George Kidman (GK), Tim Bailey (TB), Tony Gleeson (TG), Steven Raidis (SR), Joe Cory (JC),

Apologies-Pete Balnaves (PB) Dan Redman (DR), Nicole Davidson (ND),

#### 2. Review of Wrap up minutes-

- Tickets must be collected or posted prior to race day, price to saty at \$155 for members, up to \$175 for public
- Seating arrangements needs to be worked on
- Golf players must be present in tent the next day
- Management committee has stated that we must make a profit, need to auction other items eg weekend away in Coonawarra
- Promote imperials better, get wineries on board to use their database and get syndicate together, try and up the price
- Get more sponsors
- Check timing of auction, start earlier so we are not losing people to races
- Use chooky for the auction or try Ronnie Dix or Miles Pfitzner
- Toilets-keep
- Coffee-keep

#### 3. Racing Club- pump shed will be gone and 3 phase power will be installed so we wont need a generator

#### 4. Calcutta-need to keep it going, maybe change the timing as people who are interested will make sure they are in the tent for it

#### 5. Budget and Sponsors-ticket price members \$155 public \$175

Need to start working on sponsors now- make use of tech conference coming up, send any ideas through to DR and he can keep us updated  
JC to contact Della Toffola

#### 6. Catering-keep same for next year. KL will change slightly, try and keep the same price

#### 7. Imperials- keep same number but get wineries to do more promotions

8. Wine- went through most of it this year so we will need to bump it up a bit next year

9. Decorations

10. Tent/Furniture

Forget about fence around the back, will still need around caterers though

Air con- TB to contact Seely Int (Breeze Air) and use his gear

Hit up HD for cash sponsorship

TB, JC, GK have it in order

11. Photobooth- put some money into facebook to get more reach

Get imperials buyers photos- winning bidder comes up and goes straight into the photobooth for photos

12. MC

Stuart MacGill to return

13. Masters

Try and get more sponsors

Sell naming rights if we can

14. Marketing and Promotions

Have launch again and official release of tickets but make it bigger and better

More of the same – more promo on imperials

15. Transport- keep buses

16. General Business

17. Next meeting Friday 15<sup>th</sup> July, CGWI office