

COONAWARRA \

Cellar Door Events Meeting

Friday 1st September 2017

8.30 am Katnook Cellar Door

1. **Present:** Michelle Stehbens, Josie Abbey, Kerrie Marcus, Lynn Doyle, Ilana Minge, Olivia via phone.
2. **Apologies:** Kirsty Balnaves, Emma Bowen.
3. **Welcome:** Michelle welcomed everyone to the meeting.
4. **Review of Minutes:**
To be discussed during the meeting.
5. **Cellar Dwellers 2017**
Trail Passports – Olivia has received some late Passport/Trail entrants which all need to be entered into the database as she would like to do a Newsletter again soon.
6. **Cabernet Month**
Olivia is currently doing up invites for the Masterclass / Retrospective Tasting & will put out an email to wineries for any names that should be included on those lists.
Update re; bookings for the Masterclass are 17/47 & 16 for the Retrospective Tasting. Both these events need a push to increase numbers.
Brand's Laira are bringing down a media group who will take photos at both CVA main events & the cost may be recovered by the SATC Grant? Emily Gleeson is still really keen to cover a few events over Cab Celebrations, taking photos for our database. A suggestion to find out what subjects she's doing & maybe help her in return plus a wine gift?
Variety Club dinner Oct 21st – Kerrie will touch base with Mardi Currie & see where her plans are at.
Advertising program will be 60% Victorian based with 40% SA.
Tourist Information centres in Casterton, Hamilton & Portland now have the Cabernet brochures & also the newly updated Black Books.
7. **Roadshow**
Next Meeting is 12 September & Olivia would like to send out a survey for participants before the meeting.
8. **CD Manual**
Olivia has spoken to Robin Shaw recently about working together on the CD Manual & on different training courses to offer our region, she will be in touch.
9. **Get Togethers**
30th August – Hollick. A good turn out with approx 20 people. Renovations look great.
20th September - Leconfield from 4.30pm
October – Koonara Date TBC
November – Friday 10th Coonawarra Cup launch at Balnaves Cellar Door.
Friday December 8th – Christmas party at Coonawarra Hall. Bring a bottle & plate.
10. **Local Tourism Tours**
Visit to The Border Inn Hotel at Apsley Thursday 14 September – Michelle has 13 rsvp's so far & would be great to get 20 to warrant the tour. The bus is supplied & there will be a set menu.

11. Experiences Brochure

WIP - Olivia has a meeting w/SATC today & will discuss our Experiences Brochure.

12. General Business

- Stand like Stone has approached Olivia about a Pop-Up Bar Friday 17 November from 5pm – 9.30/10pm in the NTO building. Discussion whether to have a cover charge or participants to donate first glass? The Committee have decided to donate 5 boxes of current glasses with old logo & perhaps a call out to wineries to donate 3 bottles wine each. Stand like Stone do the liquor licence but a query who runs bar?
- EOI will be sent out very soon regarding Leigh Street Pop-Up Bar 24 November. Small discussion on the best & fairest system to distribute wineries over the event each year.
- Wine Australia have four Reps coming to Coonawarra September 20,21 & 22
- Committee discussed Emma's 'Future Ideas' Brief for the CD Events Committee & will further discuss with Emma at next meeting.
- Committee suggested that it would be helpful to have Emma Rasheed at one of our meetings.
- Glasses for Pop-Ups etc – Lynn presented a few sample glasses from BarTuff & Committee decided to get a quote on 250 glasses each of two different styles, including branding. Michelle will check the budget.

Next Meeting 6th October 8.30am

Item	Action	Who	Due	Status
1	Cellar Dwellers Shirazz Jazz Review	All	Sept	
2	SATC Grant update – Cabernet Celebrations	ON		
3	Variety Club Saturday night dinner – 21 st October. Liaise with & support Mardi Currie	All		
4	Discuss Emma's CD Events Brief	All		
5	Experiences Brochure – Online set-up & brochure development. Robin Shaw's involvement?		WIP	
6	The Border Inn Hotel – Apsley. 14 Sept	MS	✓	
7	Invite Emma Rasheed to next meeting	MS		
8	Organise a Pop-Up Bar for December Xmas town party, Santa Comp, local shopping spree, sausage sizzle, etc.	All		
9	Timeline schedule for Coonawarra yearly events	ALL		
10	Stand like Stone Pop-Up Bar 17 November NTO Building			
11	CD Manual update/ Educational Training – Robin Shaw's involvement	All		