

# COONAWARRA \

## COONAWARRA CUP COMMITTEE MEETING 29<sup>th</sup> June 2017 CV Office

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### Minutes

#### 1. Present/apologies

Present: Katie Lewis (KL), Olivia Nunn (ON) Tim Bailey (TB), George Kidman (GK), Luke Trotter (LT) Joe Cory (JC), Tony Gleeson (TG)

Apologies: Sara Fletcher (SF), Steven Raidis (SR) Dan Redman (DR), Pete Balnaves (PB)

2. **Racing Club Update:** Pop up sprinklers are being installed and new tower to be built.
3. **Super Sweep:** Worked well and to be maintained. *Action: 1,400 tickets to be printed in 2018. The rules are to be reviewed for final arrangements to be made.*
4. **Budget and Sponsors:** Discussed pricing of tickets, invite list and sponsorship to inform 2018 noting the following:
  - Members Price - \$175 Public Price - \$195.
  - Patrons to receive complimentary tickets.
  - Lanyards to be collected at the end of day in a barrel and those that have done so go into a draw for wines to encourage handing back of lanyards.
  - Noted the following wine allocation to be arranged:
    - x 12 (or a dozen) wines and Imperial Bottle – Winner
    - x 6 wines – Jockey
    - x 6 wines – Trainer

*Actions include:*

  - *Action: KL to look to review imperial engraved bottles for the winners.*
  - *Action: ON and LT to update Sponsorship Proposal including presenting partner and Golf Sponsorship change to \$1,000 + ticket and circulate to Committee and upload to website.*
  - *Action: Committee and CV Members to send potential sponsors details to DR for follow up. Some suggested sponsors to approach included: Marcus Deveraux, Elders, Gorilla Industries, Russel Industries, Whickam Flower and 141 Plantations.*
  - *Action: ON to send invitation to VIPs and politicians to purchase tickets via a booking link.*
  - *Action: ON to arrange wine draw for lanyards return.*
5. **Catering:** 2017 feedback to review food offering and staff numbers.  
*Action: KL to start working with Blanco on menu to consider 3 choices and review staff numbers.*
6. **Imperials Auction:**  
Langton's - Jeremy Oliver tbc  
Older/exclusive vintage each year tbc

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*Action: GK to ask Tom Dennis to auction again and include 2 comp tickets.*

7. **Wine:** Discussed 2017 feedback and planning to factor:
  - Increase Riesling supply
  - Shut bar early to minimise wastage
  - 4 bar staff
  - Order ice from IGA
  - Secure water sponsor again
8. **Theming/Decorations:** Great feedback of 2017 theming/decorations and Jane has expressed interest in returning. *Action: Jane costs to be confirmed for 2018.*
9. **Tent/Furniture:** The following actions are required:
  - *Action: Christine to send invoice to KL.*
  - *Action: KL to prepare a spreadsheet for Richie with requirements and timings, with the aim to have the tent completely set up by Monday, to enable theming to be bumped in on Wednesday.*
  - *Action: JC to update map with tables further away from bar and catering tent and to note on map rigidity of rope and check dimensions of added bay on tent with TG.*
  - *Action: GK is nominated as the primary point of contact for Richie*
10. **Photos:** Worked well and good video content. *Action: ON to book Kinship Productions (Astrid).*
11. **MC:** Jane Ferrari is locked in and staying with Sue Hodder. *Action: TB to organise run sheet.*
12. **Masters Golf:** Continue format as is for one more year noting increase to sponsorship. *Action: LT to update Sponsorship document.*
13. **Marketing and Promotions:** Launch date around 10<sup>th</sup> November and to align with a CD get together. *Action: ON to look into options and report at the next meeting.*
14. **Transport:** 2017 Feedback noted that the buses did not identify their destination leading to confusion. *Action: ON to arrange display signage for the buses to identify their destination.*
15. **General Business:** TB is in process of preparing a spreadsheet for responsibilities and timing and to include:
  - VIP list and invited guests for communication prior to the event
  - Media release for launch and post cup

**Next meeting Friday 28<sup>th</sup> July, 3pm CV office**