

# COONAWARRA

COONAWARRA CUP COMMITTEE MEETING  
7 December 2017, CV Office

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## Minutes

### 1. Welcome and Attendance

Attendees	Pete Balnaves (PB), Luke Trotter (LT), Olivia Nunn (ON), Tim Bailey (TB), Tony Gleeson (TG), Joe Cory (JC), George Kidman (GK), Christine Lambert (CL), Dan Redman (DR), Katie Lewis (KL), Steven Raidis (SR),
Apologies	Sara Fletcher (SF)
Minutes Recorded by	Olivia Nunn (ON)

### 2. Racing Club Update

- ON to take charge of FOTF inside marquee, source sponsors – WIP.
- Racing.com has 3 different cameras, more coverage, interviews however they will not be represented at Penola.
- Cup is on the move in accordance with the schedule. See separate attachment. Noted that ON has been providing updates in correspondence on where the cup is and following up with wineries to post on Instagram. Also noted that the cup has a scratch. Future trophies require a soft bag for transporting.
- Rug with new logo arrived and displayed at Leigh Street Pop Up. Noted that with rain there is a little bleeding of the red on the white trim.
- Confirmed that wristbands ordered by Penola Racing Club are in progress.
- Runsheet: Racebooks arrive on the Thursday morning and TG will distribute to Marquee.
- Action: Pete Finlay is making removable panels from horse stall rail – Remains WIP and TG and PB to arrange on site ASAP or by 14 January.

### 3. Super Sweep

- Worked well and committed for 2018 at \$10 per ticket.
- Action: ON to confirm with Multicolour print 2,000 tickets and mark up of the proof.
- Runsheet: All Committee to be roving salepersons.

### 4. Budget and Sponsors

- Ticket prices: Members \$175 Public \$210 Sponsors purchase additional \$195
- Update on ticket sales: Member tickets sold out and Public capped 70 tabled current status and agreed for member requests to be granted and Bendigo Bank's Rural Banking arm seeking 10 to be confirmed with discussion on 2018 sponsorship with aim to lock in.
- Sponsors reviewed and updated to reflect current status which included TK Furniture as Platinum.
- Agreed that any sponsors to be secured post 7 December are to be advised they will not be listed in the program.
- Teys in Naracoorte have offered to sponsor ice and also donate some cryovaced packs of cube roll meat to auction. These will be bundled with Barrel auction wine. Program includes Teys as a supplier.

- Lanyards counted at 388 and ordering 1,000 more – CL confirmed order placed and due for receipt in the CV Office.
- Sponsors banner and media wall (total of 2) to be ordered. Noted that logos to be provided by Multicolour and banner to be sourced for backdrop to stage and entrance to marquee.
- Spreadsheet for sponsors has been updated and circulated in the meeting to cross check against the program. It was raised by ON that the golf sponsors are listed in the program. These were reviewed and agreed 11 confirmed.
- BB are a silver sponsor and noted potential to increase with Rural Banking arm that requested a table.
- Draft Spreadsheet was actioned and provided to TB and these minutes will be referenced to update the spreadsheet for a tracking document in January.
- Journalists invited included Gretel Sneath, Nick Ryan and chasing down Katie Spain. Post Meeting Note: Gretel is unable to attend. No response from Nick and Katie has accepted.
- Action: ON are to update spreadsheet and circulate week commencing 18 December 2017.
- Action: TB to follow up on sponsors for golf holes with 7 holes available and any further to be advised not to be included in program.
- Water sponsor of last year not necessarily aligned with South East availability of water. ON to confirm participation and respond to Kamcar and lock in AquaEssence based in Mount Gambier – Noted WIP as confirmed and no further contact than the emailed we can provide support.

## **5. Polo Shirts**

- \$49 + GST confirmed by GK and ordered 60. Noted unlikely to be received prior to Christmas and to be reviewed upon receipt as they are not female sizes.
- Sell price is \$69 at the front desk – Note pre-social media advertisement – ON to coordinate based on imagery to be supplied by GK.

## **6. Catering**

- Blanco have confirmed price at \$78.50 per head.
- Extra afternoon tea which will be delivered to tables
- Menu supplied for program and confirmed in meeting with changes identified.
- Action: KL to confirm coffee with Joanne's espresso.
- Runsheet: To include coffee provider contacts and details.
- Action: ON to confirm menu changes with Multicolour.

## **7. Imperials**

- TB has confirmed wineries to donate this year and ON confirmed with wineries the listings and has provided details to TK Furniture. TB noted bottles arrived incorrect size and to be amended.
- Action: TB confirm the Alcohol Vols with Stuart Purdie of Multicolour.
- Action: ON to confirm that the ninth imperial is not required and therefore advise TK Furniture and Stuart Purdie label is not needed.
- Action: Tim to organise Nick Ryan for tasting notes for Auctioneer's reference and potential to present on these.

## **8. Wine**

- Barrel series wines tasted at the meeting earlier in the year can be available at the bar. JC to manage.
- JC confirmed he has sourced and confirm bar staff led by Hannah of Upstairs at Hollicks with a further 3 bar staff - all to receive \$150 cash plus one dozen wines.
- Action: JC's submissions for wine list sent out 30 November and if member is not present, wine will not be included. A reminder to be included if invoice is not received at the Coonawarra Vignerons office by the end of January the wine will be considered a donation. Review list upon close following 15 December 2017. ON to include in correspondence and check in with JC on responses.
- Action: PMN Additional wine buckets ordered.

## **9. Decorations**

- Jane and her co-decorator are confirmed and KL has been liasing. Design option presented that includes a suspended gate. Noted that in future to invite decorator to Launch. Jane is providing invoices direct to office for payment.
- Budget: \$1,500 Allowance for 2 people with 1 dozen wines plus \$200 cash and a tickets to marquee. Arrangements to be made for wines to be boxed and ready on the day.
- Action: KL to provide ongoing feedback to Jane and seek dimensions of the gate and email circulate for PB to consider fit in the marquee. SWF can be arranged to deliver. Note this needs to be arranged sooner than later.
- Action: CL and ON to process invoices for payment. Also tracking budget.
- Action: ON to confirm if fibre glass horse will be present in Marquee.

## **10. Tent/Furniture**

- GK is in charge of all correspondence with Richie. GK provided an update.
- Steve Mullens sound is confirmed with 2 TV's each end.
- Action: GK contacted Richie and Tent arrives week prior and to be set up by 12 January, chairs arrive Tuesday 16 January.
- TG advised 3 phase extensions to be hired from Baxter Hire and confirmed.
- Action: Review map at the next meeting with CL to have tables allocated.
- Action: TG Requirements and timings to be on major spreadsheet issued week commencing 18 December.
- Action: TG to confirm single phase arrangements.
- Action: GK confirm cool rooms to be delivered on Tuesday 16 Jan evening.
- Action & Runsheet: GK confirming the air conditioning supplier to arrange that the ducted pipes configure further to last year and to be delivered Mon/Tue 15/16.
- Action: SR and DR to take super esky to Teys to collect the ice on Wed 17.
- Action: TB to follow up with SWF to collect from Baxter to collect on Tue 16 and return on Fri 19
- Runsheet: Table to be located front of marquee for sale of Sweep tickets

## **11. Photos**

- TRSA have booked Kinship Productions with CV to have access for tent photography and imperial auction.
- Action: Coonawarra Siding Backdrop for photos out the back door left hand side of Marquee.
- Action: Banner backdrop same as the stage to be ordered.
- Action: TRSA arranged an external photo wall for the crowd at large.

## **12.MC**

- Jane Ferrari confirmed for \$1,000 fee and accommodation provided by Sue Hodder
- Action: TB to check in with Jane Ferrari.
- Action: TB/ON to prepare a draft run sheet including MC to advise of last drinks.

## **13.Masters Golf**

- Action: TB is negotiating with Bridgestone as not happy with return on investment. Note will not be on program.
- Have 5 sponsors of 11 holes, \$120 per team includes lunch
- Action: TB to source more sponsors for the holes and confirm ASAP again not to be included on program.
- Action: CV Office to issue Try Booking Link.
- Action: Arrange with Pennant to advertise week commencing 18 December 2017

## **14.Marketing and Promotions**

- Launch held on Friday 10 November at Balnaves of Coonawarra cellar door was fitting for the event and included a well behaved horse arranged by TG and excellent media coverage.
- Action: Coonawarra Cup to move around Cellar doors for promotional activity in the weeks leading up to the Cup and issued in correspondence ongoing. Reminder to all to promote and share on Instagram.
- Action: CV Office to pay the pub for beer.
- Action: ON to prepared pre and post Media Release for Cup

## **15.Transport**

- ON has updated the promotion times to 9:20 am and 9:40am collection and contacted Don on 6 December and confirmed dates and times.
- Action: Website update and pre – Christmas EDM reminder.
- Action: ON to arrange directional signage for the buses as well as sign for bus area as a waiting zone and speak to Don in January.

## **16.General Business**

- Post Cup Review to be held on 25 January
- Action: ON to send invite to confirm.

**Next Meeting – Monday 8 January 3:00pm Penola Racing Club**