

COONAWARRA

COONAWARRA CUP COMMITTEE WIND UP MEETING
25TH JANUARY 2018 Trotter Bank House

Minutes

1. Welcome and Attendance

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

Tim welcomed everyone and thanked the committee for their efforts.

2. Racing Club Update

- Racing.com truck was the power issue, they have a smaller truck being built so hopefully that will be better next year
- Generator from Angus saved us-pay diesel and a box of wine
- Racing club is going to push Adelaide for 11.30 race start
- Tote takings were good, GA and bar were well down
- Action: review and upgrade power
- Action: PB suggested supporting letter to Nock McBride for grant

3. Super Sweep

- Worked well and committed for 2019, \$10 / ticket
- ON suggested raffle through out the year
- Action: committee members to push harder at the tables
- Action: review licencing issues over amounts

4. Budget and Sponsors

- Sponsorship document to stay the same for 2019
- Sponsorship came in at \$20,500 + in kind
- \$6,000 from golf sponsorship
- At this stage looks like we will have around \$20,000 profit
- Richard ray couldn't make it to cup-suggest offer tix to roadshow and other events
- Sponsors wall looked great
- MC could mention sponsors a bit more
- ON suggested a Millinery display by local supplier and possible look at activation to acquire greater contact details to communicate to/create database
- Action: send hand written letter and 2 bottles of wine to each sponsor
- Action: hit up more sponsors in March

5. T-Shirts

- Cost was \$49 + GST

- Sold 6, can we set up a shopping cart on CVA website?
- Cellar Doors could also sell them

6. Catering

- Food seems to have been very well received
- Blanco have requested lighting in their tent next year
- We need to activate the relationship
- Action: meet with them to discuss possible listing of more committee/Coonawarra wines at their restaurants in return for ongoing business

7. Imperials

- Very happy with auction results
- Miles has requested to come back and has asked for 4 tix
- Cryovacs auction went well but does it detract from major auction, good to mention Tey's as supplier of pallet of ice
- Action: invite Miles to return and offer 2 tix

8. Wine

- 1076 bottles of wine used, same as last 3 years but reds were slow
- Rose was on the up
- Hannah at the bar was happy with way everything went
- Bar at other end worked well
- 600 ml Water in eskies at reg desk worked well
- We still need to purchase more ice buckets so there can be 6 per table
- Some wineries get hit up more because of white and sparklings, do we need to increase the budget?
- Action: stock take to be done
- Action: Christine to check invoices as some confusion over pricing

9. Ticketing

- There is GST on tickets so we lose around \$4,000 over all tix
- Action: look into other ticketing avenues
- Action: talk to Magic Dust about selling tix through website

10. Decorations

- Looked great, lots of helpers, have roof hanging worked out
- Came in under budget
- Jane is happy to do next year
- Action: 2 x dozen wines to be delivered

11. Tent/Furniture

- Look at greater involvement by BLH to reduce resource requirement-BLH don't have enough people to erect tent themselves so rely heavily on CVA helpers
- Bit of confusion with moving tables and chairs around
- Action: spreadsheet of times for set up and delivery of items
- Action: Add on a 3 x 3 marquee for TAB at bar end to negate mixing of bar and TAB lines
- Action: get tent up and aircon in before anything else is delivered

12. Photos

- Not sure what photos were taken
- Action: Need imperial buyers/winemaker photos for promo

13. MC

- Jane did an excellent job and would like to come back
- Action: send thankyou and ask her to come back next year

14. Masters

- Do we keep going?
- Tent finalising runs short of boys on the Wednesday and falls into the laps of a few
- Action: try running Golf around Cabernet Month or Cup launch

15. Marketing and Promotions

- Cup movement around cellar doors worked well on social media

16. Transport

- Buses were early which was a bit of a mix up

17. General Business

- Discussion re tix for committee
- JC moved motion for free tickets for the committee, Seconded by Tony, all in favour
- Massive thank you to Olivia, Heidi and Christine for all their work
- Public tix-start with 50, members get 1 week to purchase tix then open to public with a no refunds policy
- Risk assessment needs to be reviewed
- Action: Committee needs to do spreadsheet on what each individual does and when-intellectual knowledge needs to be on paper
- Action: send letter to committee company CEO's thanking them for time put in by their staff

Next Meeting – TBC