

COONAWARRA \

Cellar Door Events (CDE) Sub Committee

MINUTES – CDE Sub Committee Meeting		
Friday 8 December 2017	8.30am	CV Office

1. Welcome/Attendance/Apologies
Present: Emma Bowen (EB), Ilana Minge (IM), Josie Abbey (JA), Olivia Nunn (ON), Kerrie Marcus (KM)
Apologies: Kirsty Balnaves (KB), Michelle Stehbens (MS) & Lynn Doyle (LD)
Minutes: Kerrie Marcus (KM)
Brief discussion was had to explore the need for any more CDE members. General consensus was that the Committee was adequately represented.

2. Minutes of the CDE Meeting held 2 November 2017		
Moved EB	Seconded	<ul style="list-style-type: none">• All accepted.

3. Cabernet Celebration Month Outcomes	
3.1	<ul style="list-style-type: none">• Most of the completed surveys have been entered into the database.• Timothy Grey was the Photographer and has captured lots of good photos for our files.• Don Serle has expressed disappointment that he was not offered to do the bus arrangement for the CVA this year. We will make note to discuss options with him next year.• EB recommended Cabernet Celebrations to start planning and brochures to be ready before June and promote in conjunction with Cellar Dwellers and the ability to incorporate to Roadshow in August.• <i>Action: ON will prepare and submit the SATC funding report and also seek funding for ongoing purposes. Noted January requirement for second payment.</i>• <i>Action: Schedule to be created in January for members to supply relevant information for program schedule.</i>

4. Cellar Door Manual (update from 2013)	
4.1	<ul style="list-style-type: none">• The Committee workshop was held to review.• <i>Action: ON will make the desired changes next year. We will incorporate some Phylloxera information in the next edition.</i>• It was noted that new signage available through Vinehealth, from January – 900 x 1.2m signs \$150 each.• Possible update & input from Robin Shaw (on hold subject to SAWIA funding review in December)• <i>Action: ON to report on status of funding from SAWIA.</i>

5. Get Togethers - 2017	
5.1	<ul style="list-style-type: none">• November, Friday 10 November 2017 - Coonawarra Vignerons Cup Launch – Balnaves Cellar Door. A good turnout of approx 35 people and great local media coverage.• December, Friday 8 December 2017 – Whistle Post. Catering for 50 & IM will collect food from Coonawarra Store on her way. \$5pp & bring a bottle of wine.
5.2	<ul style="list-style-type: none">• 2018 Schedule to be created and commence from February 2018.

6. Pop Ups	
6.1	<ul style="list-style-type: none">• Non CV Stand Like Stone (SLS) – 17 November 2017. Reported a great night with approx 100 to 200 people. JA passed comment that there were too many wineries/wines and it all went well. SLS purchased 40 glasses from the CVA @ \$2.50 and they announced their grants on the night. DiVine food – N Lear music.
6.2	<ul style="list-style-type: none">• Leigh Street – 24 November 2017. The event was impacted by rain at a crucial time (5.45pm) which is thought to have affected numbers. Between 425 – 450 glasses sold on the night, compared to approx 1000 in 2016. This year there were five less wineries at 14 and considered less social media & promotion made and there were several Christmas parties on the same night. Suggested a change of venue, eg; Riverbank next year.

	<ul style="list-style-type: none"> Action: ON to send survey out to wineries to canvas wine sales made on the night for overall value. Participants to be invoiced once P&L finalised.
6.3	<ul style="list-style-type: none"> Christmas – 22 December 2017. ON has Liquor License, Lions are preparing a BBQ – Face painting & jumping castle – SES bringing Santa 5pm.
6.4	<ul style="list-style-type: none"> Glasses – The new glasses have arrived and will be used for the Cup. Rolling out selling of older ones and allowing the old stock to be borrowed/hired where appropriate.

7. 2018 Events

7.1	<ul style="list-style-type: none"> To be reported on in New Year.
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8. Local Tourism & Educational Tours

8.1	<ul style="list-style-type: none"> Langhorne Creek have organised a Famil to McLaren Vale. Confirm a proposal for 2018 next year.
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9. Industry Initiatives

9.1	<ul style="list-style-type: none"> Wine Australia: Expos and Sip & Tip Visit will be Melb Cup Day 2018. Action: ON will follow up.
9.2	<ul style="list-style-type: none"> Great Wine Capitals – Nov 18 AGM. Other events will follow from it. <i>Action: ON to keep informed.</i>
9.3	<ul style="list-style-type: none"> PIRSA – <i>Action: ON to follow up with the completion of Leigh St Pop Up & Government correspondence as this was not permitted in 2018.</i>
9.4	<ul style="list-style-type: none"> Limestone Coast Local Government Authority (LCLGA) – Experiences Brochure – Point of contact TBC. Brochure on hold based on resourcing. <i>Action: ON to follow up on focus moving forward. Opportunity to collaborate for Wine Australia funding.</i>

10. Future Ideas

10.1	<ul style="list-style-type: none"> EB's list has been circulated and EB suggested Porch Sessions. <i>Action: All to review re: individual wineries or community events for planning purposes.</i>
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11. General Business

11.1	<ul style="list-style-type: none"> Committee Updates – Marketing Committee to focus on reviewing content of the CBAP and other materials being produced.
11.2	<ul style="list-style-type: none"> Correspondence Priorities <ul style="list-style-type: none"> Vin Expo Hong Kong – May 29-31. ON advised that it is proceeding with Board approval granted. Oddbins Buyer Tasting – ON to seek feedback from Wine Australia.
11.3	<ul style="list-style-type: none"> General Meeting & AGM Update Committee Structures – WIP and ongoing updates to be provided.
11.4	<ul style="list-style-type: none"> Timeline schedule for Coonawarra annual events – The issue of wineries meeting deadlines of submitting event information. <i>Action: ON to prepare a timeline schedule and to present at next meeting.</i>

12. Any New Business

12.1	<ul style="list-style-type: none"> New updated Cellar Door Maps are at the printers and due to be ready in approximately 2 weeks. ON secured 12 advertisers who viewed the notation and siting on the map favourably.
12.2	<ul style="list-style-type: none"> Cellar Door Festival – 15 wineries committed to the event next year and there will also be a Coonawarra Masterclass. Canapés on arrival – Action: ON will approach a chef; Kirby Shearing/Ian Perry.
12.3	<ul style="list-style-type: none"> Coonawarra Cup tickets – SOLD OUT. Individual winery photos of the Cup as it gets passed around – please send to ON for Social Media promotion. Action: Cellar Door to capture photos and post on social media.
12.4	<ul style="list-style-type: none"> Roadshow – Working on new venues for Sydney, Perth & Melbourne. Also looking to incorporate dinners in each city. Action: ON to continue to update noting planning purposes of wineries representative attendance.
12.5	<ul style="list-style-type: none"> Educational training with Robin available online with three sets of Webinars (Two left \$150ea/\$350).