

COONAWARRA

Cellar Door Events (CDE) Sub Committee

MINUTES – CDE Sub Committee Meeting		
Wednesday 7 February 2018	8.30am	CV Office

1. Welcome/Attendance/Apologies
Present: Emma Bowen (EB), Ilana Minge (IM), Josie Abbey (JA), Olivia Nunn (ON), Kerrie Marcus (KM), Lynn Doyle (LD), Kirsty Balnaves (KB), Apologies: Michelle Stehbens (MS) Minutes: Kerrie Marcus (KM)

2. Minutes of the CDE Meeting held 2 November 2017		
Moved JA	Seconded EB	<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, with the rest being distributed amongst Committee Members.• ON has submitted the report to SATC & the remaining invoices have now been paid. The next round of Grants open 22 Jan & funding will be for 3yrs. The submission for funding will be for events after Sept.• ON discussed ways to support members that do sign up to the database & also ways to entice the new.• <i>Action: ON will seek funding for ongoing purposes.</i>• <i>Action: Schedule to be created before onset of vintage 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">Following from the Committee workshop & the Phylloxera training session to be held 22 Feb at Zema, we will have more information to add & edit to the manual, including a focus for Chinese visitors.<i>Action: KB will enquire to other regions as to any similar manual they have available that we can compare.</i><i>Action: ON will make the desired changes & 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.Discussion on Cellar Door data as a collective region<i>Action: KB to see if there is a replacement for the old Cellar Door Metrics system of years ago.</i>

5. Get Togethers - 2018	
5.1	<div>22 Feb – Zema as a joint Phylloxera info night</div> <div><ul style="list-style-type: none">August - Rymill</div> <div>Action: ON will email a Get Togethers calendar to the rest of the Cellar Doors.</div>

6. Pop Ups	
6.1	<ul style="list-style-type: none">Leigh Street wrap up: (ON) Costs to wineries were kept the same as last year even though there were less participants. Perhaps look at doing it bi annually. For events like Leigh St, ON suggested to conduct a wine sale as a collective region. <i>Action: Review licensing requirements for CV to coordinate the wine sale.</i>
6.2	<ul style="list-style-type: none">Christmas Pop Up – 22 December 2017. (ON advised was very successful, raising approx \$1000. It was great to clear some older, mixed stock from Wine Pool.
6.3	<ul style="list-style-type: none">Discussion held on more Pop Ups in & around the region, including Robe, Geelong & Warrnambool.

7. 2018 Events	
7.1	<ul style="list-style-type: none"> Roadshow - Everything on track, working on Melbourne venue. CD Festival – 12 participating wineries. Kirby Shearing doing the canapés & six wines have been confirmed for the Coonawarra Masterclass. Coonawarra Cup – More photos to go on the gallery & ON currently working on the end figures.
8. Local Tourism & Educational Tours	
8.1	<ul style="list-style-type: none"> Discussion on perhaps doing a Famil to McLaren Vale in the quieter time June 19-21 proposed. <i>Action: ON to seek details from Langhorne Creek and seek McLaren Vale confirmation.</i>
9. Industry Initiatives	
9.1	<ul style="list-style-type: none"> Wine Australia: Expos and Sip & Tip Visit was planned for April coinciding with tasting Australia event at Mayura Station. Post Meeting Update: This has now been delayed to June and WA advised it will be a SIP event will send information relating to this. <i>Action: ON to share details once available.</i>
9.2	<ul style="list-style-type: none"> Great Wine Capitals – Nov 18 AGM. Region visit will be on Melb Cup Day 2018. Other events will follow from it. <i>Action: ON to keep informed.</i>
9.3	<ul style="list-style-type: none"> PIRSA – ON reported that PIRSA have provided additional funding should we be successful with WA grant of \$5k & total budget of \$125k. <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 – ON has met with Biddie who suggests a 'virtual map' on the website. This is subject to funding application that is being drafted for submission by 2 March 2018.
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>
11. General Business	
11.1	<ul style="list-style-type: none"> Committee Updates – Five short clips have gone on You Tube, "Coonawarra, Now is the time".
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. <i>Oddbins Buyer Tasting – ON to seek feedback from Wine Australia to share.</i>
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: HE & ON consolidating the lists for issue to members to populate. Cellar Dwellers wk commencing 12 Feb and Cabernet Celebrations to follow week after.</i>
12. Any New Business	
12.1	<ul style="list-style-type: none"> Dan Sims – ON took him to 14 wineries. Roadshow dates to be released soon.
12.2	<ul style="list-style-type: none"> Educational training – Three more webinars are available with Robin Shaw. IM & LD attending.
12.3	<ul style="list-style-type: none"> Discussion on imputing data for brochures to make it more a streamlined process. CCC & Cellar Dwellers events are due now.

Next Meeting – Friday 9 March 2018 @ 8.30am – CV Office