

COONAWARRA \

COONAWARRA CUP COMMITTEE
21 August 2018 CVA

Minutes

1. Welcome and Attendance

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

2. Racing Club Update

- Racing.com truck will be moved outside the fence next year which will provide the marquee more room – this has been confirmed on 21.08.
- There will be a power upgrade to the whole track this was confirmed by TG on 21.08 – Note a switch board will also include a back-up generator.
- Racing club has requested Adelaide undertake an 11.30am race start however unlikely TG noting that this may reduce to 12:30pm.
- Doug Bowen has a generator we can have on stand by this will need to be confirmed with the potential as a 50:50 cost split with racecourse as an optional back up given power uncertainty.
- Action: PB suggested supporting letter to Nick McBride for grant and ON to follow up with Belinda Holland Secretary of Penola Racing Club to confirm approach.
- Action: Confirm the back up generator and cost split if required.
- Action: Racebook Update prize details and discussed the prize and to supply 2 dozen cabernet wines \$value TBC + trophy \$700 and rug \$ along with the prize money.

3. Super Sweep

- Worked well and committed for 2019, \$10 per ticket.
- ON suggested raffle throughout the year – decided to leave to the sweep on the day.
- Action: Committee members to actively commence from start and go to each table
- Action: Review licencing to confirm parameters. Noted that keeping prizes under \$10k.

4. Budget and Sponsors

- Sponsorship document is the same for 2019.
- Richard Ray couldn't make it to cup-suggest offer tix to roadshow and other events and this will be activated moving forward.
- MC could mention sponsors more – this is to be included in the run sheet and if confirmed earlier in the social media scheduling.

- ON suggested a Millinery display by local supplier and possible look at activation to acquire greater contact details to communicate to/create database
- Action: ON to follow up on millinery display.
- Reviewed the status of sponsors and the one pager to be circulated. Noted some additional sponsors such as studio labels.
- Noted MCC has come back with alternate options. These are TBC.
- Hansen Printing to prepare the programs. Sponsorship level TBC.
- Action: TB to contact MCC to get a coast on Imperial labels. Action outstanding. TB to contact MCC.
- Action: ON to confirm Aquaessence partnership. Noted email sent awaiting response. If no response to seek alternative and flagged South East Ice Suppliers to be approached also.
- Action: Continue to send sponsor suggestions to ON
- Action: New sponsor agreement to go on website. Action outstanding. ON to action.

5. T-Shirts

- Cost was \$49 + GST
- Sold 6, can we set up a shopping cart on CVA website? ON to review further when updating the Cup page for 2019.
- Cellar Doors could also sell them – ON to look at distributing in readiness for the Launch
- Noted that we did not sell at Symposium
- Action: Incorporate in Golf Sponsorship

6. Catering

- Blanco have requested lighting in their tent next year – Note to include in marquee requirement
- Action: KL to meet with Blanco to discuss possible listing of more committee/Coonawarra wines at their restaurants in return for ongoing business
- Action: KL meeting with them and to report back at the next meeting.

7. Imperials

- Miles has requested to come back and has asked for 4 tix. Note Miles to be invited based on 2 tickets.
- Action: GK to invite Miles to return with the offer of 2 tickets noted that 2 tickets is equivalent to Gold Sponsorship.

8. Wine

- Discussion re increasing budget, confusion re pricing, do we work on a percentage discount? Some wineries are getting hit harder.
- 117 ice buckets and additional larger buckets closed the ice bucket action with recent purchase of buckets for use on Roadshow.
- Action: keep bar at other end, water in eskies
- Action: CV to work out best way to charge wines and what budget would be required. Noted that the analysis has been undertaken and will review with the Finance Committee and Board at next meeting on 30 August.

9. Ticketing

- Keep ticket price the same.
- The action raised re: Magic Dust about selling tix through website is not website scope item.
- Action: Look into other ticketing avenues. ON noted that Eventbrite is being reviewed. Trybooking is lower cost and commonly used when events are local.

10. Decorations

- Looked great, lots of helpers, have roof hanging worked out
- Came in under budget
- It was note noted that Jane is happy to be involved next year. Note that Jane received her wine as it was delivered by ON.
- Action: 1 x dozen wines to be delivered for Jacqui. Noted that the box is at CV office. This box was attempted to be delivered twice in Adelaide with comms from office. Noted that the order will be doubled next year.

11. Tent/Furniture

- Look at greater involvement of marquee supplier to erect marquee themselves. Note that BLH no longer in place. Quotes received from Festival and Warnnambool Party Hire.
- Coolroom has been purchased and currently is being registered and will be available for members to hire in due course.
- Action: ON to action Coolroom registration, signage and policy to be provided on hire conditions.
- Action: TG to follow up with Baxter to provide new quote on fencing, darlecs and extensions
- Action: ON to prepare spreadsheet of times for set up and delivery of items
- Action: Timing of Tent required with aircon in before anything else is delivered.
- Action: Plumbing to be considered with A/C. TG to follow up with GK.
- Action: Clarifications as noted in the meeting to be raised with Warnnambool Party Hire – Times to meet to be sourced to discuss in person. Following which Marquee supplier is to be confirmed. Add on a 3 x 3 marquee for TAB at bar end to negate mixing of bar and TAB lines.

12. Photos

- Photos were taken by CV and Astyn took photos for TRSA – a selection of these are on the website under gallery. CV to review if any further photos when updating website.
- Action: Need imperial buyers/winemaker photos for promo. Note these are available – to be uploaded.
- Action: 2019 confirm photographer and video for promotion.

13. MC

- ON confirmed that Jane Ferrari is confirmed and available to attend Launch and MC Raceday.

14. Masters

- New date set for Friday 5th October, \$200 per team
- Action: 10am for 10.30 am shotgun start, food and drinks on course with bar and nibbles in club after game
- Action: GK to confirm that Golf Course has confirmed.
- Action: Invite sponsors to enter a team and cost to sponsors interested in a hole is \$350 including one t-shirt.

15. Marketing and Promotions

- Cup movement around cellar doors worked well on social media and will occur again.
- Action: TG to arrange for Cup to be delivered with a box and white glove by 9 November 2018.

16. Transport

- Buses – JC to contact Don and advise CV of position. Note this year will advise 15 mins later to avoid early arrivals.

17. General Business

- Launch-Friday 9th November and suggested approach Royal Oak now under new ownership.
- Music-good feedback – Music options and timing to be confirmed when we have raceday timeframes.
- Steve sound man to be locked in again – ON to confirm
- Waste by Veolia – ON is liaising with them to improve procedures.
- Note tickets to be allocated to Committee further to the passing.
- Public tix-start with 50, members get 2 week to purchase tix then open to public further 50 tickets with a no refunds policy and can only return by 17 December 2018.
- Risk assessment needs to be reviewed – this is a priority once marquee supplier is confirmed.
- Action: Spreadsheet on what each individual does and when noting intellectual knowledge needs to be on paper – this is to be reviewed at the next meeting.
- Action: Send letter to committee company CEO's thanking them for time put in by their staff – ON to action.

Next Meeting – Thursday 18 Sept 3pm CVA