

Minutes

1. Welcome and Attendance

Attendees	Tim Bailey (TB), Tony Gleeson (TG), Mike Redman (MR), Luke Trotter (LT), George Kidman (GK), Katie Lewis (KL), Steven Raidis (SR), Olivia James (OJ), Heidi Eldridge (HE)
Apologies	Jenn Hubert (JH) & Pete Balnaves (PB)
Copy	Pete Balnaves (PB), Christine Lambert (CL)
Minutes Recorded by	Olivia James (OJ)

Post Meeting Note (PMN)

2. Racing Club Update

- Avoid using a heavy machine as many irrigation lines and this was an issue in the stables. No issues associated with the forklift that Grand Events used and to increase this usage in 2020.
- **Action: OJ to follow up with Grand Events re forklift and note it can be secured at the Racing Club.**
- Belinda Holland point of contact for Penola Racing Club.
- Toilets were raised as an item for review in 2020 as Cup Marquee rarely utilises acknowledging that Coopers Marquee do access these. TG confirmed that these are required and we agreed to confirming Baxter Toilets for 2020 rather than Rowsaloo.
- CL confirmed Baxter Toilets. Racing club to maintain on the day.
- **Action: SWF to freight toilets from Baxter.**

3. Super Sweep

- Noted the nuance with the accounting resulting in a reduced result and discussed the Calcutta and noted that Super Sweep was to be maintained.
- Seating plan outside marquee on entry from 9:00am with sweep ticket table resourced by Cup Committee for pre marquee opening sales.
- Invite Patrons to welcome guests and assist with locating seats from the seating plan.
- Sweep worked well and committed for 2020, \$10 per ticket. Note to keep prizes under \$5k and include a reference sheet citing the float money.
- **Action: CL to create a template for float and allowances for payments to address the accounting nuance. Ongoing.**
- **Action: CL to create seating plan. Ongoing.**
- **Action: OJ to approach patrons and prepare briefing notes. Ongoing.**

4. Budget and Sponsors

- See separate attachment updated to reflect sponsors financial commitment \$28k.
- Presenting Partner 36° South working with for better presentation of the beef.
- Noted that two t-shirts can be allocated to sponsors upon confirmation of sponsorship for 2020. Agreed we will maintain our current t-shirt and see how many remaining from the send out of sponsors. (Cost was \$49 + GST and selling \$69 + GST - Only one sold in 2019.)
- **Action: CV to send Polos to sponsors.**
- KL confirmed race sponsors as follows:
 - Whistle Post Wines
 - Wynns Coonawarra Estate
 - Peter Thompson Wines
 - Ladbroke Grove Wines

Zema Estate
Katnook Estate
36° South Coonawarra Vignerons Cup
Patrick of Coonawarra

Ads have been requested for Racebook. PMN: Closed on 29.11.19.

- **CV to seek the replacement Media Wall and Pull Up Banner.**

1. Catering

- Catering budget is \$78.50pp increase to \$82.50 with the change all agreed for 250g steak and chicken with net \$4 increase pp.
- Changes proposed for Blanco were confirmed as follows:
 1. Breakfast requires a different bread (sourdough seemed stale)
 2. Main requires more colour and propose scotch fillet beef roughly 1.5cm thickness and chicken with red wine jus and a pumpkin salad and cauliflower/green salad with chat potatoes
 3. Afternoon tea – treats no change.
- **Action: Blanco and 36° South to confirm catering to showcase beef to best ability within budgets. Committee requested confirmation of cook as roll and slice.**

2. Imperials Auction

- Bedford to supply the wooden boxes. The names have been provided to Bedford and noted that one member has sought a name change that will incur another fee and increase in the cost per box. These will be available next week and Bedford arranging transport.
- **Action: TB to communicate the additional cost for the wooden box to the member.**
- Imperial Wine List (8 wines) label preparation by MCC this side of Christmas.
- Label size needs to be reflective of the imperial (750ml). MCC to be briefed.
- **Action: TB to arrange wine supply and subsequent labelling. Print next week and bottle following.**
- **Action: TB to source summary on the wines to supply to JH for auctioneer.**
- Auctioneer is Brad Henderson and JH to forward the wines and confirm Golf and the timeframes.
 - Offered round of golf Grange Golf Club for four players – details sought for program inclusion
- **Action: JH to seek description of donation and any T&Cs.**
- Committee discussed the addition of one to two exclusive options with the imperial for example Ottelia could provide a unique dining experience to enjoy the imperial with X number of attendees. This was well received and discussed whether all imperial providers were to receive this option. It was agreed to keep at one to two unique money can't buy experiences.
- **Action: OJ/HE to follow up with the Imperial Providers to seek interest. Noting that we would put a reserve for minimum payment for the element. Actin outstanding and to be closed week commencing 2 December for program preparation.**

3. Wine & Bar

- Approximately 1120 / 1150 bottles consumed. Overall the ordering was commensurate with consumption.
- Bar is to be kept as per 2019 configuration with 500ml water bottles in eskies (CV owned) throughout the marquee for ease of access and reducing the need to keep cool at the bar.
- Ice order to increase to 200 bags.
- **Action: Ice to be ordered.**
- 4 eskies were made available from Christine. Confirmed we can borrow again in 2020.
- **Action: OJ to organise Thank you Prince of Wales voucher \$100. To be closed out on 2 December.**
- **CL has procured 2 x eskies and received a significant saving as a BCF member. Two eskies**

will have COONAWARRA \ stickers and be available for water cooling in the main marquee.

- 2 coolrooms - CV Coolroom worked really well and Uneed via Grand Events contract.
- Updated branded aprons have been purchased.
- JH confirmed Hollick provision of bar top.
- Noted while the water was perceived to be of poor quality; the alkaline nature is actually good for you "A party for your insides!"
- **Action: CV to explore water options with Aquaessence. Committee were supportive of using the stock currently donated and noted the bottles cannot be claimed/deposited for recycling. Bottles to be disposed of in recycling bins.**
- OJ has followed up with Mount Water. Waiting a response.
- JH has emailed members for wine list submission by 13 December 2019 and received responses from the following as at 27.11.19:
 2. Redman
 3. Wynns
 4. Raidis
 5. Bowen
 6. Penley
 7. Majella
 8. Leconfield
 9. Parker
 10. Katnook
 11. Brands & Sons
 12. Yalumba
 13. Coonawarra Jack
 14. Balnaves
 15. Brands
 16. Koonara
 17. Digorgio

4. Ticketing

- Note in 2019 531 Members sold to 29 member organisations, 98 public tickets and 91 were sponsors, cup committee, patrons and invited guests.
- Ticket Pricing for 2020
PUBLIC \$220 - SPONSORS REDUCED RATE \$195 - MEMBERS \$175 + Booking fee
(Noted that each ticket in addition to food and wine costs has race entry has the following costs: \$12, book \$4 and wrist band \$0.05.)
- Update provided 490 members tickets sold and 59 public admissions. Total available 728 with 15 allocated to VIPs at the moment. Further member email to follow on 3 December LAST CHANCE and Public promotion to occur also to climb to 100 tickets.
- PMN: Launch of Mixed Dozen may occur if so we will offer tickets to attend at a discount to those required given it is a project cost. Looking at circa \$100 per attendee.

5. Decorations

- Cup Committee generally happy with decorations and this was supported by the survey feedback. Noted one member considered the paper table runners and plastic chairs to be substandard. For an event of this scale it is important to consider the items, comfort and practicality for price commitment.
- It was noted that Jane is happy to be involved on 16 January 2020 for one more year. Cup Committee agreed to increase the resource fee from \$200 to \$500 and a total of \$1000 for two. This price difference has been communicated by email and OJ contacted Jane Thring to commence design. Red and Pink theme and posters informed by this. Vases ordered and paid by office. Wagner's Nursery confirmed provision of roses.
- **Action: Volunteers to be sought for Wednesday.**

6. Tent/Furniture

- Grand Events (formerly Warnnambool Party Hire) deposit paid including air conditioning has been provided. Overall aim is to minimise the physical pre and post cup efforts of the Cup Committee.
- Note the following to be cross checked:
 - If possible it is preference of racecourse to delay the erection of tent to week of Cup due to grass watering.
 - Cup Committee noted that the TAB marquee is to be a 3m x 2m not 3m x 3m enabling direct match to the bar.
 - Confirmed the picket fence for inclusion for Grapes of Mirth liquor license.
 - MP4 TVs required check in with Steve Mullan to ensure these are available otherwise may need to access from another supplier.

7. Outside of Tent

- Consider picket fence at entry – picket fence has been ordered.
- Toilets confirmed – see previous minute item.
- Coffee van can be left in the mounting yard and Committee to locate.
- Generator – lock it in with PRC. \$564.20 includes Gst, delivery & pickup. We only need a 90kva, however they only have a 165KVA which they gave to us at a cheaper price. PMN: Cannot book until 5 January 2019.
- **Action: Follow up generator.**

8. Photos

- Photos and video provided by Astyn – all were happy with the content and we should consider locking Astyn in for 2020. Astyn confirmed for 16 January 2020. Can these be shared live.
- Action: See options with Astyn for livefeed share. Follow up on live feed.
- JH presented option \$1,600 for live photo by JLPE from Hamilton. JH continuing to work on this and report and next meeting for decision making.
- **Action: JH to keep investigating.**

9. MC

- OJ confirmed Merrick Watts at current MC rate with accommodation at Must booked in.
- Noted Auction post race 4 and this is to be confirmed in Program.
- Include in MC notes reminder to exchange your empty bottle at the bar for new

10. Marketing and Promotions

- AR may not have had as much traction on the day. We have sought further tags to the Imperial Labels supplied that are sufficient for their level of sponsorship.
- Pre and Post Cup Media Release to be prepared.
- **Action: CV Marketing and Promotions schedule to be shared in due course.**

11. Transport

- Bully are unavailable.
- Luke to follow up with Mary for the buses.
- **Action: OJ to follow up with Mary who we have sought quotes from (Penola) and supply details to LT as they are neighbours.**

12. Pack Down

- Grand Events to collect.
- Grapes of Mirth Comedy in Coonawarra to have greater involvement in pack down.

13. General Business

- Launch 7 November 2019.
- Sound worked well. All agreed to lock in for 2020 maintaining local supplier Steve who has been confirmed.
- Cleanaway confirmed and double check that the larger variety have wheels.
- Wagner's Roses confirmed for 2020 provision and dozen wines to be provided.
- Water Supplier – Noted water being stored and Committee happy to use in 2020. Have approached.
- Risk assessment review went well on site and same process to occur in 2020.

14. Cup Committee

- Confirmed that 2020 is Tim Bailey's last year as Chair.
- **Cup Committee to consider who will step into the Chair role in 2021. This is to be an action that is addressed at the Debrief.**
- Pete Balnaves may also be stepping down from the Committee. Note he assists with set up rather than meeting attendance.
- Thursday 23 January for Debrief – send invite to be held at Raidis Estate

Meeting closed 3:45pm.

Next Meeting – TBC

Attachment – 2020 Sponsor List

2020 Presenting Partner	Status
36° South	Confirmed
2020 Platinum Sponsors	Status
MCC Labels	Confirmed via Email 13/6
South West Freight	Confirmed via Email 17/6
2020 Gold Sponsors	Status
A P John Coopers	Confirmed via Email 18/6
Hahn Corporation	Emailed 5/9 as no response as yet
Langton's Winery Direct	Emailed on 5/9 and TBC
Vinpac	Confirmed via Email 18/6
Australian Frost Fans	5 November 2019
2020 Silver Sponsors	Status
Adelaide Galvanising	Confirmed via Email 16/6
Bendigo Bank	Returning form 24/6 for Bendigo Bank to seek approval
BFL	Confirmed
BOC	Confirmed
Hansen Design & Print	Confirmed via Email 13/6
South East Motor Company	Confirmed
Wattle Range Council	\$1,000

2020 Race Sponsors	Status
Whistle Post Wines	
Wynns Coonawarra Estate	
Peter Thompson Wines	
Ladbroke Grove Wines	
Zema Estate	
Katnook Estate	
36° South Coonawarra Vignerons Cup	
Patrick of Coonawarra	