

COONAWARRA

COONAWARRA CUP COMMITTEE

DE-BRIEFING

23 January 2020 CV Office

Minutes

1. Welcome and Attendance

Attendees	Katie Lewis (KL), Tony Gleeson (TG), Tim Bailey (TB), Steven Raidis (SR), George Kidman (GK), Luke Trotter (LT), Jenn Hubert (JH), Mike Redman(MR), Christine Lambert (CL), Heidi Eldridge (HE) & Olivia James (OJ)
CC	Pete Balnaves (PB) – no longer a Committee Member
Minutes Recorded by	Olivia James (OJ)

Post Meeting Note (PMN)

2. Racing Club Update

- No pipe issues associated with the forklift that Grand Events used. Noted forklift is still on site and PMN confirmed diesel and Jim to collect on Saturday by lunchtime.
- Noted ease of working with Belinda Holland and for TG to relay this to the Penola Racing Club.
- Invoices processed all except security and Baxter for remaining items.
- Noted the initial need to fill portable toilets that was remedied by 11:30am.
- Total attendance in order of 1,000, noting outside of marquees total of up to 200 public.

3. Welcome

- All five patrons in attendance from 9:00am and assisted on gate and outside marquee to assist with lanyard and seating arrangements of guests.
- Aided by Name list and seating plan.
- Maintain in 2021.

4. Super Sweep

- Sweep ticket table resourced by Cup Committee at Registration Desk
- Sweep worked well and committed for 2021, \$10 per ticket. Note to keep prizes under \$5k and include a reference sheet citing the float money and suggested 500 tickets maximum to be sold keeping prize total under \$5k.

5. Budget and Sponsors

- Sponsorship document to remain unamended for 2021.
- 36° South were happy and are keen to discuss opportunities to work together such as Roadshow. OJ to connect week commencing 28 January 2020.
- Noted that Survey issued and one response received from Vinpac thus far who are most happy with the day.
- Sponsor thank yous and polo to be sent out.
- Renewals to be sent.
- Queried can we provide anything further to sponsor acknowledgement than welcome, wall and social. Noted it would be great to have more video content on the story and connection.

6. Polo T-Shirts

- Sold one polo at \$49 compared to one sold in 2019.
- Remaining are to be despatched to sponsors.
- Suggestion for caps in future years.

7. Catering

- Overall the client service provision by Blanco is exceptional and given the ease of business and provision to date Committee agreed in 2020 to continue to work with Blanco given the size of attendance. This was further supported by the Committee for 2021.
- Noted that the muffin component of breakfast could be enhanced by being heated.

- Overall outstanding and much verbal feedback including Board commenting on quality of the beef and the meat preparation for the numbers.
 - Invoice received and processed.
8. **Imperials Auction (TB to handover to MR)**
- Bedford prepared imperial wooden boxes were well received noting that we have communicated that one lid is to be rectified next week and that the backing seemed to require a different adhesive. All happy to maintain in 2020 noting the above factors.
 - Auctioneer realised results with Auction exceeding 2019 with \$28k+ however noted that the Auctioneer being locally may introduce Sponsorship opportunity and relate to audience and format.
 - Thank you to be issued to Brad and especially for donation to CFS with Golf Days.
 - Noted Bowen Imperial said 750ml.
 - Explore auctioneer locally.
9. **Wine & Bar (JH)**
- Approximately 1,236 compared to 2019 consumption of 1120 / 1150 bottles. Overall the ordering was commensurate with consumption.
 - Bar is to be kept as per 2020 configuration with 500ml water bottles in eskies throughout the marquee for ease of access and reducing the need to keep cool at the bar. Brief bar staff on need to return empty bottle for new. And note they could return partial bottle or half full to bar to swap. Many bottles left at end of day begging question of when collected.
 - Ice order likely to be lower than 2019 with ice usage well down.
 - 4 eskies were made available from Christine – Thank you Prince of Wales voucher \$100 for 2019 and 2020 provided.
 - 2 x eskies 110 L purchased and only one returned to Office. Noted insurance higher to claim than re-purchase. Social post to be sent out to raise attention of the loss.
 - 2 coolrooms - CV Coolroom worked really well and Uneed via the Grand Events order and this included freight to and from.
 - Updated branded aprons utilised and returned to office.
 - Significant water remains. Discussed whether we seek to return some to IGA. Will review quantities as possible donation to CFS.
10. **Ticketing (CL and CV Office)**
- We sold 517 Members tickets to 28 member organisations, 116 general admission with 95 sponsors, VIPs or Invited Guests and Committee, compared to 531 Members sold to 29 member organisations, 98 public tickets and 91 were sponsors, cup committee, patrons and invited guests.
 - Keep ticket price the same in 2021 (note this requires us to keep sponsors the same or better)
PUBLIC \$220 - SPONSORS REDUCED RATE \$195 - MEMBERS \$175
 - Noted that on basis of incurred expenses only that the ticket cost is \$182.21 and currently sold to members at \$159.09 excluding GST. 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.
 - Sponsor income is subsidising the tickets to the tune of \$39.15 per ticket
 - Ticketing portal is likely to change for 2021. Under review at the moment.
11. **Decorations (JT handover TBC)**
- It was noted that Jane will not be decorating in 2021.
 - Payment total of \$1000 to be EFT to Jane and two dozen wine is in office for delivery.
 - Noted in Member feedback that Sally Macleod is talented in floral arrangements and CV will approach Sally to be involved in 2021. Alternatively we will seek additional involvement for floral arrangements and potential to maintain a balloon inclusion in 2021 for table numbers.
12. **Tent/Furniture (CV Office – HE moving forward)**
- Grand Events (formerly Warnnambool Party Hire) installed and packed down the marquee this incorporated the air conditioning provision and installation of the vents but not the taping of the pipes and electrical connections.
 - Interface between Baxter and Grand Events items will require management in 2021 with Committee involvement. We will aim to have this ready for installation on Tuesday prior to decorating day. HE to remain on site for duration of Grand Events installation to provide

guidance in particular for set up of tables using the 1.5m measuring stick. We note Committee assistance is required with installation and removal of the temporary fencing & hessian. Note that the removal can occur in conjunction with Grapes of Mirth participation with preference of this activity and bins to be relocated to the front of the fencing at the end of Saturday's event to prevent time on site on Monday.

- Overall aim is to minimise the physical pre and post cup efforts of the Cup Committee. Forklift remains on site. Noted may need instruction on driving.
- Suggested inclusion of a further 3 x 3 marquee at exit to Coffee area for the Coonawarra Siding to be installed as Media Wall for Photo Booth. Enabling us to shield AC and Bins.
- Request additional pulleys to be installed on Tuesday. Two Southern end, Five central opposite entrance and three Northern end for ease of decoration install on Wednesday.
- Baxter order to be managed by CL moving forward for invoicing.

13. Outside of Tent

- Picket fence only required for bottle service for GOM.
- Coffee van location was adequate. (CL confirms)
- 8 x Toilet configuration to be considered. Note cleaning may also require further review.

14. Photos (OJ to handover to HE)

- Photos and video provided by Astyn. Photos received and on web gallery – awaiting the video to share. Note we will have a photo schedule for 2021 to enhance the photography.

15. MC (OJ to handover to HE)

- Merrick Watts well received and noted the value beyond the day. Email thank you provided. All happy to approach for 2021. OJ to make contact.
- Noted a Member queried value however at \$1k fee & accommodation – high VFM.

16. Marketing and Promotions (OJ & HE)

- Media Releases pre and post. Pennant and TBW. We do wish to invite WBM Magazine next year and enhance the advertising opportunity. Will explore further.

17. Transport (CL)

- Buses – Cram Bus Services came in under previous quote and a dream to work with. As guests were early again time to move back Penola collection.

18. Pack Down (Committee List to be created)

- Discussed the need to packdown post GOM. This includes Temp Fence, Bins beyond the gate, electrical cables rolled up with other Baxter hire items.
- Volunteer schedule to be recirculated to assist with collection of items.

19. Cup Committee

- Confirmed that each Committee Member is provided their ticket to the Cup at CV expense for Committee involvement.
- Resignations received from Tim Bailey who had advised last year of Chairing the Committee.
- Luke Trotter offered to be Chair and this was accepted by Committee.
- Mike Redman to lead the Imperial Wine selection, bottling and labelling.
- Pete Balnaves confirmed as no longer a member but on stand by to assist on site as required and offer the use of machinery to assist unloading.
- Availability for a dinner was sought and proposed Thursday 30th ROAK. CV to send invite.

20. General Business

- Launch to be reconsidered at Winery next year as costs creeping hire at third party venue.
- Music well received but noted with racing later it does make it harder to squeeze in.
- Sound worked well. Invoice yet to be received. Note top of sound booth in shed.
- Waste by Cleanaway– worked well & thank you to follow as they did not take up option to attend Comedy.
- Risk assessment review went well on site and same process to occur in 2021. Note fire extinguishers to be factored into the marquee given numbers and marquee structure. Also review that catering has extinguisher and fire blankets.
- Feedback provided in conjunction with the notes herein. Further feedback will be compiled and shared.

Next Meeting – April to review Sponsor Status