

COONAWARRA

COONAWARRA CUP COMMITTEE
19 May 2020 – Meeting via Zoom

Minutes

1. Welcome and Attendance

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

Post Meeting Note (PMN)

2. Cup Committee

- *Action: TG to review the sponsorship of Race Day if CV marquee does not proceed. CV Sponsorship valued at \$15k currently is there any relief? Noting CV needs to break even on events. Potential impacts if winery sponsors do not wish to proceed.*
- Note for future reference that Cup Committee Member is provided their ticket to the Cup at CV expense for Committee involvement.
- PB is no longer a member but on stand-by to assist on site as required and offer the use of machinery to assist unloading.

3. Budget and Sponsors

- *Action: OJ to contact existing sponsors to gauge interest of support should 2021 event proceed as usual and advice of handover to Heidi to maintain relationship for Committee.*
- 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.
- *Action: Sponsor thank you and polo to be sent out. Action outstanding and to be undertaken by CL & HE. Note removed Polos from the Minutes with these to be despatched. Caps may be considered for future merchandise.*
- Renewals to be sent at an appropriate time.
- Sponsor acknowledgement further than welcome, wall and social - consider video content on the story and connection to sponsors.

4. Racing Club Update

- 2020 attendance in order of 1,000, noting outside of marquees total of up to 200 public.

5. 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. Appropriate time invite patrons to Launch and Cup at no charge and set out details for roles.

6. Super Sweep

- Sweep ticket table resourced by Cup Committee at Registration Desk
- Sweep worked well and to continue in 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.

7. Catering

- Committee agreed in 2021 to continue to work with Blanco given the size of attendance.
- *Action: OJ to check in with Blanco to advise of current status of planning.*

8. Imperials Auction (MR)

- MR to lead the Imperial Wine selection, bottling and labelling.
- 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 2021 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.
- *Action: Thank you to be issued to Brad and especially for donation to CFS with Golf Days.*
- *Action: Explore auctioneer locally. Cup Committee to be assigned to this task.*

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.
- 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. Some returned to IGA. Will review quantities as possible donation to CFS. *Action: PB to review status with South West Freight.*

10. Ticketing (CL and CV Office)

- 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.
- Risk assessment 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.

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.
- Waste by Cleanaway – worked well & *Action: Thank you to follow as they did not take up option to attend Comedy.*

14. Photos (OJ to handover to HE)

- Photos and video provided by Astyn. Photos received and on web gallery. 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. *Action: OJ / HE to make contact.*

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. *Action: OJ & HE to run through preparations.*

17. Transport (CL)

- Buses – Cram Bus Services. Action CL to maintain communication and noted delay pick up as early arrival again.

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. General Business

- Launch to be reconsidered at Winery as costs creeping higher at third party venue.
- Committee agreed that event shall not proceed if attendance numbers are to be reduced as a result of COVID restrictions - cost prohibitive.
- Virtual Auction raised as option for consideration should marquee event not go ahead.
- Noted potential maintenance of sponsorship is required which is \$15k of CV.
- End of October aligned with Board Meeting is the decision timeframe for event proceeding whether to go ahead or cancel event in its current format. With beginning of November (usual Cup Launch time) highlighted as public notice based on COVID climate and restrictions in place at that time.

Next Meeting

- Thursday July 16th to review status of COVID restrictions. TIME + LOCATION TBC by HE. Note current COVID-19 restrictions are a 10 maximum in attendance with 1.5m or 4 sqm allowance this will require alternative venues if meetings are in person rather than Zoom.
- Thursday October 15th to confirm whether event proceeds.