

# COONAWARRA

## Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting		
Wednesday 10 February 2021	9:00am	Coonawarra Vignerons Office

1. Welcome/Attendance/Apologies
<p>Present: Kerrie Marcus (KM), Emma Raidis (ER), Ilana Minge (IM), Lynn Doyle (LD), Heidi Eldridge (HE), Emma Bowen (EB)</p> <p>Apologies: Hannah Timms, Jamie McDonald</p> <p>Meeting Chair: EB   Minutes: KM</p>

2. Minutes of the Previous CDE Meeting		
Moved ER	Seconded LD	<ul style="list-style-type: none"><li>Minutes dated 18 October 2020 were used as a reference point. Correction to date made (November), EB in attendance &amp; meeting was in Hollick restaurant.</li><li>Post Meeting Note (PMN) are included herein.</li></ul>

3. Cellar Dwellers and Cabernet Celebrations	
3.1	<p><b>Cellar Dwellers</b> <a href="https://coonawarra.org/event/cellar-dwellers2020/">https://coonawarra.org/event/cellar-dwellers2020/</a></p> <ul style="list-style-type: none"> <li>• 2020 280 passport entries received. 2019 288. 2018 347 surveys received.</li> <li>• HE to send out Cellar Dweller event registration form before week ending 12<sup>th</sup> Feb - Submissions due by 19<sup>th</sup> Feb and CCC by 26<sup>th</sup> Feb. HE also proposes a design review to event brochure &amp; posters.</li> <li>• HE proposed having a Decadence style event similar to CCC 2019, to launch Cellar Dwellers. Focus on back vintage wines (not cabernet specific). EB suggested making it a “launch/ Famil” event targeting businesses, restaurants, accommodation outlets, etc. Additional invitees suggested: Hugh Koch &amp; Mary from Hamilton VIC &amp; any other contacts Committee members have.</li> </ul> <p>The idea is to conduct tastings, have a speaker &amp; promote Cellar Dwellers, also to incorporate as an Industry Get Together.</p> <p>Whistle Post was suggested as a venue – Tuesday June 29<sup>th</sup> &amp; from 1-3pm. EB/HE to contact them.</p> <p><i>Action: EB to develop a Brief of event with review from the budget. Committee to bring contact details to next meeting. HE is looking at Grants for marketing of event – EB will speak to Rose Tierney (Nick McBride’s PA).</i></p>
3.2	<p><b>Cabernet Celebrations</b> <a href="https://coonawarra.org/event/coonawarra-cabernet-celebrations/">https://coonawarra.org/event/coonawarra-cabernet-celebrations/</a></p> <ul style="list-style-type: none"> <li>• SATC Funding Application Agreement - \$15k per annum for 3 years. Due for resubmission in January as 2020 last of 3 year agreement.</li> <li>• <b>GOLF DAY:</b> 1<sup>st</sup> October 2021 – Penola Golf Course booked. Committee vote for increased fees to \$65pp for 2021.</li> </ul> <p>2020: 26 Teams in attendance - 104 Players. 4x Sponsor Teams. Golf Club women charged CVA \$45pp &amp; we charged \$55. Very Successful Day – weather conditions sensational 27oC. Suggestion for next year to cap at 27 teams (2 teams at every second hole), and to consider earlier start time. Ca \$850 profit.</p> <ul style="list-style-type: none"> <li>• <b>MASTERCLASS</b> – EB liaising with Brett Sharpe.</li> <li>• <b>Cabernet [Decade]nce</b> – <i>Action: Options for 2021 delivery to be considered at future meeting. It is proposed to have the same format as 2019, back to a Friday night (15<sup>th</sup> Oct) &amp; Raidis are happy to host the event.</i></li> </ul>

	<ul style="list-style-type: none"> <li>• <b>SHUTTLE SERVICE</b> - Provision by Coonawarra Experience \$20per person per day. Total demand 160 in 2019. Cost of service to CV is \$2,300 2nd bus in service on long weekend for additional cost of \$300. RAA grant funding to be considered. <i>ER &amp; HE to check with Kerry &amp; Simon to see if they're still keen for 2021</i> <i>PMN: 157 passengers utilized service. (RAA Regional Safety Grant funding opportunity missed. Applications due 1-30 Oct!)</i></li> <li>• <b>CCC FEEDBACK:</b> Cellar Door visitation average 593 down from 815 in 2019. Survey Flyer responses 406 up from 212 in 2019 and 370 in 2018. Weekend and School holiday weekends busiest of all. Suggestions on how we can activate more for Cabernet Celebrations 2021 <ul style="list-style-type: none"> <li>- Hold a Briefing session in Penola with businesses to increase engagement</li> <li>- Briefing session for Visitor information Centres and accommodation providers in the region to introduce program and create excitement about offerings.</li> <li>- Seek out presenting partner sponsorship (TV channel) to get greater metropolitan exposure. (HE noted presenting partner Adelaide Hills Wine Winter Reds – Ten News First)</li> </ul> </li> </ul>
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#### 4. Industry Get Togethers – 2021

4.1	<b>Date</b>	<b>Cellar Door Get Together Host</b>	<b>Further details</b>
	March	Leconfield Coonawarra	TBC
	April	DiGiorgio	TBC
	May	-	TBC
	July	Cellar Dweller Launch – Whistle Post	TBC
	August	Patrick of Coonawarra	TBC

#### 5. Pop Ups

5.1	<ul style="list-style-type: none"> <li>• Penola Coonawarra Acoustic Music Gathering- HE has been approached to conduct a Pop-Up wine 'stall' during the upcoming Penola Coonawarra Acoustic Music Festival 12-14 March at McCorquindale Park. Friday 4-7pm, Saturday 5-7pm &amp; Sunday (Market Day) 10am-3pm. It was voted to reply to the Festival Committee that the CVA office is currently at capacity &amp; short staffed – Please contact individual wineries themselves.</li> </ul> <p><i>Due to ongoing COVID pandemic and changing nature of restriction, discussion around pop-up events and future opportunities shelved</i></p>
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#### 6. 2021 Events

6.1	<ul style="list-style-type: none"> <li>• Grapes of Mirth – Saturday at Penley Estate is booked out. Friday night at Raidis has only 25 tickets spare.</li> <li>• After Dark 9<sup>th</sup> April - DiGiorgio, Zema and Raidis Estate. Brands Laira not participating.</li> </ul>
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#### 7. Local Tourism & Educational Tours \_\_ NOT DISCUSSED GIVEN COVID SITUATION

7.1	<ul style="list-style-type: none"> <li>• Langhorne Creek and Adelaide Hills preparing itineraries for review and propose end of May to avoid June long weekends etc.</li> <li>• <b>Action: To discuss next meeting</b></li> </ul>
7.2	<ul style="list-style-type: none"> <li>• Radio advertising is being explored in Victoria and renewal with Austereo in SA. Note however that budget is lean and for this reason we did not extend radio in October.</li> <li>• <b>Action: To review budget.</b></li> </ul>

8. Industry Initiatives	
8.1	<ul style="list-style-type: none"> <li>• <b>PIRSA</b> –May 2020 – PIRSA SAWIDS funding grant successful. CV awarded \$60k to set up E-commerce store on webpage with automation and data management systems, to better analyse and collate data. Made with Moxie facilitating. HE provided Project Update: Store went live on 28<sup>th</sup> Oct. 8 mixed packs available for purchase, including 60+ wines from 22 CV producers. Interest from further 2 producers to partake since launch. Further packs being considered. Large scale PR campaign to roll out for duration of project period (Oct -Feb). Raids Estate acting as fulfilment provider. <b>Action: HE is checking on licence as we would like to continue with the Wine Store.</b></li> <li>• <b>SAWIA</b> – June 2020- Project 250 funding grant successful. CV awarded \$25K for post COVID Recovery campaign. CV “Swap California for Coonawarra” Tourism Campaign. Coonawarra Giveaway: - Going really well with 759 entries up to now.</li> </ul>

9. General Business	
9.1	<ul style="list-style-type: none"> <li>• <b>Cup Update</b> – 2021 Marquee Event Cancelled. Cup Day proceeded.</li> <li>• <b>Roadshow</b> – Interstate venues on hold - except probably Adelaide. <i>Action: To discuss at future meetings, as time gets closer.</i></li> </ul>
9.2	<ul style="list-style-type: none"> <li>• <b>Budget</b> – To review</li> </ul>
9.3	Olivia has officially resigned from her position of Executive Officer & the role was advertised 9 Feb – Applications to be received by 26 Feb. Heidi will maintain her role as support to Exec Officer once the position has been filled. Heidi is currently working 3days/week.
9.4	Arts Festival – No communication from Committee as yet.

**Meeting closed at 10:00am**

**Next Meeting – Wednesday 10 March 2020 @ 9:00am – Coonawarra Vignerons Office**