

COONAWARRA

Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting		
Wednesday 14 April 2021	9:00am	Leconfield Cellar Door

1. Welcome/Attendance/Apologies
Present: Heidi Eldridge (HE), Kerrie Marcus (KM), Emma Bowen (EB), Lynn Doyle (LD), Dimity Savage (DS), Apologies: Ilana Minge (IM), Jamie McDonald (JM), Emma Raidis (ER), Meeting Chair: EB Minutes: KM

2. Minutes of the Previous CDE Meeting 10 March		
Moved ER	Seconded LD	<ul style="list-style-type: none">EB welcomed everyone to the meeting, with a special welcome to Dimity from Parker.Aim of Cellar Door Committee is to focus on core events in the region.

3. Cellar Dwellers and Cabernet Celebrations	
3.1	<p>Cellar Dwellers https://coonawarra.org/event/cellar-dwellers2020/</p> <ul style="list-style-type: none">• Brochures have been printed & expecting them to arrive this week. (2019 – 5000 copies ordered / 2021 - 3500 copies). This years posters will also include a QR code linking back to the event program on the website.• Web page is being finalised with events.• A ticket link is being set up for the Retrospective Tasting. Hollick will coordinate tickets as they will include a dinner option/s. It is suggested for wineries to showcase one wine – One back vintage & one current.• Local Famil – Heidi proposes to have the event early in June (8th), well in advance of Cellar Dwellers starting. Whistle Post to be approached re change of date. Wineries to send in their contacts for Restaurants, Hoteliers, Accommodation providers, local Wholesalers etc to Heidi. <p>Cabernet Celebrations https://coonawarra.org/event/coonawarra-cabernet-celebrations/</p> <ul style="list-style-type: none">• Grant has been submitted for \$50k & will be used for advertising on radio, tv, social media & metro. We will be notified in July.• Events have been added to the website but will elaborate later.• Shuttle bus – Heidi to contact Simon & Kerry.
3.2	<ul style="list-style-type: none">• GOLF DAY: Friday 1st October – Penola Golf Course Booked. \$65 Early bird entry / \$70• MASTERCLASS – DR suggested to combine with Adelaide Roadshow at National Wine Centre. Expand over a weekend – Fri night/Saturday or perhaps both on the same day. Masterclass 40/50 people – 10glasses pp, tying in w/Roadshow following. EB suggested to work on a theme, presenter, wine cost & venue hire, etc to determine ticket cost. Heidi to contact Wine Centre & confirm date/s (late August/Sept)• Cabernet [Decade]nce – To hold over the main weekend back on the Friday night at Raidis.• Suggestions on how can we activate more for Cabernet Celebrations 2021<ul style="list-style-type: none">- Hold a Briefing session in Penola with businesses to increase engagement- Briefing session for Visitor information Centre's and accommodation providers in the region to introduce program and create excitement about offerings.- Seek out presenting partner sponsorship (TV channel) to get greater metropolitan exposure. (HE noted presenting partner Adelaide Hills Wine Winter Reds – Ten News First)

4. Industry Get Togethers – 2021			
4.1			
	Date	Cellar Door Get Together Host	Further details
	April	DiGiorgio	TBC
	May June	Hollick Whistle Post – Famil	TBC 8 June

	July August	Cellar Dweller Launch – Whistle Post Patrick of Coonawarra	TBC TBC	
	September	Raidis Estate	TBC	

5. 2021 Events

5.1	<ul style="list-style-type: none"> • Penola Coonawarra Acoustic Music Gathering. Dimity from Parker & Blok attended. • After Dark - DiGiorgio, Zema had very good attendances, with Raidis Estate having approx. 330 Saturday. • Arts Festival – 14,15 & 16 May. CVA entering events on website. Discussion on lack of advertising. • Roadshow – No interstate Roadshow for 2021 – just Adelaide.
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6. Local Tourism & Educational Tours

6.1	<ul style="list-style-type: none"> • Langhorne Creek and Adelaide Hills Famil <i>Action: A Committee Member to take the lead & organise the Famil.</i>
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7. Industry Initiatives

7.1	<ul style="list-style-type: none"> • PIRSA / CVA WineStore: Funding has finished & LL extended until October. WineStore has generally gone quiet unless a Newsletter is sent out. Heidi suggested to check out the CVA Wine Pool at Zema to offer older vintages & move them on. Raidis wanting their storage space back so looking for another winery to pack & store.
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8. General Business

8.1	<ul style="list-style-type: none"> • Cellar Door Experiences seminar next week at Chardonnay Lodge
8.2	<ul style="list-style-type: none"> • Cellar Doors to please send in their visitor numbers for Feb/March
8.3	<ul style="list-style-type: none"> • CVA have 200 polycarb glasses in stock – Now all SOLD! Not repurchasing
8.4	<ul style="list-style-type: none"> • Maps & Books are due for reprinting. HE to send out request for winery edits and updates.

Meeting closed at 10:00am

Next Meeting – TBA