

COONAWARRA

Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting		
Tuesday 15 June 2021	9:00am	Leconfield Cellar Door

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

2. Minutes of the Previous CDE Meeting 10 March		
Moved IM	Seconded KM	<ul style="list-style-type: none">EB welcomed everyone to the meeting.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"> • Regional Back Vintage Tasting. Friday 9th July @ Hollick Estates. Event live with ticket link on coonawarra.org. 23 Dinner Package Tickets sold so far. Bus option to be explored to bring guests from Mount Gambier. 15 Wineries confirmed to participate. • Action: HE to liaise with Hollick regarding restaurant capacity and to seek quotes from Mt Gambier bus companies • Advertising: Quotes are being sought from Limestone Coast Publications - SE Voice, Lifestyle 1, Border Watch. Will assess value of print publications vs. social mediums. Radio Advert to be reviewed. Facebook advertising to run during the month and in the lead up. \$7K available from the budget. • Cellar Dwellers Launch – Arranged to have at Brands Laira. Coonawarra Store catering for 40 pax. 35 rsvps , including 2 Victorian RSVPs. Victorians unable to attend given current border restrictions. Rod Sparks from ABC Radio plus 3 other journalists in attendance. Biddie Shearing, along with Wattle Range Council & Mt Gambier City Council Tourism representatives attending. <p>Action: Suggestion to ask Doug Balnaves if he can represent & speak at Robe Monday 7pm.</p>
3.2	<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. Booking links to be set up online and added to brochure for Decadence & Golf Day • Shuttle bus – Heidi has confirmed Simon & Kerry are available and willing to provide service. Min. \$2k service fee and \$20 per head fee for passengers to apply. HE has sent email to WRC to request contribution to subsidise the Shuttle bus. – No response from WRC. HE to follow up. • GOLF DAY: Friday 1st October – Penola Golf Course Booked. \$65 Early bird entry / \$70there after. Sponsor package \$500. Humanitix ticketing platform to be set up for this event. • Brochure – Sent to printers this week. Wineries are encouraged to enter event details to the CV website AND ATDW. • Decadence – Friday night 9th July at Raidis. Discussion on catering. ER expressed challenges with offering Grill or Pizzas in conjunction with tasting event due to RSA concerns and risk of smoke/ aromas from cooking. ER suggested Confession catering from Mount Gambier – Canapes. ER to share menu. Also an option for package arrangement with Hollick OR Royal Oak. Contact not yet known – handover due in 4 weeks time. withdrawn from October Program. Masterclass to be hosting in conjunction with Adelaide Cellar Door in the City Event. Dan Redman Organising with support of EB and Brett Sharpe. • Masterclass- <p>Suggestions on how can we activate more for Cabernet Celebrations 2021</p> <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.

--	--

4. Industry Get Togethers – 2021

	EB suggested to bring an educational theme back for each Get Together. Suggestions provided below:		
4.1	Date	Cellar Door Get Together Host	Further details
	June	Hollick	30 June – Vintage update & history of Yallum Park. <i>Action: EB to contact Andy Clifford to seek EOI to attend.</i>
	July August	DiGiorgio Family Wines Patrick of Coonawarra	Date TBC History of Cabernet- Bruce or Sue Date TBC Place maker signs – (National Trust App)
	September	Raidis Estate	Date TBC History of white wine/Summer activities

5. 2021 Events

5.1	<ul style="list-style-type: none"> Roadshow – ‘Cellar Door in the City’. Sunday August 29th, National Wine Centre Masterclass 9.30-11.30am. Roadshow 1st session 11.30am-2pm. 2nd session 3pm-5.30pm. 21 wineries committed – 350 pax (300 guests) 2022 GOM – HE reached out to GOM to request event date for the purpose of inclusion on marketing publications. February Date confirmed. This is no longer CV run event, and GOM organizers will contact wineries directly for participation. CV CUP 2022 – Cup Committee yet to convene. Board will advise following next meeting if planning for the event can proceed.
-----	--

6. Local Tourism & Educational Tours

6.1	<ul style="list-style-type: none"> Langhorne Creek and Adelaide Hills Famil <i>Action: Dimity possibly willing to organize something next year & suggested Mornington? Draft itinerary prepared be OJ/HE exists for Langhorne Creek & Adelaide Hills.</i>
-----	---

7. Industry Initiatives

7.1	<ul style="list-style-type: none"> PIRSA / CVA WineStore: Funding has finished & Liquor Licence extended until October. WineStore has generally gone quiet unless a Newsletter is sent out. Limited edition BACK VINTAGE wine packs will be curated using member donation wine stock for Cellar Dwellers month.
-----	---

8. General Business

8.1	<ul style="list-style-type: none"> Maps & Litte Black Books (LBB)– Map document is fully drafted. Awaiting return of Proof from printers. Black books delayed as waiting on advertiser submissions.
8.2	<ul style="list-style-type: none"> GOM – Penley Estate again next year- Feb 2022, date disclosed to HE. GOM have advise that they wish to proceed with open air format & not marquee setting in conjunction with Cup. Discussion on advertising the event on CVA material followed. HE proposed that this event feature on LBB and Map pad publications to inform visitors of upcoming events. ER & JM supported notion. EB disputed that given the event is not CV run and not open to all members it should not be printed. Coonawarra After Dark sited as an event that not all members are involved in. Penola Coonawarra Arts Festival is also not CV run but well supported by CV with all member wineries able to participate, and is listed on CV marketing materials. OLR shall take proposal to present GOM event on CV marketing materials to board meeting for final decision.
8.3	<ul style="list-style-type: none"> Visitor numbers – HE to schedule Calendar invite as prompt to request visitation numbers each month.

8.4	<ul style="list-style-type: none">• EB suggested to make up packs of local produce for journos, utilising funds from 20/21 Journalist/immersion budget.
-----	---

Meeting closed at 10:00am

Next Meeting – 13 July 2021 9am Leconfield Cellar Door.