

# COONAWARRA

## Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting		
Tuesday 13 July 2021	9:00am	Leconfield Cellar Door

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

2. Minutes of the Previous CDE Meeting 15 June		
Moved IM	Seconded KM	<ul style="list-style-type: none"><li>• EB welcomed everyone to the meeting.</li><li>• Change the date on previous meeting of last Minutes to May, not March.</li><li>• Aim of Cellar Door Committee is to focus on core events in the region.</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>• <a href="#">Regional Back Vintage Tasting</a>. Friday 9<sup>th</sup> July @ Hollick Estates. 15 Wineries participated. \$35pp Tasting 5.30-7.30pm - 80+ SOLD OUT. 53 Dinner Packages SOLD OUT. Cancelled bus option for MtGambier due to covid numbers – Mary Cram drove Penola bus @ \$10pp (\$330). HE proposes to keep the event at Hollick – as combined dinner option appeals to public.</li><li>• <b>Cellar Dwellers Launch Summary</b> – Held at Brands Laira 16 June 2021. Was unfortunate that Victoria TIC's were unable to come due to covid border restrictions but event was well supported with Wattle Range Council &amp; Mt Gambier City Council Tourism representatives &amp; locals. Coonawarra Store catering. Rod Sparks from ABC Radio plus 3 other journalists in attendance. HE suggested to hold the next event just over the border at Casterton to encourage greater VIC attendance, whilst also being within 'cross border corridor'. Joy Bowen attended Robe Business meeting Monday 7pm &amp; stocked them up with brochures.</li><li>• <b>Passport Trail:</b> Cellar Doors can hand entries to CVA or enter into Excel to submit by Tuesday 3<sup>rd</sup> August.</li></ul>
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>• Grant (\$50k) notification this week &amp; if successful will be used for printing brochures, advertising on radio, tv, social media &amp; metro.</li><li>• Shuttle bus – Heidi has confirmed Simon &amp; 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.</li><li>• <b>GOLF DAY:</b> Friday 1<sup>st</sup> October – Penola Golf Course 9/9.30am start this year. \$65 Early bird entry / \$70 thereafter. Sponsor package \$500 &amp; sponsors are: Booth, Vinpac, Bedford, SAFM &amp; Hahn. Suggested a CVA Member collect sponsors from accommodations (Dru Reschke?). Katie Lewis keen to spearhead the catering w/Golf Club Ladies. Humanitix ticketing platform to be set up for this event. <i>Action: HE to look into transfer options.</i></li><li>• <b>[DECADE]NCE</b> – Given the success of the package arrangement of the Cellar Dwellers Back Vintage tasting, HE proposed Decadence return to Hollick with similar approach to be offered.. Dinner Package tickets in conjunction with Bus transfer option from Penola. HE to inform ER of decision and to liaise with Hollick, Coonawarra Experiences and Mary Cram to confirm details. 15 Winery Participation limit will apply.</li><li>• <b>Masterclass- Cancelled this year.</b> <b>Wineries are encouraged to enter event details to the CV website AND ATDW.</b> <i>Action: Book Mary Cram bus for Decadence.</i> Suggestions on how can we 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 Centre's and accommodation providers in the region to introduce program and create excitement about offerings.</li></ul></li></ul>

4. Industry Get Togethers – 2021			
4.1	EB suggested to bring an educational theme back for each Get Together. Suggestions provided below:		
	<b>Date</b>	<b>Cellar Door Get Together Host</b>	<b>Further details</b>
	June	Hollick	<b>PMN: CANCELLED due to snap SA Lockdown</b>
	July	DiGiorgio Family Wines	<b>28 July</b> History of Cabernet- Bruce Redman & Andy Clifford to speak about Yallum Park (EB). IM to send invite.
	August	Patrick of Coonawarra	<b>Date TBC</b> Place maker signs – (National Trust App)
	September	Raidis Estate	<b>Date TBC</b> History of white wine/Summer activities

5. 2021 Events	
5.1	<ul style="list-style-type: none"> <li><b>Roadshow</b> – ‘Cellar Door in the City’. Sunday August 29<sup>th</sup>, National Wine Centre Masterclass 9.30-11.30am. Roadshow 1<sup>st</sup> session 11.30am-2pm. 2<sup>nd</sup> session 3pm-5.30pm. 21 wineries committed – 350 pax (300 guests). Tickets released end of the week &amp; then Roadshow promotions will start. <i>PMN: Due to COVID Lockdown, ticket sales of Roadshow event have been put on hold. Tickets will only go on sale once standing consumption and increased capacity limits are allowed.</i></li> <li><b>CV CUP 2022</b> – Cup Committee to meet in August for 2022.</li> </ul>

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

7. Industry Initiatives	
7.1	<ul style="list-style-type: none"> <li><b>PIRSA / CVA WineStore:</b> Back Vintage Sale on offer currently.</li> </ul>

8. General Business	
8.1	<ul style="list-style-type: none"> <li>Maps &amp; Litte Black Books (LBB)– Maps are printed. Black books were delayed as waiting on advertiser submissions but now in draft phase.</li> </ul>
8.2	<ul style="list-style-type: none"> <li>Visitor numbers – HE proposes EOFY figures.</li> </ul>
8.3	<ul style="list-style-type: none"> <li>Budget has been passed – Copy for Members at next meeting.</li> </ul>
8.4	<ul style="list-style-type: none"> <li>EB suggested to make up packs of local produce for journos, utilising funds from 20/21 Journalist/immersion budget.</li> </ul>
8.5	<ul style="list-style-type: none"> <li>HE has been approached for wineries EOI to be involved in Warrnambool Food &amp; Wine event Feb 2022. Target 2000 people. Minimum 10 winery stands. Discussion on dates – 19<sup>th</sup> or 26 Feb? HE will find out more information.</li> </ul>
8.6	<ul style="list-style-type: none"> <li>Red CD Event signs can be up on highway at winery signs.</li> </ul>

**Meeting closed at 9.52am**

**Next Meeting – Wednesday, 11 August 2021 9am Leconfield Cellar Door.**