

COONAWARRA

Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting		
Wednesday 9 th February 2022	9:00am	Leconfield Cellar Door

1. Welcome/Attendance/Apologies
<p>Present: Emma Raidis (ER), Katie Lewis (KL), Kerrie Marcus (KM), Kate Palm (KP), Emma Bowen (EB), Jamie McDonald (JM), Nerys Merrett (NM), Lynn Doyle (LD),</p> <p>Apologies: Dimity Savage (DS), Ockert Le Roux (OLR),</p> <p>Meeting Chair: EB Minutes: KM</p>

2. Minutes of the Previous CDE Meeting 15 December 2021		
Moved EB	Seconded LD	<ul style="list-style-type: none">EB welcomed everyone to the meeting including our new Events & Marketing Officer, Kate PalmNerys Merrett attending for Lisa MarcusAim of Cellar Door Committee is to focus on core events in the region.

3. Cellar Dwellers and Cabernet Celebrations	
3.1	<p>CELLAR DWELLERS</p> <ul style="list-style-type: none">• SATC Grants Regional Funding for 3yrs– KP & OLR looking into eligibility for funding. Begins 2023• Main events are live on the website & ready for bookings, with most wineries having submitted events. KP will chase up those we're waiting for & has listed 'one off events' as Feature events in the brochure. Once compiled, KP will send out for printing proof.• Shuttle bus – We are hopeful of WRC sponsorship again to fund a Cellar Dwellers shuttle bus (& CCC), plus also RAA.• Back Vintage Tasting 2022 – Proposed date 8 July at Hollicks \$40pp. Talks w/Mary Cram re bus on the night.
3.2	<p>CABERNET CELEBRATIONS https://coonawarra.org/event/coonawarra-cabernet-celebrations/</p> <ul style="list-style-type: none">• SATC – Funds have come in for the next 3 yrs. \$20k per year for 3yrs. Two years to go.• GOLF DAY 2022: Friday 30th September. Suggestion to include Winemakers in next years event. Winners' jackets – Ideas to also give winners a winery experience or ticket to an event of their choice? For discussion.• Shuttle bus –Mary Cram has been booked for Decadence in July & October. Hopeful of funding from WRC. It may also be possible to have a loan of a bus through RAA during these events in the future.• Decadence –Friday night 14th October at Hollick \$40pp• Events – KP hasn't received many events from wineries as yet. Members to also add their events to CVA & ATDW websites.• Surveys –Winner has been drawn & wine sent.• Masterclass- Discussions have started. Comment passed that holding the event in Adelaide loses the vibe not being with the Coonawarra Winemakers as in at Wynns previously.

4. Industry Get Togethers – 2021

4.1	<p>EB suggested to bring an educational theme back for each Get Together when possible & Committee agreed that having a theme or guest speaker is to be left to individual winery.</p> <p>A reminder to please invite Kat from WRC to Get Togethers.</p> <p>Bellwether are keen to host next year an IGT but we will add to Correspondence & see what response there is.</p>		
	Date	Cellar Door Get Together Host	Further details
	December 21	Raidis	Paul Gordon gave informative talk on the history of Riesling but unfortunately to only a very small group.
	March 23	DiGiorgio Family Wines	Wednesday March 23 rd . Details to follow
	April 22	Leconfield Coonawarra	22 April 2022
	May 22	Parker Coonawarra Estate	22 May 2022
	June 22	Bellwether	22 June 2022
	June 22	Patrick of Coonawarra	Date TBA

5. 2021 Events

5.1	<ul style="list-style-type: none"> • Roadshow – Committee plan to go ahead 2022. HE has booked a Friday night at National Wine Centre in August. Action: Date to be advised • Masterclass – In discussion • CV CUP 2023 – Hoping to resume with the Vignerons marquee for 2023.

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 by OJ/HE exists for Langhorne Creek & Adelaide Hills.</i>
	<ul style="list-style-type: none"> • EB has received content information on the 2004 Coonawarra Cellar Door educational session we have done in the past but it now needs refreshing. <i>Action: Stella at Majella is looking at revising the document. 2 x 3hr sessions & open to all hospitality staff.</i>

7. Industry Initiatives

7.1	<ul style="list-style-type: none"> • PIRSA / CVA WineStore: The Liquor Licence will be maintained until July 2022.
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8. General Business

8.1	<ul style="list-style-type: none"> • Coonawarra museum wines auction:- (OLR) A mini referendum was held & it was decided the CVA would sell one full set of the Woodley Treasure Chest wines & the rest of the museum wines eventually. CVA to keep the second set of Woodley Treasure Chest.
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8.2	<ul style="list-style-type: none"> • Warrnambool Music & Wine event: Sunday 16th January: Cancelled!
8.3	<ul style="list-style-type: none"> • Penola Township banners: Committee believe the Cellar Dwellers & CCC banners both need updating/refreshed. CCC banners are through Banner Bug. <i>Action: Hanson has the brief</i>
8.4	<ul style="list-style-type: none"> • Penola Christmas Street party Dec 17th - CVA Popup Bar. <i>Action:</i> Raised \$900 profit.
8.5	<ul style="list-style-type: none"> • GOM – 12 Feb 2022 <i>Action:</i> Event postponed & now looking at March 26th – Pending.
8.6	<ul style="list-style-type: none"> • After Dark Festival – DiGiorgios & Raidis are keen to participate, Zema & Brands undecided. Will be discussed at a meeting Friday.

Meeting closed at 9.33am

Next Meeting – 9 February 2022 9am Leconfield Cellar Door