

COONAWARRA

Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting		
Wednesday 15 th December 2021	9:00am	Leconfield Cellar Door

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

2. Minutes of the Previous CDE Meeting 10 November		
Moved EB	Seconded LD	<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</p> <ul style="list-style-type: none">• SATC Grants – HE & OLR to look into eligibility for funding for 2022.• Main events are live on the website & ready for bookings. Event registration forms to go out to wineries.• Back Vintage Tasting 2022 – Proposed date 8 July again at Hollicks. <i>Action: EB to confirm with Hollick</i> <p>CABERNET CELEBRATIONS https://coonawarra.org/event/coonawarra-cabernet-celebrations/</p> <p>GOLF DAY 2022: Proposed date 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 at next years event.</p> <ul style="list-style-type: none">• Report for SATC due Dec 31st. Visitation from wineries needed to complete report.
3.2	<ul style="list-style-type: none">• Shuttle bus – Hasn’t been looked at yet. Mary Cram has been booked for Decadence in July & October. Funding from WRC will hopefully continue. It may also be possible to have a loan of a bus through RAA during these events in the future.• Decadence – Proposed date Friday night 14th October at Hollick. <i>Action: EB to confirm w/Hollick.</i>• Surveys – <i>Action: Winner to be drawn.</i>• Heidi has studied Google analytics for CVA website users: CVA Newsletter seems the strongest return. From Sept-Oct 2577 hits to website (2070 new users) & 2100 hits to Cabernet Celebrations page. Long weekend in Oct & third weekend (Traditional CCC weekend) the most popular. <ul style="list-style-type: none">• Masterclass- Cancelled this year.

4. Industry Get Togethers – 2021

4.1	<p>EB suggested to bring an educational theme back for each Get Together. Suggestions provided below: A reminder to please invite Kat from WRC to Get Togethers. ER will collate a list of Kids or Family's activities to do in the region. Bellwether are keen to host next year.</p>		
	Date	Cellar Door Get Together Host	Further details
	December 21	Ottelia	December 16 th 4.30-6.30pm. BYO \$5pp, glasses & wine. 61 rsvps received.
	January 22 February 22 March 22		-

5. 2021 Events

5.1	<ul style="list-style-type: none"> • Roadshow – ‘Cellar Door in the City’. Sunday 21st November – 28 Wineries participated at 2 x 2hr sessions @ \$55/ticket. First session 90-100 people & 2nd session 120. Current restrictions were 150 people standing per session, incl winery hosts. Comment made that duration of sessions weren't long enough this year– Having less people attending, there was more of a chance to talk longer to Winery reps. • Masterclass - Max 60 available: 30 Tickets - 1.30-3pm, (paid tickets @ \$195/ticket) & wine costs are \$3400. Nick Stock is keen to continue hosting event & his fee is \$1500. • Achieve Marketing/SA Wine Weekly attended to film the event, taking generic shots - venue & event nonspecific. HE negotiated fee to \$500 from \$800. • ER compiled a mixed wine price list with \$15 freight which was well received! Twelve orders & wine has now been sent. HE made comment that some wines or vintages were varied from original list & also some wines ordered from companies without Coonawarra cellar doors which made fulfilling orders tricky. HE recommends continuing this at events for consumers. • Event made breakeven status & all refunds & bookings are now neutral for 2022 Roadshow. • HE has booked a Friday night at National Wine Centre in August. <i>Action:</i> HE will let us know the date. • CV CUP 2022 – 13th January 2022. Tickets have been released with a slow take up from wineries – 270 tickets sold– 51 public & 50 sponsors – 30 Free (Max 400 available & we need 300 tickets to breakeven). Imperials up for auction have been reduced to eight due to crowd size. DJ Pedro playing tunes. Bus has been organised for Naracoorte (mainly for our 36Deg South sponsors) & MtGambier @ \$15pp. Theme is `cocktail style, smaller marquee & utilizing lawn area. HE will do another Newsletter & FB post. • LD commented that the Cup Launch was poorly attended by Members & very disappointing for our Sponsors. • Posters are available for pickup at the office now.
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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: Dimity possibly willing to organize something next year & suggested Mornington? Draft itinerary prepared by OJ/HE exists for Langhorne Creek & Adelaide Hills.</i> • EB has received content information on the 2004 Coonawarra Cellar Door educational session we have done in the past but it now needs refreshing.
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7. Industry Initiatives	
7.1	<ul style="list-style-type: none"> • PIRSA / CVA WineStore: The Liquor Licence will be maintained until next July.

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 retain the full set of Woodley Treasure Chest wines & sell the rest eventually.
8.2	<ul style="list-style-type: none"> • Little Black Books (LBB)– Are printed & available for pickup now.
8.3	<ul style="list-style-type: none"> • Warrnambool Music & Wine event: Sunday 16th January: Event going ahead – Three Coonawarra wineries participating. No further discussion required.
8.4	<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: Put to local printers with a brief for ideas to incorporate food & wine.</i>
8.5	<ul style="list-style-type: none"> • Penola Christmas Street party Dec 17th from 5-8pm – CVA Popup Bar. More glasses have been ordered which hopefully arrive by tomorrow & we will use leftover Cup wine. EB, LM & KM to help on stand.
8.6	<ul style="list-style-type: none"> • Rymill Cabernet Carnival was good – Great weather & approx 200 people attending.
8.7	<ul style="list-style-type: none"> • Heidi's last day will probably be Cup Day. CVA have received 13 applicants for the Marketing role & interviewing 3 next week.
8.8	<ul style="list-style-type: none"> • GOM – 12 Feb 2022

Meeting closed at 10.15am

Next Meeting – 9 February 2022 9am Leconfield Cellar Door