

# COONAWARRA

## Cellar Door Events (CDE) Committee

MINUTES – CDE Committee Meeting		
Wednesday 10 <sup>th</sup> November 2021	9:00am	Leconfield Cellar Door

### 1. Welcome/Attendance/Apologies

Present: Lynn Doyle (LD), Dimity Savage (DS), Heidi Eldridge (HE), Emma Raidis (ER), Lisa Marcus (LM), Katie Lewis (KL), Kerrie Marcus (KM), Jamie McDonald (JM), Emma Bowen (EB), Ockert Le Roux (OLR),

Apologies: None

Guest Attendees: Dan Redman (DR)

Meeting Chair: EB | Minutes: KM

### 2. Minutes of the Previous CDE Meeting 13 October

Moved ER	Seconded LM	<ul style="list-style-type: none"> <li>EB welcomed everyone to the meeting.</li> <li>Aim of Cellar Door Committee is to focus on core events in the region.</li> </ul>
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### 3. Cellar Dwellers and Cabernet Celebrations

#### CELLAR DWELLERS

- 3.1
- SATC Grants** – HE & OLR to look into eligibility for funding for 2022.
  - Back Vintage Tasting 2022 – Proposed date 8 July again at Hollicks.** *Action: EB to confirm with Hollick & event to go live before Heidi leaves.*
  - EB also recommends getting registrations of interest of events for Cellar Dwellers & CCC out to wineries before Heidi leaves.

#### CABERNET CELEBRATIONS <https://coonawarra.org/event/coonawarra-cabernet-celebrations/>

- 3.2
- GOLF DAY 2022: Proposed date Friday 30<sup>th</sup> September** before long weekend again & pricing to stay the same. Penola Golf Club Ladies catering - Survey feedback was passed on to the Committee & we will use it to build on next years event. Thanks to Emma Bowen for her help on the day. Suggestion to include Winemakers in next years event.  
*Action: Event to be made live on the website for teams to book next year.*
  - Shuttle bus** –Weekend passengers for month - Sat 56/Sun 22 – 25/Zero – 15/15 – 19/6 – Sat 4 & the cost was \$3350 / \$3k funding from WRC (hopefully the support will continue). Simon & Kerry wanting to focus on their own business & are not willing to continue next year 2022. We will need to approach someone else eg; Mary Cram & we can use CV magnet branding for bus doors. It may also be possible to have a loan of a bus through RAA during these events in the future.  
Winners' jackets – Ideas to also give winners a winery experience or ticket to an event of their choice? For discussion at next years event.  
**Decadence – Proposed date Friday night 14<sup>th</sup> October at Hollick.** *Action: EB to confirm w/Hollick.*  
Event made a \$1700 profit this year & funds should be used for future promotions of these events.
  - Surveys** – 200 collected this year but was 400 last year. The MtG covid positive case having an impact on the region halfway through the month. *Action: Winner is to be drawn.*
  - Masterclass- Cancelled this year.**

#### 4. Industry Get Togethers – 2021

4.1	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.		
	Date	Cellar Door Get Together Host	Further details
	November	Raidis Estate	17 <sup>th</sup> Nov – ER will put together a list of Summer family activities available in region & Paul Gordon to speak on the history of Riesling in Coonawarra.
	December	Proposed for Ottelia or Whistle Post	December 15 <sup>th</sup> from 5pm. Catering – Pizza HE to confirm

#### 5. 2021 Events

5.1	<ul style="list-style-type: none"><li>• <b>Roadshow</b> – ‘Cellar Door in the City’. Sunday 21<sup>st</sup> November – 28 Wineries confirmed to participate at 2 x 2hr sessions @ \$55/ticket (Third session not needed): Current restrictions are 150 people standing per session, incl winery hosts. Wineries to bring their own wine – No joint shipping consignment this year.</li><li>• <b>Masterclass</b> - Max 60 available - 1.30-3pm, overlapping the second Roadshow session. 23 people kept their booking from previous date (19 paid tickets @ \$195/ticket) &amp; we need two thirds of capacity (42) to breakeven for the event or face a \$4k loss. Wine costs are \$3400. Nick Stock is keen to continue hosting event &amp; his fee is \$1500.</li></ul>		
	Discussion w/Dan Redman on these rescheduled events going ahead with current tickets sold - 19 purchased tickets for Masterclass & 52/69 Roadshow. Discussion including profit/loss for each event, food & Masterclass wine costs, etc. Committee voted in favour of both events going ahead – Hoping for a last push of tickets in the week leading up. Discussion on Masterclass Winemaker host for Nick Stock – Dan will make some calls.		
	<ul style="list-style-type: none"><li>• All refunds &amp; bookings are now neutral for 2022 Roadshow.</li><li>• <b>CV CUP 2022 – 13<sup>th</sup> January 2022.</b> Presenting Partner is 35 Degrees Beef again. Tickets to be released end Nov/early Dec - 10 tickets per winery at the start. Plans are in motion for ticket cost. Theme changed to cocktail style, smaller marquee &amp; utilizing lawn area.</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 by OJ/HE exists for Langhorne Creek &amp; Adelaide Hills.</i></li></ul>		
	<ul style="list-style-type: none"><li>• EB has received content information on the 2004 Coonawarra Cellar Door educational session we have done in the past but it now needs refreshing.</li></ul>		

#### 7. Industry Initiatives

7.1	<ul style="list-style-type: none"><li>• <b>PIRSA / CVA WineStore:</b> The Liquor Licence will be maintained until next July. ER discussed designing a price sheet of all the Coonawarra wines offered at ‘Cellar Door in the City’ for consumers to order – Retail price &amp; Freight \$15.</li></ul>		
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8. General Business	
8.1	<ul style="list-style-type: none"> <li>• <b>Coonawarra museum wines auction:-</b> Has been postponed to gain more value from PR of the exercise. Wines have been in storage at Zema. Langton's gave an appraisal in 2019 &amp; again in July, with prices improved. They will do an online auction off 162 wines, all with a reserve price 15-31 October @ a negotiated commission of 10% (approx. \$5k). Collection is at it's maximum monetary worth &amp; will generate income. Discussion on PR value of this event to be maximised &amp; the lack of consultation to all Members. OLR will take concerns back to the Board. – <i>Not discussed at Nov. Meeting</i></li> </ul>
8.2	<ul style="list-style-type: none"> <li>• Maps &amp; Little Black Books (LBB)– Maps are printed &amp; Black books out next week.</li> </ul>
8.3	<ul style="list-style-type: none"> <li>• Visitor numbers – Continue sending figures to HE</li> </ul>
8.4	<ul style="list-style-type: none"> <li>• EB / OLR have made up five packs of local produce for journos, utilising funds from 20/21 Journalist/immersion budget. <i>Action: Three are allocated, with two TBA. *Christine McKay suggested.</i></li> </ul>
8.5	<ul style="list-style-type: none"> <li>• <b>Warrnambool Music &amp; Wine event: Sunday 16<sup>th</sup> January</b> at W/Bool Racecourse from 11am-6pm (11-4 Tastings &amp; 4-6pm Wine Sales). Coonawarra &amp; Grampian wineries have been invited @ \$150 site fee/winery. Target 2000-3000 people.</li> <li>• <i>Action: HE clarified w/organiser that it is all day tastings &amp; sales &amp; Heidi will send out EOI to wineries to make their own decisions on participation.</i></li> </ul>
8.6	<ul style="list-style-type: none"> <li>• Noted: Whistle Post &amp; Raidis have no brown roadside signs – <i>Action: HE to contact DTI.</i></li> </ul>
8.7	<ul style="list-style-type: none"> <li>• Penola Township banners: The CCC banners will come down soon &amp; Christmas ones erected. Committee recommends investing in Cellar Dweller banners for next year. <i>Action: HE to look into it &amp; submit designs.</i></li> </ul>
8.8	<ul style="list-style-type: none"> <li>• CVA have been approached by Riddoch Committee to have a wine bar at the Penola Christmas Street party Dec 17<sup>th</sup> from 5-8.30pm – Will use leftover Cup wine. HE has applied for liquor licence. Discussion on poly carb glasses. <i>Action: HE to order more.</i></li> </ul>
8.9	<ul style="list-style-type: none"> <li>• Heidi's last day will probably be Cup Day. Advertising for Marketing position starts next week.</li> </ul>

**Meeting closed at 9.55am**

**Next Meeting – 8 December 2021 9am Leconfield Cellar Door.**