



RED MOUNTAIN
AVA ALLIANCE

January 2023 Board Packet

TABLE OF CONTENTS

JANUARY 12TH, 2023 BOARD MEETING AGENDA	1
INSTRUCTIONS FOR ZOOM MTG ACCESS	2
OPERATIONAL REPORTS	3-5
FINANCIAL REPORT, AS OF DEC 31, 2022.....	3
SOCIAL MEDIA REPORT, AS OF JANUARY 11 TH , 2023	4
MEMBERSHIP REPORT, AS OF JANUARY 11 TH , 2023	5
NEW BUSINESS	6-12
DRAFT – ORGANIZATIONAL INFORMATION & PARTNER BENEFITS.....	6-12



RED MOUNTAIN
AVA ALLIANCE

Board Meeting Agenda January 12th, 2023

1. Call to Order – Maggie Hedges
2. Attendance & Introductions – Maggie
 - a. Directors: Kristin Adams, Jason Gorski, Cameron James, Maggie Hedges, Richard Holmes, Will Hoppes, Jen Porter, Karla Riccobuono
 - b. Members & Sponsors
3. Operations Reports
 - a. Financial – Kristin
 - b. Digital – Will
 - c. Membership – Jen
4. Ongoing Business
 - a. Taste Red Mountain Woodinville – Maggie / Karla
5. New Business
 - a. Organization Information & Partner Benefits – Alicia
 - i. Set dates for Annual Meeting, Board Retreat & Social Media Bootcamp
 - b. Social Media Campaign Calendar – Alicia
6. Questions/Comments
7. Adjourn

The next meeting of the Red Mountain AVA Alliance will be held on
Thursday, February 9th, 2023 at 9:00am at Hedges Family Estate

Upcoming Event:
RMAVAA Member Social
January 19, 2023
5:00pm – 7:00pm
Bodega Palencia, 8011 Keene Rd., West Richland
RSVP to alicia@redmountainava.com

Access to Zoom Meeting

Topic: RMAVAA Board of Directors Meeting - January
Time: Jan 12, 2023 09:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/82581867373>

Meeting ID: 825 8186 7373

One tap mobile

+12532158782,,82581867373# US (Tacoma)

+12532050468,,82581867373# US

Dial by your location

+1 253 215 8782 US (Tacoma)

+1 253 205 0468 US

+1 719 359 4580 US

+1 346 248 7799 US (Houston)

+1 669 444 9171 US

+1 669 900 6833 US (San Jose)

+1 507 473 4847 US

+1 564 217 2000 US

+1 646 931 3860 US

+1 689 278 1000 US

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington DC)

+1 305 224 1968 US

+1 309 205 3325 US

+1 312 626 6799 US (Chicago)

+1 360 209 5623 US

+1 386 347 5053 US

Meeting ID: 825 8186 7373

Find your local number: <https://us02web.zoom.us/j/kwA6rvOe2>

Financial Report

As of December 31st, 2022

Cash on Hand: \$53,406.12

Annual Budget Spent: \$ 109,299.05 of \$125,000.54
Percent Annual Budget Spent: 87%

Transactions of Note:

INCOME:

Membership Dues: \$14,140.78

EXPENSES:

Member Engagement

Advertising & Promotion

Operations

Constant Contact: \$ 72.28

Website Hosting: \$31.58

Adobe: \$21.29

Dropbox: \$21.73

Storage Unit Rent: \$60.00

Zoom: \$ 16.29

QuickBooks: \$59.79

Survey Monkey (annual): \$508.72

Intuit ACH Fees: \$87.10

Salaries & Wages

Payroll: \$3,374.28

Payroll Service Fees: \$39.13

Digital Report

As of January 11th, 2023







Instagram

2,912 followers *(increase of 18 followers)*
 Goal: 3,375 total followers by Dec. 31, 2023







Facebook

1,919 followers; 1,748 likes *(increase of 3 new followers & 2 likes)*

Most Likes & Reactions (last 3 mo.)

Recent content ↑↓	Likes and reacti... ⓘ ↓
 Enter to win a two night stay on R... Nov 3, 2022	437
 Still dreaming back to this year's ... Nov 28, 2022	128
 With cold weather upon us, most ... Nov 17, 2022	127
 Fun in the vineyards! 🍷 Plan you... Oct 17, 2022	123
 "Vine rows were abuzz with activi... Dec 15, 2022	98
 That Red Mountain color!!! 🍷 ... Nov 1, 2022	96

Highest Reaching Posts (last 3 mo.)

Recent content ↑↓	Reach ⓘ ↑
 Enter to win a two night stay on R... Nov 3, 2022	2,258
 "Vine rows were abuzz with activi... Dec 15, 2022	1,277
 Fun in the vineyards! 🍷 Plan you... Oct 17, 2022	1,081
 With cold weather upon us, most ... Nov 17, 2022	996
 Still dreaming back to this year's ... Nov 28, 2022	904
 Meet Rocky, Red Mountain's new... Oct 22, 2022	879

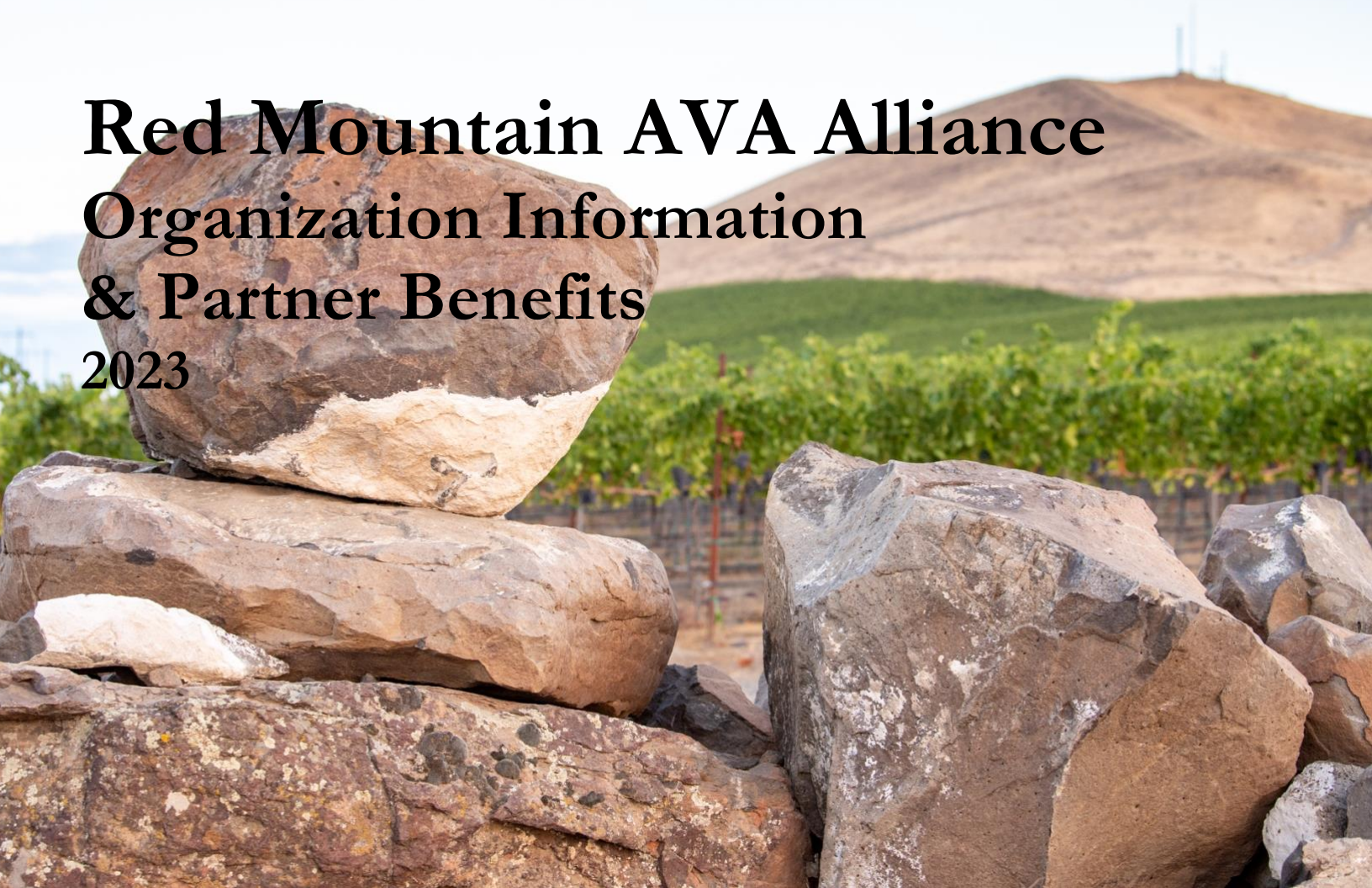
Membership Report

As of January 11th, 2023

2022 Members	Status
Ambassador Wines of WA	Renewed / Paid
Aquilini	Renewed / Pending Payment
Avennia	Renewed / Paid
Aviam	
Barnard Griffin	Renewed / Paid
Canvasback	Renewed / Paid
Casad Vineyards	Renewed / Pending Payment
Cascade Cellars	
Ciel du Cheval	Renewed / Pending Payment
Col Solare	Renewed / Pending Payment
Cotes de Ciel	Renewed / Pending Payment
Dalee Vineyard	Renewed / Pending Payment
DeLille Cellars	Renewed / Pending Payment
Domaine Magdalena	Renewed / Paid
Eagle Harbor Wine Co.	Renewed / Paid
Ello Vineyard	Renewed / Paid
EveryVine	
Fidelitas	Renewed / Pending Payment
Frichette Winery	
Guardian Cellars	Renewed / Paid
Hamilton Cellars	Renewed / Paid
Hedges Family Estate	Renewed / Paid
Hightower Cellars	
JM Cellars	Elected not to renew
Kiona Vineyards and Winery	Renewed / Pending Payment
Klipsun	Renewed / Paid
Mark Ryan Winery	Renewed / Pending Payment
Market Vineyards	Renewed / Paid
Muret-Gaston Wines	Renewed / Paid
Obelisco Estate Winery	
Page Cellars	Renewed / Pending Payment
Palencia Wine Company	
Quintessence Vineyards	
Red Mountain Trails Winery	Renewed / Pending Payment
Schooler Nolan Winery	
Shaw Vineyards	
Tapteil Vineyard	Renewed / Paid
Thick Skinned / Pacific Rim	Renewed / Paid
Tinte Cellars	Renewed / Paid
Upchurch Vineyard	Renewed / Pending Payment
WeatherEye Vineyard	Renewed / Pending Payment
Zeron Vineyard	

NEW Members Committed:

Elk Haven Winery (PAID), Harbinator Wines, Soos Creek Wine Cellars, Liberty Lake Wine Cellars (PAID)



Red Mountain AVA Alliance Organization Information & Partner Benefits 2023

Vision

To have the Red Mountain AVA be recognized as one of the great wine growing regions of the world.

Mission

To increase the demand for Red Mountain AVA fruit and wines by cultivating awareness and enhancing the reputation of the region with trade, media, and consumers.

Methods & Objectives

- Build value for members
- Outreach to media & trade
- Expand social media and online presence
- Curate digital resources for members
- Enhance visitor experiences and opportunities
- Grow relationships with other trade organizations, collaborate when appropriate
- Communicate clearly and consistently with members

2023 Committees & Goals

The **Hype Committee** will:

- Resource & guide hired PR firm, Play Nice Public Relations to:
 - reach regional and national wine & lifestyle publications
 - cultivate media opportunities in influential wine & lifestyle publications
 - provide opportunities for trade and media to connect with Alliance members and to learn about the Red Mountain AVA and its wines
- Target specific wine writers to visit Red Mountain with custom itineraries and to write about Red Mountain
- Continue development of digital strategies, storylines and messaging on Instagram, Facebook and redmountainava.com with the goal of:
 - expanding mailing database (GOAL: 2,200 by Dec. 31, 2023)
 - expanding Instagram following (GOAL: 3,375 total followers by Dec. 31, 2023)
- Create annual campaign calendar for Facebook & Instagram and encourage members to participate
 - create duty schedule for Hype Committee to post
 - create dropbox for members to share pictures
 - post articles to Facebook & Instagram
 - encourage members to like, save, share & comment on every @redmtnava post
 - host social media bootcamp for members
- Lead marketing efforts for Alliance hosted events and promotion of other Alliance projects including map, fact sheet, Five Pillars document, etc.
- Create quarterly consumer-facing e-newsletter
- Refresh AVA Press Kit, including AVA Fact Sheet

Committee Chair: Will Hoppes, will@fidelitaswines.com

The **Events & Infrastructure Committee** will:

- Plan & execute two to three Taste Red Mountain events in 2023:
 - (consumer event) Red Mountain
 - (consumer/trade event) Woodinville
- Explore event opportunities in Spokane and other locations
- Plan & execute educational member event with Kevin Pogue
- Explore further into visitor experience projects such as vineyard row signage, sidewalks and vineyard trails (efforts by the City of West Richland through the SR 224/ Red Mountain Transportation Improvement Project, Badger Mountain Trails proposed Red Mountain Vineyard Trail, and Benton City's pedestrian bridge)
- Partner with neighboring government organizations such as the West Richland Planning Commission and the Benton City Revitalization Organization on projects relating to the Red Mountain AVA, when necessary

Committee Chair: Karla Riccobuono, karla@hedgesfamilyestate.com

The **Partner Relations Committee** will:

- Retain existing members & sponsors
- Solicit new members & sponsors, increasing small winery memberships
- Engage existing members & sponsors
- Survey stakeholders annually for feedback and present results at April Board Meeting (prior to May/June Board Retreat)
- Regularly review member/sponsor benefits & dues and provide initial recommendations at April Board Meeting (prior to May/June Board Retreat)
- Plan & execute sponsor giveback program
- Plan & execute quarterly member socials
- Develop and grow relationships with other trade organizations including the Washington Wine Commission, Washington Wine Institute, Winegrape Growers of America, Tri-Cities Wine Tourism Council, etc.
- Create and send *The Dirt on Red Mountain* on the third Thursday of each month
- Source and refresh digital resources available at redmountainava.com/member-resources including:
 - AVA Map (printed & distributed to members at Taste Washington)
 - RMAVAA Image Gallery
 - Five Pillars of Red Mountain document
- Communicate digital resources available to members & educate members on how to use them

Committee Chair: Jen Porter, jennifer.porter@colsolare.com

The **Executive Committee** will:

- Oversee Alliance business affairs/operations in a fair and efficient manner
- Work collaboratively with board members and staff to ensure organizational goals are mission-centered, communicating updates to members and sponsors, ensuring annual updates are made to the RMAVAA Organizational Information & Partner Benefits Packet
- Guide and direct staff
- Act as liaison between paid staff and board/membership
- Ensure board members adhere to board roles and responsibilities
- Plan & execute RMAVAA monthly board meetings, Annual Meeting and annual Board Retreat
- Ensure annual board elections take place at the Annual Meeting

Committee Chair: Maggie Hedges, President, maggie@domainemagdalen.com

This committee is made up of the President (Maggie Hedges), the Vice President (Will Hoppes), the Treasurer (Kristin Adams) and the Secretary (Karla Riccobuono).

2023 Calendar of Events

Second Thursday of Each Month (excluding Sept & Oct) – Board of Directors Meeting at 9:00am at Hedges Family Estate or virtually on Zoom

Third Thursday of Every Month – The Dirt on Red Mountain e-newsletter published

February, May, August, November – A Note from Red Mountain published

January

19: Member Social

31: Final Day to Sign-up for Taste RM Woodinville

February– October

Play Nice Public Relations on retainer

February

1: Ticket Sales Open for Taste RM Woodinville

28: Membership payment deadline to be included in AVA maps

28: Final day to sign up for June Taste RM

March

1: Ticket Sales Open for June Taste RM

11-12: RMAVAA hosts table at Taste Washington (AVA maps printed & delivered to members in attendance)

16: Stakeholder Feedback Survey included in *The Dirt*

17: Final day to submit interest in running for board positions

20: Board of Directors Ballots sent to members

April

TBD: Annual Meeting (Board election results announced)

7: Stakeholder Feedback Survey Due

7: Final day to submit board ballots

22: Taste RM Woodinville

22: Member Social (westside)

25: Kevin Pogue Geology Presentation

May/June

TBD: Board Retreat

June

8: Member Social

9-11: Taste Red Mountain weekend

- Collaborative dinners
- Grand Tasting
- Yoga
- Guided Vineyard Hike

July

August

Member/Sponsor renewals begin

24: Member Social

September

(Board of Directors break for harvest; no monthly board meeting hosted)

October

(Board of Directors break for harvest; no monthly board meeting hosted)

November

9: Draft Budget presented at monthly Board Meeting

December

7: Member Social (Westside & RM)

14: 2024 Final Draft Budget presented at monthly Board Meeting

TBD

Social Media Member Bootcamp

2022-2023 Board Members

Maggie Hedges, Domaine Magdalena, *President*
Will Hoppes, Fidélitas, *Vice President*
Karla Riccobuono, Hedges Family Estate, *Secretary*
Kristin Adams, Upchurch Vineyard, *Treasurer*
Jason Gorski, DeLille Cellars
Richard Holmes, Ciel du Cheval/ Côtes de Ciel
Cameron James, Tinte Cellars
Teresa Owen, Red Mountain Trails Winery
Jen Porter, Col Solare

Staff

Executive Director – Alicia Brown
alicia@redmountainava.com

Memberships & Sponsorships

Red Mountain AVA Alliance projects listed in this document would not be possible without the support of our annual members and sponsor. Please consider joining us in our efforts through an annual membership and/or sponsorship with the Red Mountain AVA Alliance.

For information on membership/sponsorship dues, please see the subsequent pages. Contact Alicia Brown, Executive Director at alicia@redmountainava.com or by phone at 509-521-8863 for more information and to sign up.

2023 Winery/Vineyard Membership Dues Calculator

There are three Red Mountain AVA Alliance membership types:

- **Grower-Only:** Farming grapes, selling fruit, *not producing finished wine.*
- **Winery:** Producing Red Mountain AVA designated wine *whether from fruit you farm in the AVA or purchased from another Red Mountain AVA vineyard*, no Red Mountain tasting room.
- **Estate Winery & Tasting Room:** Producing Red Mountain designated wine AND operating a tasting room within the AVA.

Please complete one section below for your appropriate membership type.

GROWER-ONLY				
<i>Enter total number of Red Mountain AVA vineyard acres farmed on the appropriate line.</i>				
Base Membership Fee				\$300
Up to 10 acres	_____ X	\$80	+ _____	
Between 10 and 150 acres	_____ X	\$40		
Over 150 acres	_____ X	\$20		
TOTAL			=	\$3000 maximum

WINERY				
<i>Calculate average annual case production using your three most recently bottled vintages, enter on the appropriate line. Use Red Mountain AVA designated wines only.</i>				
Base Membership Fee				\$400
Up to 1,000 cases	_____ X	\$0.60	+ _____	
Between 1,001 and 7,000 cases	_____ X	\$0.45		
Over 7,000 cases	_____ X	\$0.35		
TOTAL			=	\$4000 maximum

ESTATE WINERY & TASTING ROOM				
<i>If you operate a tasting room in the Red Mountain AVA, complete this section. Calculate average annual case production using your three most recently bottled vintages, enter on the appropriate line. Use Red Mountain AVA designated wines only.</i>				
Base Membership Fee				\$600
Up to 1,000 cases	_____ X	\$0.60	+ _____	
Between 1,001 and 7,000 cases	_____ X	\$0.45		
Over 7,000 cases	_____ X	\$0.35		
TOTAL			=	\$4000 maximum

2023 Sponsorship Opportunities & Benefits

Friends of Red Mountain: \$300

Friends of Red Mountain sponsors receive the following benefits:

- Listing on redmountainava.com with hyperlink to sponsor website
- Invitation to attend monthly RMAVAA Board Meetings & Annual Meeting in Spring
- Invitation to join in committee efforts
- Subscription to RMAVAA monthly industry e-newsletter, *The Dirt on Red Mountain*, and Red Mountain AVA's quarterly consumer-facing e-newsletter, *A Note from Red Mountain*
- Winery/vineyard general contact information
- First right of refusal for event specific & other sponsorships

Sustaining Sponsor: \$1,000

Sustaining sponsors receive all Friends of Red Mountain sponsor benefits plus:

- Listing on redmountainava.com with hyperlink to sponsor website with logo
- Listing on marketing materials for Alliance hosted events
- Complimentary invitation to select Alliance hosted events

Leadership Sponsor: \$3,000

Leadership sponsors receive all Sustaining sponsor benefits plus:

- Recognition on monthly industry e-newsletter, *The Dirt on Red Mountain*, and Red Mountain AVA's quarterly consumer-facing e-newsletter, *A Note from Red Mountain*
- Invitation to be a guest speaker at one RMAVAA Board Meeting annually
- Two tickets to attend a Taste Red Mountain Grand Tasting (Woodinville OR Red Mountain)

Premier Sponsor: \$10,000

Premier sponsors receive all Leadership sponsor benefits plus:

- Listing on redmountainava.com with logo, description of services and link to direct contact
- Sponsor-generated industry-related content included in RMAVAA monthly industry e-newsletter, *The Dirt on Red Mountain*, and/or sponsor-generated content included in Red Mountain AVA's quarterly consumer-facing e-newsletter, *A Note from Red Mountain*
- Winery/vineyard list with direct contact information
- Two cases of mixed wine from Red Mountain AVA members



RED MOUNTAIN
AVA ALLIANCE

Board Meeting Agenda January 12th, 2023

1. Call to Order at 9:02 am
2. Attendance
 - a. Directors: Kristin Adams, Jason Gorski, Maggie Hedges, Richard Holmes, Will Hoppes, Karla Riccobuono, Teresa Owen
 - b. Executive Director: Alicia Brown
 - c. Members & Sponsors: Sarah Lathrop of Liberty Lake Cellars, Mark Lathrop of Liberty Lake Cellars, Jade Messiah of Aquilini, Eli Traverse of Avennia, Joyce Casad of Casad Vineyards, Wendy McCartney of Guardian Cellars
 - d. Directors NOT present: Cameron James, Jen Porter
3. Operational Reports
 - a. Financial – Kristin reported that the Alliance has \$53, 406.12 cash on hand and roughly \$33K of that is in savings. Annual Budget Spent is \$109, 299.05, which is about 87%. The remaining 13% was not spent due to Alicia being on maternity leave. As of January, the Alliance has collected \$6,300 in sponsorship dues and has collected \$21,241.15 of the \$52,691.65 total anticipated membership dues income. Kristin will keep the board informed each month if it is within budget trends, as of now, the Alliance is within the budget.
 - b. Digital – Will reported that the Instagram following is still growing and sees much more traction than Facebook. The digital report was changed to simplify and streamline the report to look at the most likes/reactions and the highest reaching. The highest reaching and most reactions posts by far are still the giveaway posts, which were very successful. Maggie brought up again, that the photos from Taste Red Mountain should be used for member spotlights and be used more.
 - c. Membership – Alicia reported that most members have renewed and are either paid or pending payment. So far the Alliance has invoiced \$52, 691, which is about 77% of the total income. The total amount received so far is \$21, 241. Alicia is still waiting to hear back from 11 previous members who have yet to renew for 2023 and will work with Jen to call and connect with them. Two new members have joined, Liberty Lake and Elk Haven. Alicia also has sponsorship commitments from

Trysk Print Solutions, Northwest Farm Credit Services, and Gates Investments, totaling around \$6300. She asked the board to help if anyone knows any business that might want to sponsor and will send the members the Organization Information and Partner Benefits Packet to share with potential sponsors. She will also create a template for the breakdown of money and benefits.

4. Ongoing Business

- a. Taste Red Mountain Woodinville – Maggie informed the board about The Winemaker’s Reserve increasing their rental price, including a 20% service charge, the increase is about \$1500. The venue alone increased by \$1000. The Events committee is meeting on Tuesday and is seeking advice from the board on whether to move forward with the event with increased costs. The board overall agreed that it wants the committee to keep the event on the west side and work within the constraints of the budget, however, is open to the possibility of redirecting focus, time, and money to a Red Mountain Wine Week in August. Kristin pointed out that the event is too expensive as is and most likely more costs will come up. Catering and venue rental prices are increasing everywhere, not decreasing. Richard liked the idea of shifting to the wine week focus but also suggested looking at a different month for TRM-West. Will suggested cutting the food cost drastically to help keep the event happening, perhaps charging less for tickets, and selling more. Wendy and Joyce suggested broadening the event to the east side such as Bellevue or Bothell, to which Maggie explained the committee’s efforts to do this originally and ultimately due to budget constraints the reason the event stayed in Woodinville. The board agreed that no additional money be spent or added to the budget, but the committee should regroup, reassess, and brainstorm ideas on how to keep the event happening.

5. New Business

- a. Organization Information & Partner Benefits – Alicia updated the Membership packet (a guide of who we are and what we are here to do. It includes our mission, goals, committee goals, and partnership benefits) and the 2023 calendar of events. She asked the board to set dates for the Annual Meeting, Board Retreat, and the new Social Media Boot Camp. The board unanimously agreed that the Annual Meeting should be later in the daytime, post-board meeting, and have a happy hour or member social to follow. **The date was set for April 13th, at 4 PM.** The Social Media Boot camp should be as soon as possible to get members on board and up to speed before the new season starts. **The date was set for February 16th, at 10 AM, via zoom and led by Will.** The Annual Board Retreat should be the first week of May since election results are announced in mid-April and the board meeting is the second week of May. **The date was set for Thursday, May 4th, with time and location TBD.** Maggie wants to add to the retreat agenda a “board ropes course” explaining business procedures, committee functions, and director explanations to the newly elected directors. Board members up for reelection are Maggie, Will, Karla, and Cameron. Alicia will reach out to them to gauge interest in rerunning. Maggie pointed out that the by-laws were amended last year so that any member can submit someone.
- b. Social Media Campaign Calendar – Alicia reported that the Hype Committee has set up a calendar to be finalized still, with campaigns for social media to include Tuesday Trivia, Winemaker Weds, Tasting Thursdays, Farmer Fridays as well as posting on all wine holidays, and other ideas include views of Red Mountain, wine

pets, member features (we have those photos of members from TRM!). Maggie also suggested food-related posts as food and wine pairings. Jade suggested awards and accolades as well. Their idea was to feature 2 per week and then rotate the following week. Maggie suggested weeklong campaigns rather than once a month, however, Will pointed out that most social media content planning requires scheduling long in advance, so it is important not to use all the content at once and spread it out. Alicia will get the calendar finalized and in the board packet for next month and ready for the February Social Media Boot Camp.

6. Questions/Comments- n/a

7. Adjourn at 9:57 AM

The next meeting of the Red Mountain AVA Alliance will be held on **Thursday, February 9th, 2023 at 9:00am at Hedges Family Estate**

Upcoming Event:

RMAVAA Member Social

January 19, 2023

5:00pm – 7:00pm

Bodega Palencia, 8011 Keene Rd., West Richland

RSVP to alicia@redmountainava.com