



RED MOUNTAIN
AVA ALLIANCE

Board Meeting Minutes

May 11th, 2023

Author: Karla Riccobuono

1. Call to Order 9:04 am **Quorum Present*

2. Attendance -
 - a. Directors: Kristin Adams, Stephanie Cohen, Jason Gorski, Cameron James, Maggie Hedges, Richard Holmes, Will Hoppes **arrived at 9:06 am*, Teresa Owen **arrived at 9:08 am*, Karla Riccobuono
 - b. Members & Sponsors: Wendy McCartney, Guardian Cellars; Amy Johnson, Muret-Gaston
 - c. Guests: Kayt Mathers and Cassondra Bird, Play Nice Public Relations

3. Operational Reports
 - a. Financial – Kristin gave a financial report and noted that a column was added to the report to show the percentage of the budget used. She noted that one area that is over budget is mileage for Alicia due to the mileage rate increasing.
 - b. Digital – Will reported that Instagram and Facebook are seeing growth in followers due to increased activity and that the Social Media calendar has been very effective and helpful.

4. Ongoing Business
 - a. Public Relations – Kayt updated on the recent press by Tan Vinh of The Seattle Times, featuring Fidélitas’ new tasting room, and reported that he said the best wines in WA are made from Red Mountain. The toolkits and assets for Taste Red Mountain will be sent out as well as a press release for the event. Kayt will share with the board the list of media attending Taste Red Mountain. Teresa stepped in for Alicia and will be interviewed by Allen Leister of KEPR in honor of National Tourism Week. Eric Guido will be coming to Red Mountain and Play Nice will be coordinating tasting with wineries of his choosing.
 - b. Event Recap -

- Annual Meeting – Maggie gave a brief overview of the Annual Meeting and noted that there was not a lot of other member participation.
 - Taste Red Mountain Woodinville – This was discussed at length at the Board Retreat and moved on from.
 - Geological History of Red Mountain with Kevin Pogue – It was unanimously agreed that this presentation was very valuable and interesting and that the board would like to add it as an annual event rotating between a member social for wineries and a morning event for tasting room staff.
 - Board Retreat – Maggie recapped the Board Retreat and noted that it was a very successful, productive meeting that spurred great conversation and a solid outlook for the next year.
- c. Taste Red Mountain Event Weekend – Maggie reported that the Events Committee will be meeting with Stephanie next week for a walk-through at Col Solare to discuss parking and other various details. Alicia will be sending out a reminder to members to respond regarding who their attendees/pourers are and asking for volunteers. The board discussed putting together a volunteer package with donations from members as a thank-you.

5. New Business

- a. VOTE: Executive Positions – **Richard Holmes moved that all members of the Executive Committee retain their current positions and roles, Maggie as President, Will as Vice-President, Kristin as Treasurer, and Karla as Secretary. Jason Gorski seconded, and the vote was passed unanimously.**
- b. VOTE: Executive Director Payroll – **Kristin Adams moved to update Alicia Brown’s pay from hourly to salary, paid every two weeks continuing with Alicia tracking her hours. Maggie Hedges seconded, and the vote was passed unanimously.**
- c. VOTE: 2024 Member Dues – **Maggie Hedges moved to increase member dues in 2024 by 10% across all categories and raise the maximum by \$500. Richard Holmes seconded, and the vote was passed unanimously.**
- d. VOTE: Sponsorship Payment Schedule – **Kristin Adams moved to change the Sponsorship Payment Schedule to a 1-year cycle in lieu of the calendar year to accept sponsorships throughout the year. Richard Holmes seconded, and the vote was passed unanimously.**
- e. VOTE: Payment Schedules for Members – **Maggie Hedges moved to allow members to be considered in good standing with an initial payment in January and then be given the next five months until June to be allowed to make payments on their dues if totaled over \$1000 or more beginning 2024. Kristin Adams seconded, and the vote was passed unanimously.**

6. Questions/Comments - none

7. Adjourn at 9:32 am

The next meeting of the Red Mountain AVA Alliance will be held on **Thursday**,

June 15, 2023 at 9:00am at Hedges Family Estate

Upcoming Events:

June 8: Member Social, 5pm-7pm at TBD

June 10/11: Taste Red Mountain event weekend

August 24: Member Social, 5pm-7pm at Upchurch Vineyard

November 30: Member Social, 5pm-7pm at TBD

December 7: Westside Member Social, 5pm-7pm at Obelisco Estate Winery



RED MOUNTAIN
AVA ALLIANCE

May 2023 Board Packet

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RED MOUNTAIN
AVA ALLIANCE

Board Meeting Agenda
May 11th, 2023

1. Call to Order – Maggie Hedges, President
2. Attendance & Introductions – Maggie
 - a. Directors: Kristin Adams, Stephanie Cohen, Jason Gorski, Cameron James, Maggie Hedges, Richard Holmes, Will Hoppes, Teresa Owen, Karla Riccobuono
 - b. Staff: Alicia Brown
 - c. Members & Sponsors
 - d. Guests: Kayt Mathers and Cassondra Bird, Play Nice Public Relations
3. Operational Reports
 - a. Financial – Kristin
 - b. Digital – Alicia
4. Ongoing Business
 - a. Public Relations – Kayt
 - b. Event Recap - Alicia
 - Annual Meeting
 - Taste Red Mountain Woodinville
 - Geological History of Red Mountain with Kevin Pogue
 - Board Retreat
 - c. Taste Red Mountain Event Weekend – Alicia
5. New Business
 - a. VOTE: Executive Positions – Alicia
 - b. VOTE: Executive Director Payroll – Kristin
 - c. VOTE: 2024 Member Dues – Alicia
 - d. VOTE: Sponsorship Payment Schedule – Alicia
6. Questions/Comments
7. Adjourn

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Thursday, June 15, 2023 at 9:00am at Hedges Family Estate

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Access to Zoom Meeting

Topic: RMAVAA Board of Directors Meeting - May
Time: May 11, 2023 09:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/84884293478>

Meeting ID: 848 8429 3478

One tap mobile

+12532050468,,84884293478# US

+12532158782,,84884293478# US (Tacoma)

Dial by your location

+1 253 205 0468 US

+1 253 215 8782 US (Tacoma)

+1 669 900 6833 US (San Jose)

+1 719 359 4580 US

+1 346 248 7799 US (Houston)

+1 669 444 9171 US

+1 386 347 5053 US

+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

Meeting ID: 848 8429 3478

Find your local number: <https://us02web.zoom.us/j/84884293478>

Red Mountain AVA Alliance

Monthly Financial Report - April 2023

INCOME

	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS	% of budget
ANNUAL DUES			
Membership Dues	\$ 68,050.00	\$ 65,225.00	96%
Sponsorship Dues	\$ 8,600.00	\$ 8,300.00	97%
TOTAL ANNUAL DUES	\$ 76,650.00	\$ 73,525.00	96%
EVENT INCOME			
Taste Red Mountain Woodinville	\$ 9,375.00	\$ 9,320.00	99%
Taste Red Mtn Woodinville - Member Fees	\$ 2,600.00	\$ 2,330.00	90%
Taste Red Mountain (RM)	\$ 11,800.00		0%
TOTAL EVENT INCOME	\$ 23,775.00	\$ 11,650.00	49%
UNCATEGORIZED INCOME			
Misc. Income	\$ -		
Interest-Savings, Short-term Money Market	\$ -	\$ 27.29	
TOTAL UNCATEGORIZED INCOME	\$ -	\$ 27.29	
TOTAL INCOME	\$ 100,425.00	\$ 85,202.29	85%

EXPENSES

	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS	
ADVERTISING AND PROMOTION			
AVA Maps (printing & design)	\$ 1,750.00	\$ 1,690.67	97%
Content Creation	\$ 200.00		0%
PR Contract	\$ 22,500.00	\$ 5,000.00	22%
Media Tours & Advertising Campaign	\$ 14,000.00	\$ 6,350.64	45%
Print Advertising		\$ 250.00	
Misc. Media Tour Expenses from 2022		\$ 5,641.21	
Misc. Digital Advertising Expenses from 2022		\$ 459.43	
TOTAL ADVERTISING AND PROMOTION	\$ 38,450.00	\$ 19,391.95	50%
EVENTS			
Taste Red Mountain (west side)	\$ 11,552.50	\$ 11,338.41	98%
Venue	\$ 2,750.00	\$ 3,660.60	133%
Parking	\$ 1,150.00	\$ 594.00	52%
Food	\$ 4,000.00	\$ 3,735.11	93%
Wine Glasses	\$ 487.50		0%
Rentals	\$ 605.00	\$ 1,802.92	298%
Entertainment (Musician)	\$ 500.00		0%
Printed Materials	\$ 100.00		0%
Permits	\$ 760.00	\$ 300.00	39%
Misc. Expenses	\$ 1,200.00	\$ 1,245.78	104%
Taste Red Mountain (RM)	\$ 7,410.00	\$ -	\$ -
Food	\$ 1,500.00		
Wine Glasses	\$ 650.00		
Rentals	\$ 2,400.00		
Entertainment (Musician)	\$ -		
Printed Materials	\$ 750.00		
Permits	\$ 60.00		
Photography	\$ 450.00		
Guided Hike	\$ 300.00		
Misc. Expenses (ice, signage, flowers, balloons, dump buckets, dry cleanin	\$ 1,300.00		

	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS	
EVENTS, Cont.			
Geology Presentation	\$ 600.00	\$ 643.57	107%
<i>Kevin Pogue fee</i>	\$ 500.00	\$ 500.00	100%
<i>Rentals (chairs, screen, bathrooms)</i>	\$ 100.00	\$ 143.57	144%
Taste Washington	\$ 1,280.00	\$ 1,402.15	110%
<i>Alliance Booth Cost</i>	\$ 500.00	\$ 375.00	75%
<i>Lodging</i>	\$ 352.00	\$ 535.06	152%
<i>Food & Beverage</i>	\$ 158.00	\$ 175.07	111%
<i>Mileage</i>	\$ 270.00	\$ 317.02	117%
Board Retreat	\$ 900.00		0%
Annual Meeting	\$ 150.00	\$ -	0%
TOTAL EVENT EXPENSE	\$ 21,892.50	\$ 13,384.13	61%

	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS	
PARTNERSHIP DEVELOPMENT			
Table Runners	\$ 200.00		
Member Socials	\$ 1,250.00		
Sponsor Giveback	\$ 25.00		
TOTAL PARTNER. DEVEL. EXPENSE	\$ 1,475.00	\$ -	\$ -

	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS	
OPERATIONS			
Accounting Fees	\$ 1,000.00	\$ 249.16	25%
Business Licenses & Fees	\$ 10.00	\$ 20.00	200%
Digital Content Systems	\$ 2,600.00	\$ 1,161.40	45%
<i>Adobe</i>	\$ 225.00	\$ 85.16	38%
<i>Zoom</i>	\$ 200.00	\$ 65.16	33%
<i>Dropbox</i>	\$ 435.00	\$ 86.92	20%
<i>Constant Contact</i>	\$ 815.00	\$ 289.12	35%
<i>SquareSpace</i>	\$ 360.00	\$ 126.32	35%
<i>Survey Monkey</i>	\$ 525.00	\$ 508.72	97%
<i>TinyPNG</i>	\$ 40.00		0%
Dues	\$ 775.00		0%
<i>Washington Wine Institute</i>	\$ 750.00		0%
<i>Benton City Revitalization Organization</i>	\$ 25.00		0%
Merchant Fees, Processing Fees	\$ 1,050.00	\$ 639.86	61%
Postage, Mailing Service	\$ 260.00	\$ 31.14	12%
Storage Unit Rent	\$ 650.00	\$ 270.00	42%
Supplies	\$ 400.00	\$ 176.41	44%
Local Mileage Reimbursement	\$ 710.00	\$ 76.18	11%
TOTAL OPERATIONS	\$ 7,455.00	\$ 2,624.15	35%

	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS	
OTHER TYPES OF EXPENSES			
Insurance, Liability and D and O	\$ 1,505.00		0%
Land Lease for sign - Quintessence	\$ -	\$ 564.20	
TOTAL OTHER TYPES OF EXPENSES	\$ 1,505.00	\$ 564.20	

	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS	
SALARIES AND WAGES			
Payroll Service Fees - Gusto	\$ 500.00	\$ 156.52	31%
Taxes - Payroll	\$ 3,600.00	\$ 2,191.87	61%
Wages - Executive Director	\$ 41,532.96	\$ 12,691.45	31%
TOTAL SALARIES AND WAGES	\$ 45,632.96	\$ 15,039.84	33%

	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS	
TOTAL EXPENSES	\$ 116,410.46	\$ 51,004.27	44%

	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS	
NET INCOME	\$ (15,985.46)	\$ 34,198.02	-214%

Digital Report

As of May 10, 2023

Instagram

3,036 followers (40 new)

Goal: 3,375 total followers by Dec. 31, 2023 (339 to goal)

Reach: 1,578

Top Performing Post:



Buzzing with excitement for the 2023 vintage! - reshared from @shawvineyardswa 🐝🐝 We can't wait to try 2023 wines from Red...

Published by Instagram · April 20 at 11:41 AM · Benton City · 🌐

Post Impressions ⓘ

3,490

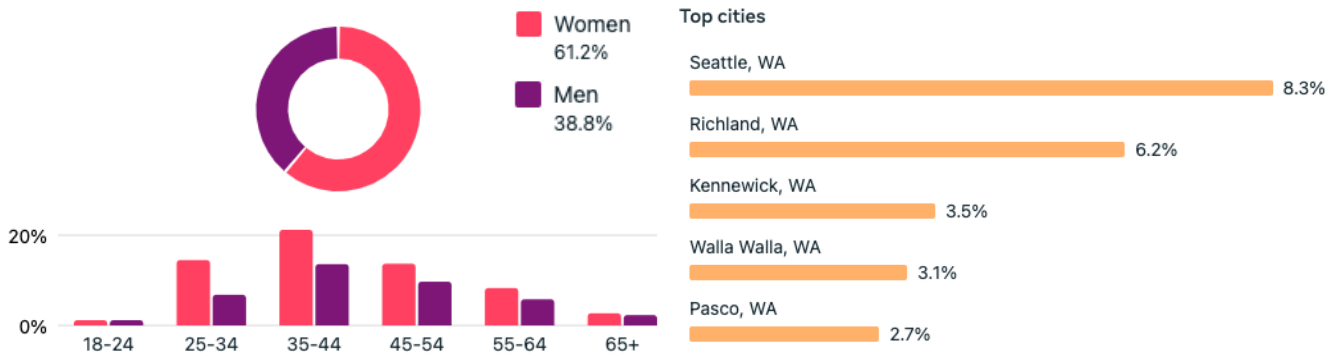
Post reach ⓘ

3,386

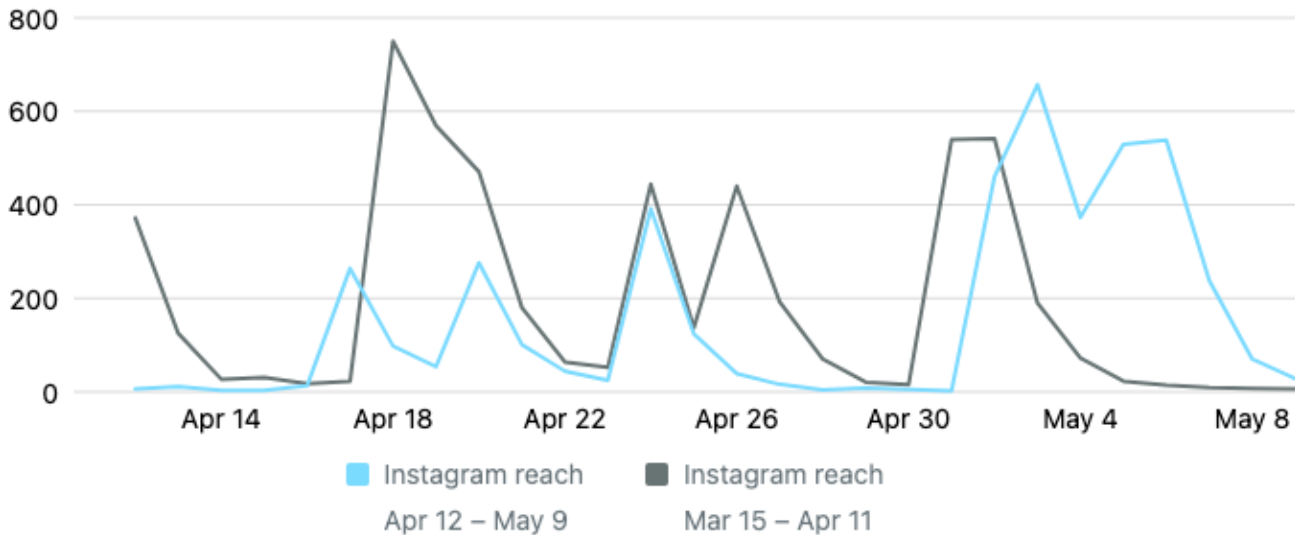
Post Engagement ⓘ

241

Audience:












Reach Over Time:

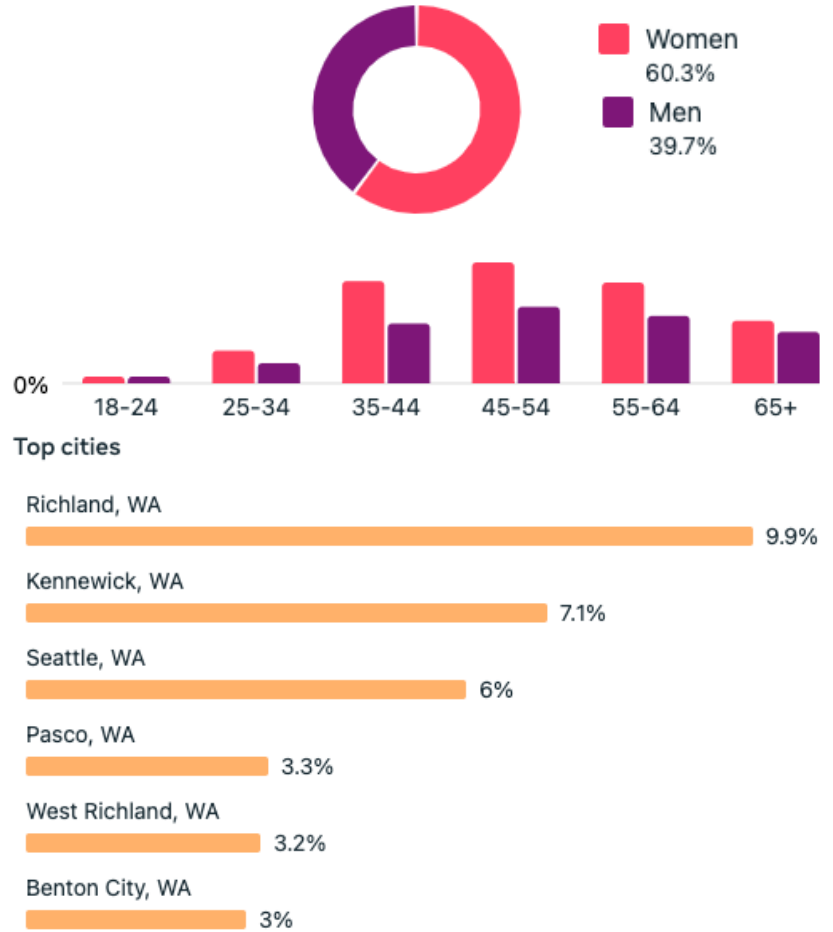


Facebook

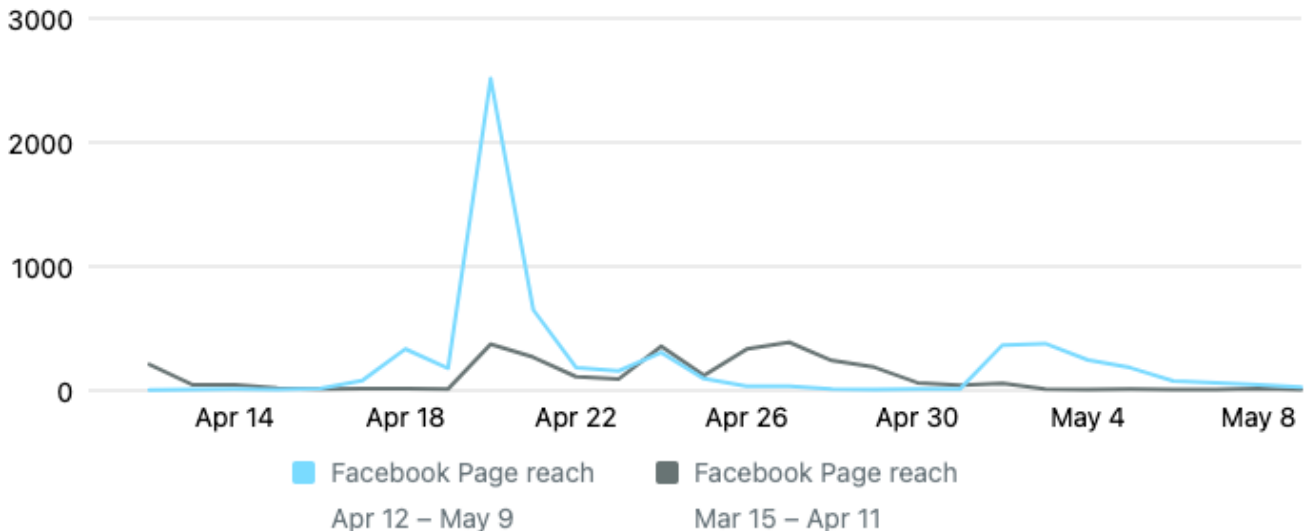
Overview:

	Post reach	3,948
	Post engagement	371
	New Page likes	4
	New Page Followers	13
	Reactions	106
	Comments	22
	Shares	3
	Photo views	41
	Link clicks	84

Audience:



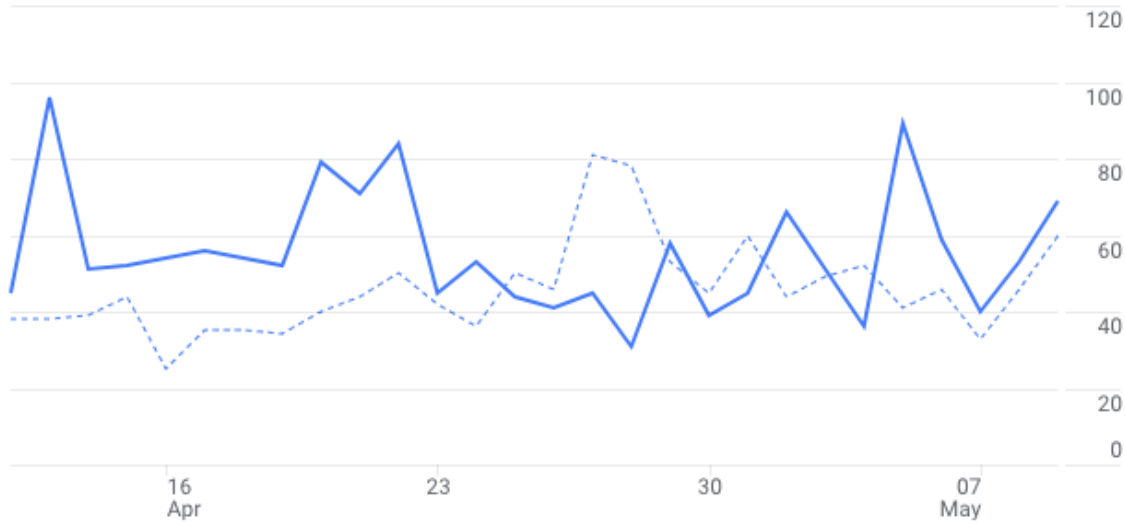
Reach Over Time:



Email Contacts: 2,059 contacts (26 new)

redmountainava.com

Users:



Users

337

New Users

312

Sessions

471

Number of Sessions per User

1.40

Pageviews

2,193

Pages / Session

4.66

Avg. Session Duration

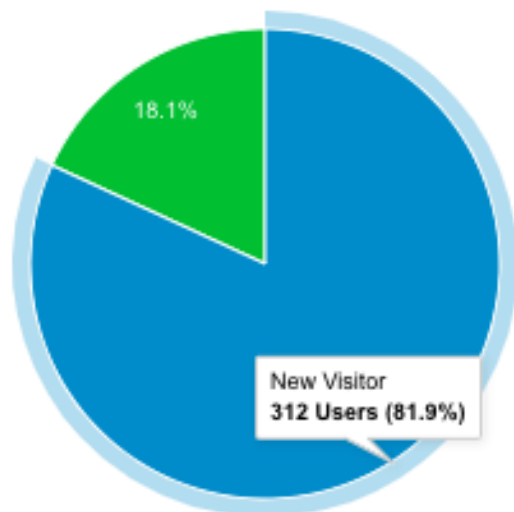
00:02:19

Bounce Rate

0.42%

Audience

■ New Visitor ■ Returning Visitor



City	Users	% Users
1. Seattle	73	18.72%
2. (not set)	21	5.38%
3. Richland	15	3.85%
4. Kennewick	7	1.79%
5. Phoenix	5	1.28%
6. San Jose	5	1.28%
7. New York	5	1.28%
8. Bellevue	5	1.28%
9. Bellingham	4	1.03%
10. Spokane	4	1.03%

Public Relations Updates: May 2023

Link to ongoing [Coverage Spreadsheet](#)

Recent press

- Klipsun and Col Solare featured in Robb Report list, [9 Outstanding Red Wines From Washington State to Buy Right Now](#)
- Kiona (and Red Mountain's history) feature in Decanter by Shana Clarke: [Kiona Vineyards: Foundation and future on Washington's Red Mountain](#)

Taste Red Mountain

- Woodinville
 - Feedback from Tan Vinh
- On the Mountain
 - Toolkit + assets
 - Calendar + media outreach
 - Press release


Vinous Reviewer on Red Mountain


- Coordinating two days in the AVA with Washington reviewer Eric Guido
- Scheduling + tech sheet transposing

Decanter

Kiona Vineyards: Foundation and future on Washington's Red Mountain

Kiona Vineyards, the family-owned and operated winery which founded Washington State's Red Mountain AVA more than 50 years ago, is focused on the future under third generation brothers JJ and Tyler Williams.

 Shana Clarke
April 21, 2023



Kiona Vineyards' founders were the first to see the potential of Washington State's Red Mountain AVA back in 1972. Credit: Kiona Vineyards

Exclusive Highlights Tastings Home

Kiona Vineyards is the pioneering winery of Washington State's Red Mountain AVA, today in the hands of the third-generation - brothers JJ and Tyler Williams.

The siblings' grandfather, John Williams, bought land on the mountain 51 years ago, in 1972, with the first 4ha vineyard planted in 1975.


With Tyler taking over as winemaker from his father Scott in 2019, and older brother JJ having worked on the business side since 2009, Kiona now has more than 113ha, growing grapes for 60 wineries, as well as making its own estate wines.

The Lake Missoula floods more than 10,000 years ago formed the slope that is Red Mountain. The repeated flooding created an overlay of nutrient-rich deposits on top of sandy, gravelly soils.

Its southwest exposure provides long hours of sunlight, while significant diurnal shifts in temperature allow for gradual, slow ripening and good acid retention in the grapes.

Before there were wineries, or even vineyards, there was just sagebrush and native grasses here. Strong winds circulate air and reduce disease pressure while minimising the risk of frost damage during winter. Red Mountain has a primarily desert climate, with an average of 18cm of rain annually.

John Williams and his friend Jim Holmes saw an opportunity on this barren slope. Based on studies from the Washington State University's Horticultural Extension Program in the late 1960s that showed its viticultural viability, the two began grooming land for a vineyard in 1972.



Harvest time on Washington State's Red Mountain. Credit: Kiona Vineyards

First, they created the infrastructure to support a vineyard, which meant drilling for water and establishing electricity. Paved roads came later. John's son Scott Williams (JJ and Tyler's father) recalls coming home from school to pull the sagebrush out, one by one, using a chain and tractor.

In 1975, with 4ha cleared, they planted their first vines. At the time, the market favoured **Chardonnay** and **Riesling**, which they split evenly along with **Cabernet Sauvignon**. These days Cabernet Sauvignon is the dominant variety on Red Mountain, along with other **Bordeaux** and **Rhône** grapes.



RED MOUNTAIN
AVA ALLIANCE

Taste Red Mountain Promotional Toolkit June 9 & 10, 2023

Event details:

What: Taste Red Mountain event weekend

When: Friday, June 9 & Saturday, June 10; Grand Tasting on Saturday, June 10 from 3 to 5 pm

Who: Vineyards of the Red Mountain AVA and wineries producing Red Mountain AVA designate wines

Where: Red Mountain

Event Link:

<https://www.eventbrite.com/e/taste-red-mountain-grand-tasting-other-events-tickets-631633812737>

Visual assets:

Click the graphics below to download. More images can be found in the Dropbox folder [HERE](#).





Sample Caption #1

Join us June 9 & 10 for a weekend full of Taste Red Mountain events! With winery-hosted dinners, our Grand Tasting with 30 wineries @ColSolare, a morning yoga class with vineyard views, or a hike through our gorgeous wine region, you'll get to know Red Mountain like never before.

Visit the link in our bio to purchase your tickets and experience the incomparable wines of Red Mountain on the mountain ▲

Taste Red Mountain events are limited to those 21 years of age and older.

Sample Caption #2

🍷 TASTE RED MOUNTAIN 🍷 Join us on Saturday, June 10 @ColSolare from 3 to 5 pm for the Grand Tasting, and stay for an entire weekend full of events! Experience Red Mountain like never before with winery dinners, a morning yoga class, a vineyard hike, and horse-drawn wagon rides through our gorgeous wine region. 🐎

Click the link in our bio to learn about all the events and purchase tickets!

Taste Red Mountain is 21+

Sample Caption #3:

Write your own! Please include the following details in your post:

- Taste Red Mountain
- June 9 & 10
- Grand Tasting at Col Solare, June 10 from 3 to 5 pm
- Tickets available now
- Link:

<https://www.eventbrite.com/e/taste-red-mountain-grand-tasting-other-events-tickets-631633812737>

Hashtags:

Add as Comment on Instagram Post (or in the caption):

#WAwine #washingtonwine #redmtnava #TasteRedMtn #tricitieSWA #pnwwine
#redmtnava #washingtoncabernet #westcoastwine #washingtonsyrah
#washingtonmalbec #washingtonwinecountry #redwine #winetourism
#washingtonmerlot #smallbutmighty

Also: If you don't already have a hashtag, make sure to create your own and use it on every post. For example: @redmtnava has the hashtag #redmtnava

Who to Tag in Posts:

Red Mountain AVA Alliance: @redmtnava

Washington State Wine: @wa_state_wine

Feel free to tag other confirmed participating members, including:

Anelare: @anelarewinery

Aquilini Wines: @aquiliniwines

Barnard Griffin Winery: @barnardgriffin

Canvasback: @canvasbackwine

Cascade Cellars: @cascadecellars

Col Solare: @colsolare

Côtes de Ciel: @cotesciel

DeLille Cellars: @delillecellars

Domaine Magdalena: @dmagredmtn

Elk Haven Winery: @elkhavenwinery

Fidélitas: @fidelitaswines

Guardian Cellars: @guardiancellars

Hamilton Cellars: @hamilton.cellars

Hedges Family Estate: @hedgeswine

Hightower Cellars: @hightower_cellars

Kiona Vineyards and Winery:

@kionawine

Klipsun: @klipsunwinery

LIMINAL Wines: @liminalwines

Market Vineyards: @marketvineyards

Muret-Gaston Winery:

@muretgastonwinery

Obelisco Estate: @obelisco4wine
Page Cellars: @pagecellars
Palencia Wine Company:
@palencia_wine_company

Red Mountain Trails Winery: @rmtwinery
Tinte Cellars: @tintecellars
Upchurch Vineyard: @upchurchvineyard

When to post:

The best time to post is somewhat of a personal choice. You've probably noticed a time where your posts receive a lot of engagement; choose that! Otherwise, the general rule of thumb is that Monday, Tuesday and Friday at 11 am are high-engagement posting windows. Posting after 6 pm is typically discouraged.

Instagram posting tips:

- Post the event on your Instagram feed:
 - Use a single overlay text image from the folder [HERE](#), or
 - Create a carousel post on Instagram by using one or multiple images from the folder [HERE](#) + the one of the graphics [HERE](#) (recommended)
- Accompany your post with a compelling caption (sample captions above)
- Add <https://www.eventbrite.com/e/taste-red-mountain-grand-tasting-other-events-tickets-631633812737> to your Link Tree or temporarily add to your Instagram bio so your followers can access tickets to the events
- Share this information on your Instagram Stories (samples found [HERE](#))
 - This is especially important in the days/weeks leading up to the events

Sharing on Facebook:

The Red Mountain AVA Alliance has published a public Facebook event with all participating wineries added as co-hosts. Please accept the invitation to co-host the event and it will be automatically added to your events calendar on Facebook. This will help increase the reach of the event by notifying your respective audiences.

Additionally, the Red Mountain AVA Alliance has posted event details to [our Facebook page](#); please reshare posts and/or use the sample copy found below to share with your followers.

Sample Caption:

Join us June 9 & 10 for a weekend full of Taste Red Mountain events!

With winery-hosted dinners, a Saturday Grand Tasting, a morning yoga class, a vineyard hike, and horse-drawn wagon rides through our gorgeous wine region, you'll get to know Red Mountain like never before.

30 wineries will pour for Taste Red Mountain's Grand Tasting event on Saturday from 3 to 5 pm at @Col Solare Winery. We'll see you there!

Visit the link to purchase tickets:

<https://www.eventbrite.com/e/taste-red-mountain-grand-tasting-other-events-tickets-631633812737>

Taste Red Mountain events are limited to those 21 years of age and older.

Sharing in your newsletter:

Be sure to mention the event to your wine club and other email contacts! Sample copy to include in newsletters and/or email is found below.

[Newsletter/Email Sample Copy](#)

Taste Red Mountain is a weekend full of events in June. With winery-hosted dinners, a Saturday Grand Tasting, a morning yoga class, a vineyard hike, and horse-drawn wagon rides through our gorgeous wine region, you'll get to know Red Mountain like never before.

The Grand Tasting will feature 30 wineries at Col Solare on Saturday, June 10 from 3 to 5 pm. Red Mountain wineries will pour current and library releases, featuring Bordeaux blends and varietal wines, paired with small bites.

Visit the link to read about the weekend's events and purchase your ticket:

<https://www.eventbrite.com/e/taste-red-mountain-grand-tasting-other-events-tickets-631633812737>

These events are limited to those 21 years of age and older.