



**RED MOUNTAIN**  
AVA ALLIANCE

Board Meeting Minutes  
June 9, 2022

1. Call to Order at 9:03 am
2. Attendance & Introductions
  - A. Directors & Staff:
    - i. Kristin Adams - present
    - ii. Alicia Brown - not present
    - iii. Jason Gorski - present
    - iv. Maggie Hedges - present
    - v. Richard Holmes - present
    - vi. Will Hoppes - present
    - vii. Teresa Owen - present
    - viii. Jen Porter - present
    - ix. Karla Riccobuono - present
    - x. Mandy Walters - not present
  - B. Members & Sponsors:
    - i. Cameron James, Tinte
    - ii. Adam Liuallen, Hedges
  - C. Guests:
    - i. Kayt Mathers, Play Nice Public Relations
    - ii. Kelsey Hutchinson, Play Nice Public Relations
3. Approval of May Meeting Minutes – **The May Meeting Minutes were approved unanimously as presented.**
4. Financial Report – Kristin presented the Financial Report as of May 31<sup>st</sup> and noted that future reports will be from the first of the month to the end of the month. The Alliance currently has \$71,226.55 cash on hand and has spent 40% of the annual budget (\$50,420.31 of \$125,000.54). Taste Red Mountain expenses show in May and will be more shown in June Report. Wages for Executive Director were only for one check this month due to Alicia’s maternity leave starting. Kristin reported that she found someone to take over our 990 from Alegria. Kristin was in contact with Alegria and let them know that the Alliance is paying only for the 990 and not the overcharges for payroll and bookkeeping. The partner in charge is out of the office until 6/20.

5. Digital Report – Will reported that Alicia had scheduled Instagram and Facebook posts through July, which was extremely helpful. Will has been maintaining the day-to-day activity on the account with reshares, comments, likes, etc. The Instagram account currently has 2,560 followers and Will suggested to reach our year-end goal of 2,800 followers, that we might need to increase our activity as well as our member interactions with posts. The highest reaching post is Taste Red Mountain with a reach of over 18K, which is attributed to increased marketing efforts for the event.
6. Play Nice Public Relations Update – Kayt reported on the FAM Tour with Kathleen Wilcox and Shana Clarke. Play Nice felt that the trip went very smoothly and both writers were very impressed by the wine and Red Mountain as a whole. The format and schedule seemed to work very well starting in Woodinville with the drive over, which made for a nice entry to the rest of the trip. Kayt said 3 articles are already in the works and the writers were provided with direct contacts to each winery/winemaker for questions.

Maggie noted that having the AVA pay members directly was concerning optically and asked the board member's opinions on if the members should contribute to their own meals when attending rather than be a part of the AVA budget. The overall consensus of the board was that it is within the AVA's budget to provide meals for the FAM Tour, and would rather it go to the members who can provide it than have them leave for a meal and did not mind if the AVA has to pay the member directly. It was recommended that perhaps we add a line item to the budget to make it clearer.

Kayt reported on the NWPB interview with Maggie Hedges and Charlie Hoppes by Dori Luzzo Gilmour, one of the media attendees for Taste Red Mountain. This touched on the 20 years of the AVA and a brief overview of the Taste Red Mountain event as well as Red Mountain AVA as a whole.

Kayt included bios on each of the media attending Taste Red Mountain and noted that Paul Gregutt will no longer be attending due to COVID exposure.

Kelsey gave a May Digital Recap and reported that total website traffic is up over 50% vs April. 1,542 visitor vs 1,028. The largest website traffic growth source is Facebook and Instagram paid ads showing a +566% increase in brand/event awareness vs April. Google ad traffic drives to Eventbrite listing: 65 clicks, 1.1K impressions, total ad impressions 24.5K people. There has been a final push in the last 7 days to drive ticket sales, Maggie confirmed that we have indeed seen an influx of tickets sold this week.

Kayt also mentioned that the website Visit Page had been updated to include short bios on each winery and details about their tasting rooms. She asked in the next issue of The Dirt to call on wineries to approve their descriptions on the website. Each winery should check out and update if desired.

## 7. Ongoing Business

- A. Taste Red Mountain 2022 Events – Maggie and Karla reported that the Taste Red Mountain event is up to 109 guests including 12 media, 2 members (Avennia), and 95 paid tickets. The original goal was 150. The events committee encourages members to make the last final push and ticket sales will close Friday evening.
- B. American Wine Society Presentation – Will reported that he will be speaking on behalf of the AVA at the American Wine Society on Friday, October 28<sup>th</sup> at 9 am. The topic will be The 5 Pillars of Red Mountain. Once Alicia is back from maternity leave and closer to the event, Will

will be in touch with members regarding samples and arrange to pick them up when he is in town.

- C. RMAD and restaurant licenses – Maggie updated the board that the final letter was approved and sent to Michelle Cooke digitally and by hard copy in the mail. Richard added urban planner language that we should include in letters as such in the future should be “ancillary use”.
- D. I-82 South Sub Plan Area – Maggie reported that the Mayor and Sarah Funk will be added to the July Board Agenda to give the full board an update on this project.
- E. 2023 Member Rates – Maggie updated the proposed 2023 Dues Calculator form with the board’s amendments from the board retreat in May which includes the phrase farming Red Mountain fruit as an estate winery/tasting room, adjusted acreage fees, maximums, and base fees. She also cleaned up the spreadsheet and reported that after all the adjustments, the new dues would bring an increase of 1K. **Since we had a quorum of members present to vote, Maggie motioned that the board accepts the proposed 2023 Dues Calculator & Rate Structure as shown and discussed; Teresa seconded the motion and it passed unanimously.**

8. Member/Guest questions/comments

- A. Teresa reported that a Benton Franklin transit representative had contacted her and discussed adding possible bus stops along 224, she suggested Antinori Road stops instead, which would lead us to focus on some other infrastructure desires such as walking paths, E-Bikes, and a visitor center to have safe stops for riders. Maggie noted that she would reach back out to county officials and try to get an update as to where we are at and how to move forward with the road widening project and paved trail.

9. Adjourn at 9:54 am.