



RED MOUNTAIN
AVA ALLIANCE

Board Meeting Minutes December 9th, 2021

1. Call to Order at 8:00am
2. Attendance & Introductions
 - a. Directors & Staff present:
 - i. Kristin Adams
 - ii. Alicia Brown
 - iii. Maggie Hedges
 - iv. Tim Hightower
 - v. Will Hoppes
 - vi. Even Johansen
 - vii. Jen Porter
 - viii. Karla Riccobuono
 - ix. Mandy Walters
 - x. Mellissa Whitaker
 - b. Members & Sponsors present:
 - i. Marty Tracher, Avennia
 - ii. Chris Peterson, Avennia
 - iii. Cam Matches, Aquilini
 - c. Guests present:
 - i. Kayt Mathers, Play Nice PR
3. Guest Speaker: Kim Fall, Conover Insurance – Kim presented information on the Red Mountain AVA Alliance’s Director & Officers Insurance and General Liability, which will be distributed to board members following the meeting. Alicia will work with Kim to update the addresses listed on the policy to include her home address as well as Hedges Family Estate as the main locations of doing business. Alicia will also set up a meeting with Kim to discuss insurance needed for cyber security.
4. Approval of November Meeting Minutes – Tim noted an update needed in the fourth

paragraph under “Events Update.” In addition to Purple Café and Wine Bar’s name needing to be updated, Tim noted that the board recommended looking at other locations and potentially using Purple as a smaller venue, if needed, due to parking limitations at the venue. **The November Meeting Minutes were approved unanimously with updates made.**

5. Financial Report – Kristin reported on financial statements as of November 30, 2021. Kristin noted that 2022 member and sponsor dues are now beginning to show under Annual Dues.
6. Digital Report – Mellissa reported on the digital report, as of December 8, 2021. Kayt inquired about posts that were not successful and the board recommended looking at least liked posts as well as posts that do well.
7. Ongoing Business
 - a. Update from Play Nice Public Relations – Kayt noted Alder Yarrow’s familiarization tour briefly before reviewing Play Nice PR’s proposal for 2022.

Following up on Alder Yarrow’s FAM Tour, Maggie requested that Play Nice PR present more information on media visiting prior to tours taking place. Maggie noted a brief dossier that included information on the media contact, a short bio, an image and other important details would be helpful to set members up for success.

Additionally, Kayt noted that four media contacts are confirmed for the May Media Tour. Dates are still TBD; Kayt will work with media contacts to confirm.

Kayt also noted that a final report on paid social media campaign surrounding the Five Pillars of Red Mountain virtual series will be sent to board members soon.

8. New Business
 - a. Discussion: 2022 Memberships & Sponsorships – Alicia noted that five members and four sponsors have been confirmed and invoiced for 2022. The board recommended creating a short survey that members can fill out in order to quickly begin the renewal process.

Mandy got the board’s approval on sending a short contact survey to wineries sourcing fruit from the AVA. The Partnership Development Committee will send this survey to vineyard contacts and request it be sent to their winery clients.

Mandy also got the board’s blessing to move forward with continuing to develop the concept of a Sponsorship Giveback weekend in late February or early March 2022.
 - b. 2022 Draft Budget – Kristin presented a draft of the 2022 Budget that the Executive Committee put together. Kristin noted that once again, the budget will be running at a deficit. Although the Alliance has plenty in the bank to cover these expenses, a budget like this is not sustainable in the future without reevaluating income

streams.

Tim Hightower motioned to approve the 2022 Budget as presented; Karla Riccobuono seconded the motion and the vote passed unanimously.

- c. Discussion: 2023 Membership Dues Structure – due to time constraints, the board will discuss this at the January board meeting.
- d. Discussion: Board Composition – due to time constraints, the board will discuss this at the January board meeting.
- e. Alicia notified the board that she is expecting a baby in May. More details will be discussed in the coming months.

9. Questions/Comments

10. Adjourn at 10:55am