



## RED MOUNTAIN AVA ALLIANCE

### June 10<sup>th</sup>, 2021 Meeting Minutes

*This meeting took place via Zoom; contact [alicia@redmountainava.com](mailto:alicia@redmountainava.com) for a recording of the meeting.*

The meeting began at 8:00 a.m.

#### **Attendance**

Tim Hightower, President  
Kathy Cortembos, Vice President  
Alicia Brown, Executive Director

Maggie Hedges, Board Member  
Will Hoppes, Board Member  
Even Johansen, Board Member  
Mellissa Whittaker, Board Member

#### **Approval of May Meeting Minutes**

Draft Meeting Minutes from the May meeting were provided to board members prior to the meeting. Maggie motioned to approve the minutes as presented; Tim seconded the motion and the vote passed unanimously.

#### **May Financials**

Alicia notified the board that Brian Newhouse, the Alliance's contact with new financial partner Alegria & Company, was unable to attend the June board meeting. Brian intends to be present at board meetings starting at the July meeting.

Alicia also presented financial reports provided by Alegria, as well as a year-to-date budget vs. actual that she reported on. As of May 31, the Alliance has \$103,581.33 in the bank. Now showing in financial statements is the Small Business Administration PPP Loan the Alliance received, as well as a \$3,654 Employee Retention Credit.

#### **Ongoing Project Updates: Play Nice Public Relations**

In their absence, Alicia provided an abbreviated update for Play Nice Public Relations. Kayt will notify the board of any additional announcements via email.

### **Ongoing Project Updates: Board Elections, Board Retreat Agenda and Executive Officer Positions**

Alicia announced that board elections took place. 2021-2022 board members include:

- Maggie Hedges, Resident on Red Mountain
- Karla Riccobuono, Winery Producing More Than 10,000 Cases
- Mandy Walters, At Large Position #1
- Will Hoppes, At Large Position #2

Additionally, members elected Kristin Adams of Upchurch Vineyard to serve the remaining year in the two year term in the vacant Vineyard Production with Less Than 20 Acres position.

Additionally, Alicia provided a draft agenda for the 2021 Board Retreat. Maggie requested that the board discuss the timing of elections and the number of board members; Alicia will work with the Executive Committee to look at what the Alliance Bylaws require before moving forward.

The board decided to host a social event with board members following our board retreat. Additionally, the board approved using monies found in Supplies budget to secure lunch for attendees.

Descriptions for executive positions were included in board packets; election of executive positions will take place at the July board meeting.

### **Ongoing Project Updates: I-82 AVA Sign**

Kathy presented an option provided by the Department of Transportation to include "Red Mountain AVA" in the blue tourist signs on I-82, westbound and eastbound. The signs would cost \$2,400 and would likely be constructed this summer.

Kathy motioned to approve the expense of \$2,400 for AVA signage on I-82. Tim seconded her motion and it passed unanimously. Tim will also work with the Washington Wine Commission to see if there is funding to assist all regional associations in Washington state in getting these signs.

### **New Items: Potential Involvement in Benton City Daze**

Alicia presented a request for the Alliance to assist in wine tastings at Benton City Daze. Alicia is waiting for a response to see exactly what the group is looking for the Alliance to coordinate. While there was not enough information for board members to determine whether or not the event would be something the Alliance could assist with, the board provided their initial reactions to the marketing of the event, noting that the word "daze" does not provide the impression the Alliance is wanting for the region.

## **Committee Updates**

***Executive:*** Tim reported that the Mayor of Benton City, Linda Lehman, asked for the Alliance to provide official written support to Senators Patty Murray and Maria Cantwell in support of earmarking funds for planning the development of the 212-acre DNR parcel south of I-82; copies of the letters submitted were included in the board packet.

Alicia also noted that Barnard Griffin is preparing to release their 40<sup>th</sup> anniversary of the first vintage of Red Mountain wine, with fruit coming from the original plantings at Kiona Vineyards and Winery.

***Events & Infrastructure:*** Maggie provided an update to the board on Taste Red Mountain 2021. The board discussed details at length.

***Partnership Development:*** Alicia reported that this committee has met multiple times to discuss potentially updating sponsor/member dues as well as to craft the feedback survey. Alicia notified the board that the committee has made the decision to postpone discussing an update on dues in order to evaluate member impressions at the full-priced membership.

Additionally, the committee drafted two feedback surveys:

- one survey for wineries and vineyards
- one survey for sponsors and other businesses

The surveys will be included in the June 20<sup>th</sup> *The Dirt on Red Mountain* and board members will get a chance to review survey results prior to the July 20<sup>th</sup> Board Retreat.

***Media & Trade Relations:*** Will reported that this Committee is in the process of gathering trade and media contacts to invite to Taste Red Mountain. This committee will meet soon to discuss the best method of inviting trade/media to the event.

***Digital Strategy:*** Mellissa reported on the Digital Strategy report which was included in board packets.

## **Open Member Forum**

No updates reported.

## **Adjourn**

The meeting adjourned at 9:45 a.m.