



RED MOUNTAIN
AVA ALLIANCE

Board Meeting Minutes February 10th, 2022

1. Call to Order at 8:00am
2. Attendance & Introductions
 - a. Directors & Staff
 - i. Kristin Adams - present
 - ii. Alicia Brown - present
 - iii. Maggie Hedges - present
 - iv. Tim Hightower - present
 - v. Will Hoppes - present
 - vi. Jen Porter - present
 - vii. Karla Riccobuono - present
 - viii. Mandy Walters - present
 - ix. Mellissa Whitaker – present
 - b. Members & Sponsors
 - i. Russ Hamilton, Hamilton Cellars
 - c. Guests
 - i. Kayt Mathers, Play Nice Public Relations
 - ii. Tim Thompson, Thompson Consulting Group
 - iii. Ryan Thompson, Thompson Consulting Group
 - iv. Pat Landess, Scout Clean Energy
 - v. Kurt Becket, Strategies 360
3. Update on Horse Heaven Hills Wind Farm – The board received an update from Scout Clean Energy on the proposed Horse Heaven Hill Wind Farm. The project will bring 244 wind turbines and two substations to the south side of the Horse Heaven Hills. Representatives from Thompson Consulting Group, Scout Clean Energy and Strategies 260 answered questions from board members. The project is currently being reviewed by the State of Washington Energy Facility Site Evaluation Council (EFSEC) and a meeting for public comment will take place in May 2022; Alicia will provide details on the meeting as well as contacts to reach out to with questions in an upcoming edition of *The Dirt*.

4. Play Nice PR Update – Kayt presented the 2022 PR Plan, which was included in board packets. In addition to conducting interviews with new members, Play Nice PR will create a survey to request updates from renewed members.

Most immediately, Play Nice PR will begin marketing for the Taste Red Mountain Woodinville event, simultaneously working with the Alliance’s new digital advertiser, Double Tap Marketing. In addition work will include establishing goals for the nine-month digital ad campaign with Double Tap. Vanessa Hadick, Founder and Managing Director at Double Tap, will join the March board meeting to present more details on future ad campaigns.

Kristin asked if any stories had been published by Alder Yarrow following his tour in 2021; Kayt noted that while nothing has been published yet, she is anticipating one or more stories to soon. Alicia also reminded the board that two stories, as well as a variety of reviews were published on JancisRobinson.com in late summer of 2021 prior to the tour, after members sent samples to Alder.

5. Approval of January Meeting Minutes – **The January Meeting Minutes were approved unanimously as presented.**

6. Financial Report – Kristin presented the Financial Report as of February 9. The Alliance currently has \$83,235 on hand with \$15,912.50 in Accounts Receivable. Kristin also noted transactions of noted including membership and sponsorship dues received and expenses for Taste Red Mountain Woodinville and the highway signage (a 2021 budget item.)

Kristin also noted that the Alliance’s contact at Alegria + Company has continued to be unresponsive on a variety of items. Kristin will continue to work to remedy this issue.

Alicia noted that assuming all accounts will be paid from Accounts Receivable, the Alliance should expect to receive \$64,603.50 in membership dues in 2022, surpassing the Alliance’s \$50,000 annual goal.

7. Digital Report – Alicia announced that the Alliance’s Instagram has 2,430 followers as of February 9, which is 370 followers away from the year-end goal of 2,800 followers. Alicia noted that she’d like to update the Digital Strategy Report and asked the board for items they’d like to see included.

Will noted that the Alliance should be better at re-sharing tagged posts. Maggie asked the Hype Committee to assist Alicia in commenting on top posts; Alicia will reach out to the Hype Committee to determine the best ways to help.

8. Ongoing Business

- a. Taste Red Mountain 2022 Events – Maggie updated the board on plans for Taste Red Mountain Woodinville. The Events Committee will be travelling to Woodinville in mid-February to see the space at The Winemakers Reserve and potentially meet with the caterer. Maggie also noted an increase to anticipated catering costs and the unforeseen expense of hiring a parking management company and asked for \$3,000 to cover additional expenses. **Kristin motioned to approve a \$3,000 increase to the Taste Red Mountain Woodinville Budget. Tim Hightower seconded the**

motion and the vote passed unanimously.

- b. Sponsor Giveback Weekend – Alicia reminded the board of the February 11th deadline to participate in the Alliance’s first annual Sponsor Giveback Weekend, taking place on March 11-13. Alicia will request board members reach out to sponsors with personal invitations the week of February 14; an email invitation will be sent to sponsors the week of February 22 which can be forwarded to staff at sponsoring businesses.
- c. PPP Loan – Tim announced that documents and information have been sent to Alegria + Company and he is waiting on a response.
- d. 2023 Membership Dues Working Group Update – Maggie reported that the working group met to begin discussing potential changes to member dues in 2023. Maggie presented initial thoughts which include adding a base membership fee, having multipliers for two categories (one for growers only, one for wineries) and changing winery dues to be dependent on the number of cases of Red Mountain designate wines rather than tonnage. Alicia will be reaching out to members to confirm the number of annual case production of Red Mountain designate wines. An outline of what to expect for membership income in 2023 will be presented and further discussed at the March board meeting.
- e. 2022 Board Elections & Board Retreat – Alicia notified the board of open board positions including vineyard over 100 acres, winery under 5,000 cases and the At Large Position #3. Kristin (vineyard between 10 and 100 acres) and Jen (winery producing between 5,000-15,000 cases) will be running for re-election.

Alicia also noted that she will be reaching out to board members to receive availability for a one-day retreat to take place on Thursday, May 12 following the regular board meeting.

9. New Business

- a. Bylaws Review – **Maggie Hedges motioned to amend Section 4.9 Executive and Other Committees of the Bylaws by deleting the sentence “All committees so appointed shall keep regular meeting minutes of the transactions of their meetings and shall cause them to be recorded in books kept for that purpose in the office of corporation.” Will Hoppes seconded the motion and the vote passed unanimously.**
- b. Drafts for Review – Alicia asked for the board to review drafted documents which were provided in board packets by Thursday, February 17. These included draft versions of the 2022 Feedback Surveys and a Five Pillars of Red Mountain document which can be used by members as an educational tool in tasting rooms; final drafts of these two documents will be included in the March board packets for final review. Also included was a draft of the Alliance’s first consumer e-newsletter, set to be sent on February 17 or 18 and a Press Kit created by Play Nice Public Relations in 2021. The board discussed the merits of including additional important names in the history section of the Press Kit; Alicia requested board members to provide their thoughts and other updates as soon as possible.

- c. Washington Wine Commission Seattle Trade Event – Alicia notified the board of an upcoming trade and media event hosted by the Washington Wine Commission on Monday, March 28 in downtown Seattle. The event will featured two seminars, followed by a grand tasting. The grand tasting will be offered to wineries on a first-come, first-served basis and will have space for 50 wineries to pour. Alicia will provide information to members once it is available.

10. Questions/Comments

- Alicia notified those in attendance that invitations for the February 24 member social have been sent to members; limited space is available and RSVPs should be sent to alicia@redmountainava.com.

11. Adjourn at 10:25am.