



RED MOUNTAIN
AVA ALLIANCE

Board Meeting Minutes
April 14th, 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. Cameron James, Tinte Cellars
 - ii. Amy Johnson, Muret-Gaston Wines
 - iii. Adam Lieuallen, Hedges Family Estate
 - iv. Teresa Owen, Red Mountain Trails Winery
 - v. Ellie Zeron, Zeron Vineyards
 - c. Guests
 - i. Vanessa Hadick, Double Tap Marketing
 - ii. Kayt Mathers, Play Nice Public Relations

Vanessa Hadick presented on the digital advertising campaign focused on Taste Red Mountain Woodinville in March. Promotions took place on Facebook, Instagram and through Google and targeted already engaged audiences and lookalike audiences. Total dollars spent was \$157 for over 42,000 impressions and approximately 230 clicks to the website and Eventbrite. 16% of overall web traffic was related to the paid campaign.

Approval of March Meeting Minutes – **The March Meeting Minutes were approved**

unanimously as presented.

3. Financial Report – Kristin presented the Financial Report as of April 13. The Alliance currently has \$89,496.11 on hand with \$3,600 in Accounts Receivable. Kristin also noted transactions of note including new membership dues received, income received from Taste Red Mountain Woodinville, monthly expenses for the digital advertising and PR contract and expenses for Taste Red Mountain Woodinville.
4. Membership Update – Alicia reported that year-to-date 33 members renewed and eight new members joined the Alliance, amounting to \$67,603.60 in membership income.
5. Digital Report – Mellissa reported that the Alliance’s Instagram account has 2,513 current followers with a year-end goal of 2,800 followers.
6. Play Nice Public Relations Update – Kayt reported that 11 media attended Taste Red Mountain Woodinville including Tan Vinh of Seattle Times, Owen Bargreen of Vinous and Arik Korman of The Arik Korman Show on iHeart Media. While Kayt does not anticipate media coverage following the event, the event was a great opportunity to build awareness. Kayt also announced revised dates for the May Media Tour, now taking place on May 17-20. Confirmed attendees include Shana Clark and Kathleen Wilcox. Shana is a New York based writer, writing for publications such as winecountry.com and is arguably one of the top 20 wine writers in the country. Kathleen is a Saratoga, NY based writer that writes for Wine Industry Advisor, San Francisco Chronicle and VinePair.

In addition to the May Media Tour, the Alliance will now also host a Media Tour on November 11-14 with Julia Coney confirmed to attend. Well-known Julia Coney is now the wine director for American Airlines along with her other roles such as contributing editor at VinePair. Kayt will work to confirm additional attendees for the May and November Media Tours.

Kayt also noted plans to bring in three regional media for Taste Red Mountain, building self-guided itineraries to extend their time on the mountain. Included in these tours will be media from Northwest Travel and Life and other important individuals such as Sean Sullivan and/or Paul Gregutt.

7. Ongoing Business

- a. Taste Red Mountain 2022 Events – Included in board packets was an overview of the budgeted income and expenses from Taste Red Mountain Woodinville and actual income and expenses from the event. Maggie asked the board to provide feedback on the event. Overall, the board provided positive feedback on the event. Alicia provided positive feedback from members.

Maggie also noted that the turnout for the consumer portion of the event lagged and mentioned the possibility of hosting a trade/media only event on the west side and keeping the local event as consumer-focused. While a vote wasn’t held, many on the board agreed to look into separating the events. Additionally, board members noted that, along with the price potentially being too high for the market, there is more competition in the Seattle area for a consumer event and consumers might have

been more reluctant to jump back into attending large events immediately following lifting the mask/vaccine mandate.

- b. PPP Loan – Kristin announced that per the IRS’s Section 206(c) in a post-release document, the Alliance can receive forgiveness on their PPP loan as well as the Covid Income Credit. Kristin will work to file for PPP loan forgiveness by the deadline this fall and documentation will be filed in next year’s 990.

Kristin also noted that she is in conversation with financial advisors to take over preparation of the 990, moving away from Alegria as soon as possible.

- c. 2023 Membership Dues – Given board members were not able to provide feedback on proposed 2023 membership dues at the last board meeting, Maggie asked for feedback during this meeting. A board member brought up the fact that, going into this discussion, board members did not want to decrease the overall budget. Maggie noted that a larger discussion will happen at the board retreat, where board members can play around with numbers a bit more.

8. New Business

- a. Annual Meeting – Maggie Hedges reviewed the Annual Meeting agenda with the board.
- b. Stakeholder Feedback Results – Alicia reviewed results from the Stakeholder Feedback Surveys. 14 members and one potential member completed the survey. Alicia requested board members thoroughly review results prior to the Board Retreat; these results will directly affect the decision making process during the retreat.
- c. Maternity Leave Planning – Maggie noted that she and Alicia have been meeting to discuss plans for her maternity leave. In order to continue existing efforts during Alicia’s leave, board members and Play Nice Public Relations will be stepping up to assist in projects.
- d. Board Retreat Agenda – Maggie provided an update on the board retreat agenda, noting the need for deeper discussion into 2023 member dues. Additionally, Maggie would like to discuss the composition of the board and Sustain WA at the meeting. If there are other topics that board members would like to discuss, board members should contact Maggie or Alicia. Following these conversations, the board will break for lunch and then move into future planning in the afternoon.

9. Other Business

-Maggie asked the board to update the regular meeting time of the board to be 9am rather than 8am. The board agreed.

10. Questions/Comments

11. Adjourn at 9:25am.