



RED MOUNTAIN
AVA ALLIANCE

Board Meeting Minutes
May 12th, 2022

1. Call to Order at 9:05am
2. Attendance & Introductions
 - a. Directors & Staff
 - i. Kristin Adams - present
 - ii. Alicia Brown - present
 - iii. Jason Gorksi - present
 - iv. Maggie Hedges - present
 - v. Richard Holmes - present
 - vi. Will Hoppes - present
 - vii. Teresa Owen - present
 - viii. Jen Porter – not present
 - ix. Karla Riccobuono - present
 - x. Mandy Walters –present
 - b. Members & Sponsors
 - i. Tim Hightower, Hightower Cellars
 - ii. Cam Matches, Aquilini
 - iii. Keri Tawney, DeLille Cellars
 - iv. Mellissa Whitaker, Kiona Vineyards and Winery
 - c. Guests
 - i. Kayt Mathers, Play Nice Public Relations
 - ii. Kelsey Hutchinson, Play Nice Public Relations
3. Approval of April Meeting Minutes - **The April Meeting Minutes were approved unanimously as presented.**
4. Financial Report – Kristin presented the Financial Report as of May 10. The Alliance currently

has \$78,022.03 on hand and has spent 35% of the annual budget. Kristin also noted transactions of note including sponsorship dues received and expenses for Taste Red Mountain, AVA Maps and travel expenses for the media tour. Maggie requested an update on the overcharge on taxes; Kristin noted that the bill has not yet been paid after multiple attempts to contact Alegria.

Maggie announced that there has been some last minute changes to the board agenda. Instead of electing executive positions during the board meeting, positions will be elected during the board retreat along with other committees. Additionally, the board will discuss briefly a request from Scout Clean Energy after other new business is discussed.

5. Digital Report – Will reported that the Alliance’s Instagram account has 2,547 current followers with a year-end goal of 2,800 followers. Will also noted that the post announcing Taste Red Mountain is showing up in the most liked, most engaging and highest reaching posts; Maggie encouraged members to keep posting to drive ticket sales for Taste Red Mountain.
6. Play Nice Public Relations Update – Kelsey announced that the promotional toolkit was sent to members participating in Taste Red Mountain. The toolkit includes assets, images and copy to help promote on social media and in newsletters. Additionally, the toolkit includes guidance on best practices and when to promote. Kelsey encouraged all participating members to accept the invitation to co-host the Facebook event.

Kelsey also reported on digital advertising during the month of April and May. April was spent accessing results of the March advertising campaign with no active campaigns, which preserved the budget for Taste Red Mountain and future campaigns. Vanessa has worked with Play Nice to strategize and incorporate changes to the Alliance website. Soon, the winery page will be revamped with short bios on each winery. In May, Taste Red Mountain advertising has been launched on Facebook and Instagram with 7.5k impressions and 450 link clicks during the “learning phase” of the campaign; Google ad campaigns will launch this week.

Kayt announced that the itinerary is set for the May 17-20 media tour with Kathleen Wilcox and Shana Clarke. Participating members have been confirmed and provided biographies on the attendees. Kayt also reported that Allen Cox of Northwest Travel and Life will be attending

Kayt also announced that Alder Yarrow has published his first article following his Red Mountain tour in November. The article features Col Solare and Alder has noted that it will be the “first of several.” Alicia will post the article to social media and the website.

7. Ongoing Business

- a. Taste Red Mountain 2022 Events – Maggie reported that Alicia is in the process of handing off all Taste Red Mountain items to the Events & Infrastructure Committee. Additionally, the route for the wagon ride has been finalized and the committee will be monitoring the guest list leading up to the event. Maggie also noted the importance of needing additional volunteers for an event of this size; Richard provided two additional volunteers and Mandy will be looking into other volunteers.
- b. Maternity Leave – Alicia announced that she will be going on maternity leave starting

Thursday, May 19 and will be back in the office on Thursday, August 11. Maggie noted that Alicia's email and the inquiries@ email will have an automatic out of office reply which will provide information on Alicia's leave as well as Maggie's contact, in case of urgent matters. Kayt also requested to have a line regarding media inquiries being forwarded to herself.

Alicia will work with committee chairs, executive officers and Play Nice to ensure all necessary duties are attended to during her leave.

8. New Business

- a. American Wine Society – Alicia thanked the board for their quick responses to the opportunity to host a session at the American Wine Society Conference in Bellevue in October. The Alliance will have the opportunity to host a 75 minute informational session on Red Mountain and present up to six wines. Will Hoppes volunteered to be the presenter; Alicia will connect the planner and Will and will ask about when wines need to be selected.
- b. Red Mountain Zoning: Restaurants – Alicia presented a request from Tom Hedges to write a letter to Benton County asking for the RMAD zoning to be updated to allow for winery restaurants. While the board agreed that updating the zoning to allow restaurants as an adjunct to winery operations (not as a standalone), an official vote will take place electronically after a letter is drafted by Maggie and Alicia.
- c. Benton City I-82 South Sub Area Plan – Alicia presented a request from the Benton City Revitalization Organization and Mayor Lehman to provide an updated letter of support for the I-82 South Sub Area Plan to Senator Patty Murray. A letter of support for earmarking funds for planning the extension of water and sewer lines as part of the development was written by the Alliance in May of 2021. The board requested more details on what the plan is as well as progress to be presented at a future board meeting.
- d. Scout Clean Energy – Maggie reported that Scout Clean Energy is in the process of finalizing visualizations and would like to present at the June board meeting. The board agreed that, due to the neutral stance they had taken, it would not be in the best interest to host additional meetings with Scout Clean Energy. Rather, if Scout Clean Energy wanted to engage with the community by setting up a meeting, the Alliance would be happy to communicate the date/time to members.

9. Other Business: no other business was reported.

10. Questions/Comments

-Kelsey Hutchinson asked about details that should be included in *The Dirt on Red Mountain*; Alicia will meet with her to discuss further.

11. Adjourn at 10:15am.