



RED MOUNTAIN
AVA ALLIANCE

February 2023 Board Packet

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RED MOUNTAIN
AVA ALLIANCE

Board Meeting Agenda February 9th, 2023

1. Call to Order – Maggie Hedges
2. Attendance & Introductions – Maggie
 - a. Directors: Kristin Adams, Jason Gorski, Cameron James, Maggie Hedges, Richard Holmes, Will Hoppes, Jen Porter, Karla Riccobuono
 - b. Members & Sponsors
 - c. Guests: Kayt Mathers and Cassandra Bird, Play Nice Public Relations
3. Operational Reports
 - a. Financial – Kristin
 - b. Digital – Alicia
4. Ongoing Business
 - a. Membership Update – Alicia
 - b. Upcoming Events – Alicia
 - Social Media Bootcamp & PR Planning Session
 - Taste WA
 - Taste Red Mountain Woodinville
 - Taste Red Mountain event weekend
5. New Business
 - a. 2023 PR Plan & Current Projects – Kayt
 - b. Board Elections – Alicia
 - c. Institute of Masters of Wine Recap – Richard
 - d. Horse Heaven Hills Wind Farm – Maggie
6. Questions/Comments
7. Adjourn

The next meeting of the Red Mountain AVA Alliance will be held on
Thursday, March 9th, 2023 at 9:00am at Hedges Family Estate

Upcoming Events:

Social Media Bootcamp & PR Planning – Feb 16	Kevin Pogue Geology Presentation – April 25
Taste WA Grand Tasting – March 11-12	Board Retreat – May 4
Annual Meeting – April 13	Member Social – June 8
Taste Red Mountain Woodinville – April 22	Taste Red Mountain – June 9-11
Member Social – April 22	Member Social – Aug 24 & Dec TBD

Access to Zoom Meeting

Topic: RMAVAA Board of Directors Meeting - February
Time: Feb 9, 2023 09:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/86871765631>

Meeting ID: 868 7176 5631

One tap mobile

+12532158782,,86871765631# US (Tacoma)

+12532050468,,86871765631# US

Dial by your location

+1 253 215 8782 US (Tacoma)

+1 253 205 0468 US

+1 669 444 9171 US

+1 669 900 6833 US (San Jose)

+1 719 359 4580 US

+1 346 248 7799 US (Houston)

+1 689 278 1000 US

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington DC)

+1 305 224 1968 US

+1 309 205 3325 US

+1 312 626 6799 US (Chicago)

+1 360 209 5623 US

+1 386 347 5053 US

+1 507 473 4847 US

+1 564 217 2000 US

+1 646 931 3860 US

Meeting ID: 868 7176 5631

Find your local number: <https://us02web.zoom.us/j/86871765631>

Financial Report

As of January 31, 2023

Cash on Hand: \$62,216.06

Annual Budget Spent: \$13,047.78 of \$111,280.46

Percent Annual Budget Spent: 11%

Transactions of Note:

INCOME:

Membership Dues: \$21,506.50

Sponsorship Dues: \$300.00

EXPENSES:

Advertising & Promotion

FAM Tour November - \$2,281.38

FAM Tour Lodging/Expenses - \$3,359.83

Digital Advertising - \$459.43

Events

Taste Washington - \$375.00

Taste Red Mountain (Woodinville)

Venue - \$1,881.55

Parking - \$594.00

Catering - \$773.67

Operations

Constant Contact: \$ 72.28

Website Hosting: \$31.58

Adobe: \$21.29

Dropbox: \$21.73

Storage Unit Rent: \$60.00

Zoom: \$ 16.29

Quickbooks: \$59.79

Intuit ACH Fees: \$437.21

Supplies: \$105.42

Taste WA Supplies: 176.41

Land Lease for sign: \$564.20

Salaries & Wages

Payroll: \$2,239.81

Payroll Service Fees: \$39.13

Digital Report

As of February 7, 2023

Instagram

2,948 followers
 New followers: 36
 Goal: 3,375 total followers by Dec. 31, 2023 (427 to goal)

Top Posts

redmtnava
 Red Mountain AVA
 Brent Bourgeois • Flutterbys

Liked by casadvineyards and 120 others
 redmtnava Save the dates for Red Mountain AVA Alliance's Taste Red Mountain 2023 events 🍷🍷

Woodinville: April 22, 2023
 Grand Tasting at The Winemakers Reserve

Red Mountain: June 9-11, 2023
 Grand Tasting at Col Solare Winery
 Collaborative Winemaker Dinners at Dovetail Joint Restaurant, Fidelitas Wines, Hedges Family Estate, Red Mountain Trails Winery and more!
 Guided Vineyard Hike with Red Mountain winemakers
 Red Mountain Yoga at Kiona Vineyards and Winery

Follow us @redmtnava for tickets and more information coming soon

#redmtnevents #tasteredmntn
 View all 16 comments
 hedgeswine Can't wait!
 tintecellars Can't wait! Always love when @redmtnava wines are all together in the same place!

• 4,433 reached

redmtnava
 Red Mountain AVA
 Brent Bourgeois • Flutterbys

Liked by kionawine and 73 others
 redmtnava Whether you're visiting a winery in the AVA, a tasting room in #wallawalla or #woodinvillewinecountry or picking up a bottle from your local wine shop - Red Mountain is open and ready for you to enjoy a great glass of wine!

#redmtnava #drinkwell

Image by @hedgeswine
 View all 3 comments
 redmtnava #redmtnava #redmntn #redmountainava #wawine #winevinewine #winetasting #winetime #winetrip #smallbutmighty #wineallthetime #pnwwine #wawines #newworldwines #washingtonwines #tasteredmntn
 hedgeswine 🍷🍷🍷

• 816 reached

Facebook

Reach: 6,100 accounts
 Engagement: 1,250
 New followers: 20; new likes: 9

redmtnava
 Red Mountain AVA

Liked by fidelitaswines and 73 others
 redmtnava Some weeks need to start with a Red Mountain sunset 🌅

Plan your visit to check out these sunsets and grab amazing wines at redmountainava.com/visit

Image by @elkhavenwinery
 hedgeswine Gorgeous!

redmtnava #redmtnava #redmntn #redmountainava #wawine #wineregion #tricitiaswa #winedestination #wawinecountry #wineview #winery #vineyard #tastingroom #smallbutmighty

• 651 reached

redmtnava
 Red Mountain AVA

Liked by avenniawinery and 117 others
 redmtnava #redmtnava

We've got great wines and great views

Plan your trip using the #linkinbio

Images courtesy of:
 1) @hightower_cellars
 2) @fidelitaswines
 3) @avenniawinery
 4) @colsolare
 5) @elkhavenwinery
 View all 3 comments
 delillecellars 🍷
 hedgeswine Gorgeous!

• 596 reached

2023 Social Media Campaign Calendar

Featured Posts:

Wines & Wineries at Taste WA – Feb 15, 22 and March 8

***Taste WA Wine Month Member Features** – Thursdays & Fridays in March

***Member Features** – every Friday April-May, leading up to Taste RM

Wines to Celebrate AVA-iversary – April 3

International Malbec Day – April 17

Wines at Taste RM Woodinville – April 19

International Sauvignon Blanc Day – May 6

Plan Ahead for National Wine Day – May 24

National Wine Day: what RM wines are we celebrating with? – May 25

***Mother's Day Gift Guide** – as much as possible in two weeks prior to Mother's Day

Plan Ahead for Rose Day – June 7

Rose Day – June 10

***WA Wine Month Member Features** – Thursdays & Friday in August

National White Wine Day – August 4

Plan Ahead for National Red Wine & Intl Cab Sauv Days – August 16 & 23

National Red Wine Day – August 28

International Cabernet Sauvignon Day – August 30

***Thankful November Member Features** – Thursdays & Fridays in November

International Merlot Day – November 7

***12 Days of Christmas Gift Guide** – beginning December 1

Approximately once per month:

Trivia Tuesday/Thursday

Tasting Tuesday/Thursday

Wine Wednesday

Winemaker Wednesday

Wine Pets Wednesday

Farmer Friday

Food & Wine Pairings

Views of RM

Membership Report

As of February 7, 2023

2023 Members – Committed/Paid

Ambassador Wines of Washington
Avennia
Barnard Griffin
Canvasback
Casad Vineyards
Col Solare
DeLille Cellars
Domaine Magdalena
Eagle Harbor Wine Co.
*Elk Haven Winery
Ello Vineyard
Fidelitas
Guardian Cellars
Hamilton Cellars
Hedges Family Estate
Hightower Cellars
Kiona Vineyards & Winery
Klipsun
Liberty Lake Wine Cellars
Mark Ryan Winery
Market Vineyards
Muret-Gaston Wines
Pacific Rim / Thick Skinned
Page Cellars
Quintessence Vineyards
Red Mountain Trails Winery
Shaw Vineyards
Tapteil Vineyard
Tinte Cellars
Upchurch Vineyard
Zeron Vineyard

2023 Members – Committed/Unpaid

Anelare
Aquilini
Ciel du Cheval
Cotes de Ciel
Dalee Vineyard
Palencia Wine Company
WeatherEye Vineyard

2022 Members – Not yet renewed

Aviam Vineyard
Cascade Cellars
EveryVine
Frichette Winery
Obelisco Estate Winery
Schooler Nolan Winery

Total 2023 Membership Income Anticipated:


\$62,369.65 (goal: \$68,050)
91.65% to goal

2023 Membership Income Still to Collect: \$10,563

Public Relations Updates: February 2023

Press from December + January

- Forbes: [Domaine Magdalena, A Small Winery In Washington's Red Mountain AVA, Bets Big On Biodynamics](#)
- Plate Magazine: [Selling Eco-Friendlier Wines Requires Delicate Marketing](#)
- Falstaff: [Everything you need to know about Red Mountain AVA](#)



falstaff

Wine Inspiration

Everything you need to know about Red Mountain AVA

Grape leaves in v

The meteoric rise of Washington State's premier wine region is well-justified.

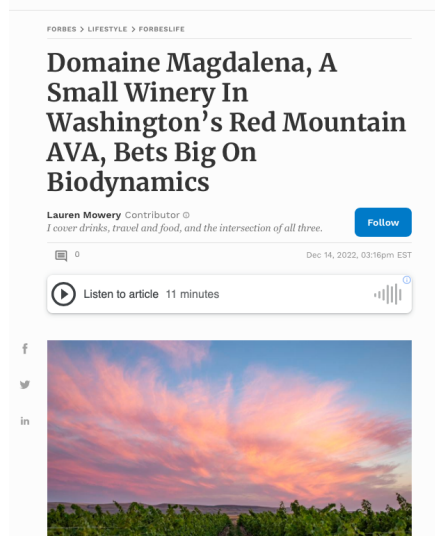
26 January 2023

Author: [Shana Clarke](#)

Wine Inspiration

Travel Essentials

At just about over 4,000 acres (of which 2,700 are planted), **Red Mountain AVA** (American Viticultural Area) is **Washington State's** smallest, but arguably most prestigious, AVA. Formerly an uninhabited stretch of land that seemed inhospitable to grape growing, it has become the **epicentre for high-quality fruit in Washington**. While **Cabernet Sauvignon** comprises a large percentage of plantings, anything from **Grenache** to **Sangiovese** to **Albariño** is finding a home here. It has only been an official **AVA** for just over 20 years, but its **meteoric rise** is well-justified. Here's why you should pay attention to **Red Mountain** and its wines.



Forbes

FORBES > LIFESTYLE > FORBELIFE

Domaine Magdalena, A Small Winery In Washington's Red Mountain AVA, Bets Big On Biodynamics

Lauren Mowery Contributor @
I cover drinks, travel and food, and the intersection of all three.

Follow

0 Dec 14, 2022, 03:16pm EST

Listen to article 11 minutes

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First steps in 2023 contract:

- Send survey to members via email
- Update winery bios on website
- Taste Red Mountain Woodinville marketing toolkit
- Social media bootcamp



RED MOUNTAIN
AVA ALLIANCE

Board Meeting Agenda February 9th, 2023

1. Call to Order – 9:04 AM
2. Attendance & Introductions –
 - a. Executive Director: Alicia Brown
 - b. Directors: Kristin Adams, Jason Gorski, Cameron James, Maggie Hedges, Richard Holmes (**left following item #3**), Will Hoppes, Jen Porter, Karla Riccobuono
 - c. Members & Sponsors- Jade Messiah, Aquilini
 - d. Guests: Kayt Mathers and Cassondra Bird, Play Nice Public Relations
 - e. Directors NOT in attendance: Teresa Owen
3. Institute of Masters of Wine Recap – Richard had to leave early so this item moved up in agenda. He reported that overall, the Institute of Masters of Wine seminar was worth attending and worthwhile to return to. Richard recommended continuing to use members from the westside as presenters for this event in the future; out of town travel is not necessary. Any member that can speak on the Five Pillars of Red Mountain could step into this role. Attendees were mainly interested in the facts about what make the Red Mountain AVA unique, threats to the vines, weather, water, and a lot of questions regarding the effectiveness of grafting vines and if many were on their own roots.
4. Operational Reports
 - a. Financial – Kristin reported that the Alliance has \$62,216.06 cash on hand and has brought in \$21,506.50 for membership dues. This report ends in January however the larger deposits were in February. Expenses for media tours were late being turned in from the previous fiscal year 2022 and were paid at the end of January which affects the 2023 budget. Kristin noted that receiving expenses this late is highly disruptive and won't be acceptable in the future. Late receipt of these expenses will require the board to reevaluate this year's budget; Kristin and Alicia will meet to discuss and the board will discuss further at the March board meeting. Starting next month, Kristin will give the board the report in a different format which will give a better snapshot of percentages used of current budget. Expenses need to come in within TWO weeks of event, tour, etc, in order to keep the budget on track.
 - b. Digital – Alicia reported that she and the Hype Committee are keeping up with posting consistently on Facebook and Instagram. The most recent top post was the save the date for Taste Red Mountain Woodinville. Top posts are often high quality

AVA shots. The Instagram account has 36 new followers with a total thus far of 2,948. Goal to reach 3,375 by 2023-year end. Facebook has 20 new followers and 9 new likes. Total reach is 6,100 accounts with engagement of 1,250. Alicia will be working with the Hype Committee to start including traffic to the website in the monthly digital report. The Hype Committee is currently working on a Social Media Campaign Calendar, which includes featured posts and weekly themes. Will will be sharing the calendar at the Social Media Boot Camp on February 16th. For the posts, Alicia will be collecting information on her own as well as from members accounts. The Hype Committee will start to work on digital ads for Taste Red Mountain Woodinville with Play Nice.

5. Ongoing Business

- a. Membership Update – Alicia reported that Anelare was retained as a new member. She will continue to reach out to members that have not yet renewed. She brought to the board’s attention the need to have a conversation regarding wineries that would like to see different payment cycles offered, allowing flexibility for members to pay at a time that is best for their organization. Maggie suggested that wineries should commit to membership and the Alliance can then work together with them on a payment schedule. The Partnership Committee will develop a plan that Kristin approves; the recommended plan will be presented at the March board meeting.
- b. Upcoming Events – Alicia shared an overview of the Social Media Calendar which has targeted dates for national holidays as well as 3 or more planned posts for every week planned through most of the year already. Pet posts were brought up and agreed upon that those should be spread out all year rather than a weeklong theme. She gave an outline of the Social Media Bootcamp which will be split into two parts, social media, and PR with Play Nice. The overall agenda will be to provide the social media campaign to members, how the AVA social media will be helping support members and how members can help support the AVA social media efforts. Maggie suggested that the Hype Committee should provide tool kits, caption suggestions, and hashtags to use and have the calendar defined and finalized before the bootcamp so that every member can walk away with the tools to use immediately. The PR session will be sharing what the PR plan is for 2023 and calls to action which will help the AVA help the members, with time at the end for Q&A and brainstorming.

Taste WA is confirmed, 12 wines by members will be shown, 6 per day. Alicia will be solo at the table and asked for members to please help relieve her if breaks are needed. Maggie suggested adding another representative to the table. Taste WA is creating custom table runners and the AVA ones cannot be used, Alicia will be coming up with a new idea to identify each member participating.

Taste Red Mountain Woodinville has been adjusted to fit within the designated budget. Alicia is finalizing all vendor contracts and deposit payments. Alicia is continuing the search for a new venue for 2024 and will meet with potential venues when she is on the west side this spring. The committee has decided to host a trade event later rather than with the consumer event, possibly in July or August to coincide with trade buying season. The Alliance will be asking members to pay a small fee to partake in this event to offset costs.

Taste Red Mountain event planning has increased and currently planning for a

Thursday night Happy Hour at The Lodge, Friday and Saturday evening events including a casual/food truck experience as well as a fancier seated dinner option. Dovetail Joint will have wine pairings on their menu and Alicia will work to have winemakers in attendance. Fidelitas will host a casual dinner on Friday with a food truck; the committee is still looking for a winery to host a fancier dinner. Confirmed for Saturday will be yoga at Kiona, guided hike with Maggie, the Grand Tasting event at Col Solare, a casual/food truck dinner at Red Mountain Trails and a fancier seated dinner option at Hedges Family Estate.

- c. New Business – Kayt reported that Play Nice was able to secure press while on hiatus from Forbes, Plate Magazine, and Falstaff, which was a direct result of the May FAM tour featuring Shana Clarke. She will share a coverage tracker with the board that shows all Red Mountain press. Play Nice’s first order of business will be to change the strategy of gathering information from members from a survey to a direct email and if no response, will make direct phone calls. Play Nice will be planning media outreach around Taste WA.

Alicia added in that Pixelsoft is too expensive to use for content creation and that the digital asset creation is TBD.

- d. Board Elections – Alicia reported that Maggie, Karla, Cameron, and Will are all up for reelection. Ballots will be sent out on March 20th. She will be adding to the dirt next week to see if anyone else is interested in running; Alicia will set a deadline for submission the week of March 6th. Elections should be rank choice or top 4 since positions and criteria were amended.
- e. Horse Heaven Hills Wind Farm – Maggie brought this back to the board’s attention due to outside pressure from both sides for the AVA to take a stance. The board unanimously agreed to stay neutral and not to get involved. The board agreed to continue sharing meeting notifications and information to member while staying neutral. Alicia has created an official letterhead with the AVA’s position to be shared as needed.
- f. Questions/Comments - none
- g. Adjourn at 10:10 AM