



RED MOUNTAIN
AVA ALLIANCE

Board Meeting Agenda

March 9th, 2023

Author: Karla Riccobuono

1. Call to Order 9:05 AM
2. Attendance & Introductions
 - a. Directors: Jason Gorski, Cameron James, Maggie Hedges, Will Hoppes, Teresa Owen, Karla Riccobuono *Quorum Present
 - b. Executive Director: Alicia Brown
 - c. Members & Sponsors: Ellie Zeron, Zeron Vineyards
 - d. Guests: Kayt Mathers and Cassondra Bird, Play Nice Public Relations
 - e. Not in Attendance: Richard Holmes, Kristin Adams

**Board Meeting was held with 8 of the usual 9 members since Jen Porter vacated her seat and the vote to appoint Stephanie Cohen was held later in the agenda.*
3. Operational Reports
 - a. Financial – Alicia reported that the digital report has been updated to show the budget vs. actual. Total cash on hand is \$76,049.53. Member participation fees for Taste Red Mountain Woodinville are starting to come in. Maggie clarified that the late expenses from 2022 media tours should be added to this year’s budget to balance and cover since expenses were incurred in 2023.
 - b. Digital – Alicia reported that paid advertising for Taste Red Mountain Woodinville will start shortly. The Social Media calendar is full and is working well. The digital report, which will be included in *The Dirt on Red Mountain*, has been updated.
4. Ongoing Business
 - a. 2023 Membership – Alicia reported that the Partnership Committee will be meeting soon to plan a sponsor push. Member payment schedules have not needed to be implemented yet, but they will discuss that at their meeting. As of now, the Alliance has \$65,500 total membership income anticipated and is at 96% of the goal.
 - b. Public Relations – Kayt reported that Play Nice will be in Seattle and attending Taste WA, their first time, and are looking forward to being more involved in person. The member survey went out earlier this week, and so far, only 8 responses received. Play Nice will share all the results when finalized. Kayt also reported that media invitations have been sent out for Taste Red Mountain Woodinville.
 - c. Upcoming Events –
Taste WA: Alicia reported that she is getting the last of the cases of wine coordinated for her to pour. She had buttons made for members to wear and is working on finalizing flyers to pass out, utilizing ideas from the marketing meeting. New AVA maps will be delivered to members at Taste WA and then she will distribute the rest

upon her return. Kayt suggested having a newsletter sign-up sheet on the AVA table.

Taste Red Mountain Woodinville: Alicia reported that 28 tickets have been sold thus far, the break-even point for sales is 94 tickets. Paid ads will be launching in the next few weeks. All unpaid promos have been shared. There is a new contact at The Winemaker's Reserve, Alicia will do a recon trip to meet with her and secure all remaining details. Over 10 wineries are confirmed for the trade tasting at a later date TBD. Members will be provided up to two tickets at the discounted price of \$75 per ticket to invite trade members as guests to Taste Red Mountain Woodinville, limit of two per member. There will be an email coming soon communicating trade, industry discounts, and more details on what to bring early next week. Play Nice will have 5-10 tickets to invite media.

Member Social- Westside: There will be a member social held at Fidelitas' new tasting room following Taste Red Mountain Woodinville.

Geology Seminar: Kevin Pogue is confirmed for the Geology Seminar at Kiona, on April 25th.

Taste Red Mountain: The Lodge at Columbia Point will be tentatively hosting a Happy Hour on Thursday, June 8th featuring Red Mountain AVA wines from Alliance members. Friday, June 9th events confirmed are Dovetail Joint Restaurant will be featuring Red Mountain wines and winemakers, casual/food truck dinner at Fidelitas, and fancy/formal dinner at Elk Haven. Saturday, June 10th events confirmed are Yoga at Kiona, guided hike with Maggie/Domaine Magdalena & Sarah/Hedges, Grand Tasting Event, Dovetail Joint Restaurant will be featuring Red Mountain wines and winemakers, casual/ food truck dinner at Red Mountain Trails, fancy/formal dinner at Hedges Family Estate.

5. New Business

- a. 2023 Board Elections & Vacant Board Position – Alicia reported that the four board members that are up for reelection are unopposed (Maggie Hedges, Karla Riccobuono, Will Hoppes, and Cameron James) and that there have been no other submissions. **Teresa Owen moved to reappoint all directors and retain them in their current positions without holding an election. Jason Gorski seconded. The vote passed unanimously with a quorum.**

Additionally, Jen Porter is stepping down from her board position due to a job change and Col Solare has submitted Stephanie Cohen for replacement. **Maggie moved to nominate Stephanie Cohen to be appointed to replace Jen Porter for the remainder of her term. Karla Riccobuono seconded. The vote passed unanimously with a quorum.**

- b. Glass Recycling on Red Mountain – Karla reported that the AVA will be serving as a liaison and setting up a special zoom meeting for all board directors and members to attend on Tuesday, March 28th at 10 AM P.S.T. to discuss a new recycling movement to bring glass recycling to Eastern WA, and Benton City/Red Mountain area first. GPI and Ground2Glass are working with Basin/BDI to set up a hub and spoke program first in Walla Walla, then on Red Mountain to ship glass to Portland and Seattle and upcycle into new glass bottles for the wine industry.
- c. Restaurant Zoning – Tom Hedges reported that the letter sent to the Benton County

Planning Department on behalf of the AVA in support of the change in zoning to add a restaurant to an already existing winery had been submitted and accepted however the paperwork was never supplied to get on the annual agenda to get updated. Tom met with Jerome Delvin who suggested that the AVA get in touch with the Atkins Group and make an amendment to the AVA Master Plan and file on the AVA's behalf. Alicia will contact Atkins Group to explain what is needed and will report back to the board if any costs and any developments. Tom Hedges offered to pay if any fees.

- d. Stakeholder Feedback Survey – Alicia will follow up via email.
- e. Annual Meeting – Alicia will follow up via email.

6. Adjourn at 10:04 AM

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

Upcoming Events:

March 11-12: Taste WA Grand Tasting

March 28: Member Meeting to Discuss Recycling on Red Mountain, 10am on Zoom

April 13: Annual Meeting, 4pm-6pm at TBD

April 22: Taste Red Mountain Woodinville, 2pm-4pm at Winemaker's Reserve

April 22: Member Social, 5pm-7pm at Fidélitas' NEW Woodinville Tasting Room

April 25: Geological History of Red Mountain with Kevin Pogue, 9am (to confirm) at TBD

May 4: Board Retreat

June 8: Member Social

June 9-11: Taste Red Mountain event weekend

August 24: Member Social

TBD: Member Social in December (Tri-Cities/Red Mountain and westside)



RED MOUNTAIN
AVA ALLIANCE

March 2023 Board Packet

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RED MOUNTAIN
AVA ALLIANCE

Board Meeting Agenda
March 9th, 2023

1. Call to Order – Maggie Hedges
2. Attendance & Introductions – Maggie
 - a. Directors: Jason Gorski, Cameron James, Maggie Hedges, Richard Holmes, Will Hoppes, Teresa Owen, Karla Riccobuono
 - b. Members & Sponsors
 - c. Guests: Kayt Mathers and Cassandra Bird, Play Nice Public Relations
3. Operational Reports – Alicia
 - a. Financial
 - b. Digital
4. Ongoing Business
 - a. 2023 Membership – Alicia
 - b. Public Relations – Kayt
 - c. Upcoming Events – Alicia
5. New Business
 - a. 2023 Board Elections & Vacant Board Position - Alicia
 - b. Glass Recycling on Red Mountain – Karla
 - c. Stakeholder Feedback Survey – Alicia
 - d. Annual Meeting – Alicia
 - e. Restaurant Zoning – Tom
6. Questions/Comments
7. Adjourn

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TBD: Member Social in December (Tri-Cities/Red Mountain and westside)

Access to Zoom Meeting

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

Join Zoom Meeting

<https://us02web.zoom.us/j/84726996212>

Meeting ID: 847 2699 6212

One tap mobile

+12532050468,,84726996212# US

+12532158782,,84726996212# US (Tacoma)

Dial by your location

+1 253 205 0468 US

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 444 9171 US

+1 669 900 6833 US (San Jose)

+1 719 359 4580 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

+1 689 278 1000 US

Meeting ID: 847 2699 6212

Find your local number: <https://us02web.zoom.us/u/keyC1CHACs>

Red Mountain AVA Alliance

2023 Budget vs. Actual

As of February 28, 2023

INCOME

	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS
ANNUAL DUES		
Membership Dues	\$ 68,050.00	\$ 57,005.00
Sponsorship Dues	\$ 8,600.00	\$ 3,300.00
TOTAL ANNUAL DUES	\$ 76,650.00	\$ 60,305.00
EVENT INCOME		
Taste Red Mountain Woodinville	\$ 9,375.00	
Taste Red Mtn Woodinville - Member Fees	\$ 2,600.00	\$ 800.00
Taste Red Mountain (RM)	\$ 11,800.00	
TOTAL EVENT INCOME	\$ 23,775.00	\$ 800.00
UNCATEGORIZED INCOME		
Misc. Income	\$ -	
Interest-Savings, Short-term Money Market	\$ -	\$ 12.36
TOTAL UNCATEGORIZED INCOME	\$ -	\$ 12.36
TOTAL INCOME	\$ 100,425.00	\$ 61,117.36

EXPENSES

	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS
ADVERTISING AND PROMOTION		
AVA Maps (printing & design)	\$ 1,750.00	
Content Creation	\$ 200.00	
PR Contract	\$ 22,500.00	\$ 2,500.00
Media Tours & Advertising Campaign	\$ 8,000.00	\$ 6,100.64
<i>Misc. Media Tour Expenses from 2022</i>		\$ 5,641.21
<i>Misc. Digital Advertising Expenses from 2022</i>		\$ 459.43
TOTAL ADVERTISING AND PROMOTION	\$ 32,450.00	\$ 8,600.64
EVENTS		
Taste Red Mountain (west side)	\$ 11,552.50	\$ 3,248.55
<i>Venue</i>	\$ 2,750.00	\$ 1,881.55
<i>Parking</i>	\$ 1,150.00	\$ 594.00
<i>Food</i>	\$ 4,000.00	\$ 773.00
<i>Wine Glasses</i>	\$ 487.50	
<i>Rentals</i>	\$ 605.00	
<i>Entertainment (Musician)</i>	\$ 500.00	
<i>Printed Materials</i>	\$ 100.00	
<i>Permits</i>	\$ 760.00	
<i>Add'l Expenses Approved at Feb BOD Mtg</i>	\$ -	
<i>Misc. Expenses</i>	\$ 1,200.00	

EVENTS, Cont.	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS
Taste Red Mountain (RM)	\$ 7,410.00	\$ -
Food	\$ 1,500.00	
Wine Glasses	\$ 650.00	
Rentals	\$ 2,400.00	
Entertainment (Musician)	\$ -	
Printed Materials	\$ 750.00	
Permits	\$ 60.00	
Geology Presentation	\$ -	
Photography	\$ 450.00	
Guided Hike	\$ 300.00	
Misc. Expenses (ice, signage, flowers, balloons, dump buckets, dry cleanin	\$ 1,300.00	
Geology Presentation	\$ 600.00	\$ -
Kevin Pogue fee	\$ 500.00	
Rentals (chairs, screen, bathrooms)	\$ 100.00	
Taste Washington	\$ 1,280.00	\$ 375.00
Alliance Booth Cost	\$ 500.00	\$ 375.00
Lodging	\$ 352.00	
Food & Beverage	\$ 158.00	
Mileage	\$ 270.00	
Board Retreat	\$ 900.00	
Annual Meeting	\$ 150.00	\$ -
TOTAL EVENT EXPENSE	\$ 21,892.50	\$ 3,623.55

PARTNERSHIP DEVELOPMENT	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS
Table Runners	\$ 200.00	
Member Socials	\$ 1,250.00	
Sponsor Giveback	\$ 25.00	
TOTAL PARTNER. DEVEL. EXPENSE	\$ 1,475.00	\$ -

OPERATIONS	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS
Accounting Fees	\$ 1,000.00	\$ 119.50
Business Licenses & Fees	\$ 10.00	\$ 20.00
Digital Content Systems	\$ 2,600.00	\$ 835.06
Adobe	\$ 225.00	\$ 42.58
Zoom	\$ 200.00	\$ 32.58
Dropbox	\$ 435.00	\$ 43.46
Constant Contact	\$ 815.00	\$ 144.56
SquareSpace	\$ 360.00	\$ 63.16
Survey Monkey	\$ 525.00	\$ 508.72
TinyPNG	\$ 40.00	
Dues	\$ 775.00	
Washington Wine Institute	\$ 750.00	
Benton City Revitalization Organization	\$ 25.00	
Merchant Fees, Processing Fees	\$ 1,050.00	\$ 491.46
Postage, Mailing Service	\$ 260.00	
Storage Unit Rent	\$ 650.00	\$ 130.00
Supplies	\$ 400.00	\$ 176.41
Local Mileage Reimbursement	\$ 710.00	
TOTAL OPERATIONS	\$ 7,455.00	\$ 1,772.43

OTHER TYPES OF EXPENSES	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS
Insurance, Liability and D and O	\$ 1,505.00	
TOTAL OTHER TYPES OF EXPENSES	\$ 1,505.00	\$ -

SALARIES AND WAGES	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS
Payroll Service Fees - QB	\$ 500.00	\$ 78.26
Taxes - Payroll	\$ 3,600.00	\$ 983.43
Wages - Executive Director	\$ 41,532.96	\$ 5,082.00
TOTAL SALARIES AND WAGES	\$ 45,632.96	\$ 6,143.69

TOTAL EXPENSES	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS
	\$ 110,410.46	\$ 20,140.31

NET INCOME	2023 ANNUAL PROPOSED BUDGET	2023 ANNUAL ACTUALS
	\$ (9,985.46)	\$ 40,977.05

Digital Report

As of March 7, 2023

Instagram

2,969 followers
 New followers: 21
 Goal: 3,375 total followers by Dec. 31, 2023 (406 to goal)

Reach:

2,014 ↑ 1.1%

Top Performer



Boasting some of the best views of #redmtnava, @upchurchvineyard is one of fourteen wineries that call Red...

Published by Instagram · Yesterday at 1:25 PM · Benton City ·

Post Impressions ⓘ

644

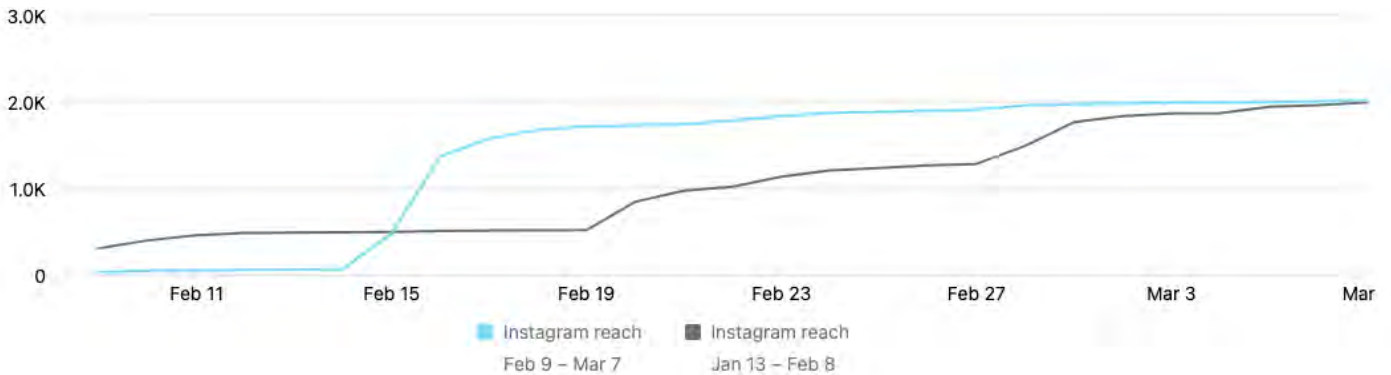
Post reach ⓘ

628

Post Engagement ⓘ

131

Reach over time



Facebook

Discovery

Post reach	1,756
Post engagement	390
New Page likes	5
New Page Followers	10

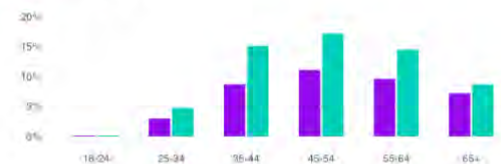
Interactions

Reactions	143
Comments	8
Link clicks	46

Audience

Age and Gender

Men 39.70%
 Women 60.30%



Location

Cities Countries

Richland, WA	180
Kennewick, WA	137
Seattle, WA	104
Pasco, WA	64

Email Contacts: 1,986

Website Traffic



Users

898



New Users

863



Sessions

1,094



Number of Sessions per User

1.22



Pageviews

4,260



Pages / Session

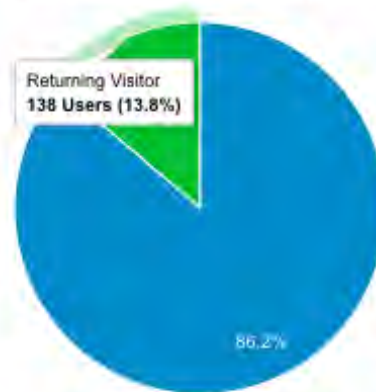
3.89



Audience

City	Users	% Users
1. Seattle	142	14.79%
2. (not set)	59	6.15%
3. Des Moines	22	2.29%
4. Richland	20	2.08%
5. Kennewick	17	1.77%
6. San Antonio	16	1.67%
7. Moses Lake	14	1.46%
8. Columbus	13	1.35%
9. Cheyenne	13	1.35%
10. San Jose	12	1.25%

■ New Visitor ■ Returning Visitor



Membership Report

As of March 7, 2023

2023 Members – Paid (34)

Anelare
Ambassador Wines of Washington
Avennia
Aviam Vineyard
Barnard Griffin
Canvasback
Casad Vineyards
Col Solare
DeLille Cellars
Domaine Magdalena
Eagle Harbor Wine Co.
Elk Haven Winery
Ello Vineyard
Fidélitas
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 and Company
Page Cellars
Palencia Wine Company
Quintessence Vineyards
Red Mountain Trails Winery
Shaw Vineyards
Tapteil Vineyard
Tinte Cellars
Upchurch Vineyard
Zeron Vineyard

2023 Members – Still to Collect (6)

Aquilini
Ciel du Cheval
Côtes de Ciel
Frichette Winery
Obelisco Estate Winery
WeatherEye Vineyard
2023 Membership Income Still to Collect: \$11,614

2022 Members – not yet renewed

Cascade Cellars – personal reasons
Dalee Vineyard – increase in dues
EveryVine – focusing on HHH vintage
JM Cellars – no reason given
Schooler Nolan Winery – unresponsive

Total 2023 Membership Income Anticipated: \$65,459.65

Goal: \$68,050

96.19% to goal (\$2,590.35)



Public Relations Updates: March 2023

Link to ongoing [Coverage Spreadsheet](#).

Sent member surveys via email. Survey included:

Your vineyard or winery name:

Full name, email address and phone number for your marketing/PR contact at the winery:

What wines are you releasing in 2023?

Do you have any special events scheduled for 2023?

If you are a vineyard, what about your site would you like us to highlight?

If you are a winery, where do you distribute?

If you are a winery, do you export? If so, to which countries?

Are you comfortable offering tours through your cellar and/or vineyard to visiting media?

Is there anything about your winery or vineyard you would like us to know?

Activities:

- Website updates
- Assisting at Red Mountain AVA table at Taste Washington
- Crafting consumer newsletter
- Inviting press to Taste Red Mountain - Woodinville
- Press release for Taste Red Mountain - Woodinville to be sent week of March 13



Participating Member Promotional Toolkit

Taste Red Mountain - Woodinville

April 22, 2023

Event details:

What: Taste Red Mountain - Woodinville

When: Saturday, April 22, 2023, 2-4 PM PST

Who: Vineyards of the Red Mountain AVA and wineries producing Red Mountain AVA designate wines

Where: The Winemakers Reserve: 15902 Redmond-Woodinville Rd. NE, Suite D6, Woodinville, WA

Event Link: <https://tasteredmtnwoodinville.eventbrite.com>

Here is a toolkit to promote Taste Red Mountain - Woodinville. You'll find sample graphics and copy, advice on how to reach the most people with your post, relevant hashtags and more. Please join us in spreading the word about this event!

When to post:

The best time to post is somewhat of a personal choice. You've probably noticed a time where your posts receive a lot of engagement; choose that! Otherwise, the general rule of thumb is that Monday, Tuesday and Friday at 11 am are high-engagement posting windows. Posting after 6 pm is typically discouraged.

Photo assets:

Graphics and image assets can be found in the Dropbox folder [HERE](#). Feel free to use these images and begin promoting the event as soon as possible.

Who to Tag in Posts:

Red Mountain AVA Alliance: @redmtnava

Washington State Wine: @wa_state_wine

Feel free to tag other confirmed participating members, including:

Anelare: @anelarewinery

Aquilini Wines: @aquiliniwines
Canvasback: @canvasbackwine
Col Solare: @colsolare
DeLille Cellars: @delillecellars
Domaine Magdalena: @dmagredmtn
Eagle Harbor Wine Co: @ehwineco
Elk Haven Winery: @elkhavenwinery
Fidélitas: @fidelitaswines
Hedges Family Estate: @hedgeswine
LIMINAL: @liminalwines
Mark Ryan Winery: @mark_ryan_winery
Market Vineyards: @marketvineyards
Page Cellars: @pagecellars
Palencia Wine Company: @palencia_wine_company
Tinte Cellars: @tintecellars

If using Kim Fetrow's images, please tag: @kimfetrowphotography

If using Andrea Johnson's image, please tag: @andreajohnsonphotography

If using Robert Holmes images, please tag: @bobholmesphoto


Sharing on Instagram:

- Post the event on your Instagram feed:
 - Use a single overlay text image from the folder [HERE](#), or
 - Create a carousel post on Instagram by using one or multiple images from the folder [HERE](#) + the one of the graphics [HERE](#) (recommended)
- Accompany your post with a compelling caption (sample captions below)
- Add <https://tasteredmtnwoodinville.eventbrite.com> to your Link Tree or temporarily add to your Instagram bio so your followers can access more information about the event
- Share this information on your Instagram Stories (samples found [HERE](#))
 - This is especially important in the days/weeks leading up to the tasting

Sample Caption #1



Join us on Saturday, April 22 at Taste Red Mountain Woodinville! Enjoy wines from one of the world's top growing regions and get to know the wineries producing award-winning Red Mountain wines.

The Grand Tasting is on Saturday from 2 to 4 pm at The Winemakers Reserve in Woodinville, located at 15902 Redmond-Woodinville Rd NE, Suite D6.

 Visit the link in our bio to purchase your ticket and experience the incomparable wines of Red Mountain.

This event is limited to those 21 years of age and older.

Sample Caption #2

 WOODINVILLE  Join us on Saturday, April 22 at The Winemakers Reserve from 2 to 4 pm for Taste Red Mountain - Woodinville. Enjoy wines from one of the world's top growing regions and get to know the wineries producing award-winning Red Mountain wines.

Click the link in our bio to see the list of participating wineries and purchase tickets!

This event is 21+.

Sample Caption #3:

Write your own! Please include the following details in your post:

- Taste Red Mountain - Woodinville
- April 22, 2 to 4 pm
- The Winemakers Reserve
- Tickets available now
- Link: <https://tasteredmtnwoodinville.eventbrite.com>

Hashtags:

Add as Comment on Instagram Post (or in the caption):

#WAwine #washingtonwine #redmtnava #TasteRedMtn #tricitieSWA #pnwwine
#redmtnava #washingtoncabernet #westcoastwine #washingtonsyrah
#washingtonmalbec #washingtonwinecountry #redwine #winetourism
#washingtonmerlot #smallbutmighty

Also: If you don't already have a hashtag, make sure to create your own and use it on every post. For example: @redmtnava has the hashtag #redmtnava

Sharing on Facebook:

The Red Mountain AVA Alliance has published a public Facebook event with all participating wineries added as co-hosts. Please accept the invitation to co-host the event and it will be automatically added to your events calendar on Facebook. This will help increase the reach of the event by notifying your respective audiences.

Additionally, the Red Mountain AVA Alliance has posted event details to [our Facebook page](#); please reshare posts and/or use the sample copy found below to share with your followers.

Sample Copy

Sample Caption #1

Join us on Saturday, April 22 at Taste Red Mountain Woodinville! Enjoy wines from one of the world's top growing regions and get to know the wineries producing award-winning Red Mountain wines.

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- April 22, 2 to 4 pm
- The Winemakers Reserve
- Tickets available now
- Link: <https://tasteredmtnwoodinville.eventbrite.com>

Sharing in your newsletter:

Be sure to mention the event to your wine club and other email contacts! Sample copy to include in newsletters and/or email is found below.

Newsletter/Email Sample Copy

Red Mountain AVA is returning to Woodinville for a second annual Taste Red Mountain event. You're invited to the grand tasting on Saturday, April 22 at the Winemakers Reserve. Enjoy wines from one of the world's top growing regions and get to know the wineries producing award-winning Red Mountain wines. Red Mountain wineries will pour current and library releases, featuring Bordeaux blends and varietal wines, paired with small bites from Twelve Baskets Catering.

The event will be held on Saturday, April 22 from 2 to 4 pm at The Winemakers Reserve in Woodinville, located at 15902 Redmond-Woodinville Rd. NE, Suite D6.

Visit the link to purchase your ticket: <https://tasteredmtnwoodinville.eventbrite.com>

This event is limited to those 21 years of age and older.



Red Mountain AVA

What is Red Mountain?

The Red Mountain AVA is a 4,040 acre wine growing region. The unique characteristics of the region create the ideal place to grow some of the best wine grapes in the world.

Where is Red Mountain?

Conveniently located just north of the Tri-Cities in eastern Washington state, the Red Mountain AVA is a 3.5 hour drive from Seattle, WA and easily accessible by air travel using the Pasco Airport.



@redmtnava

www.redmountainava.com



Taste Red Mountain 2023 Events

Woodinville Grand Tasting

Date: April 22, 2023

Location: The Winemaker's Reserve

Time: 2PM - 4PM

Red Mountain Event Weekend

Dates: June 9-11, 2023

Locations throughout the Tri-Cities region

Times vary

- Grand Tasting
- Winemaker Dinners
- Guided Vineyard Hike and more!



Scan to view details
& purchase tickets



**Ask me about
#RedMtnAVA**

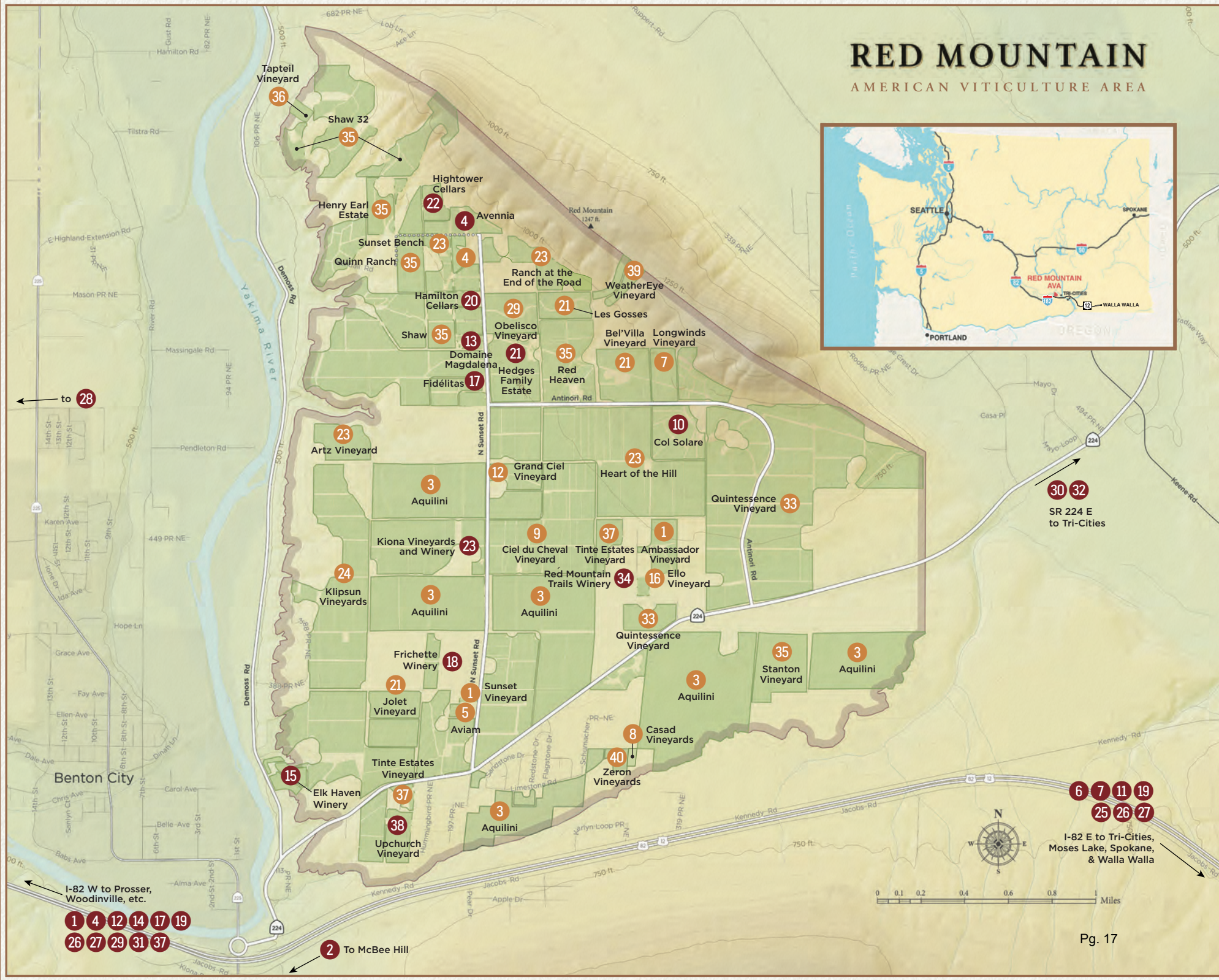


MEMBER VINEYARDS AND WINERIES

- | | | |
|----|---|----|
| 1 | Ambassador Wines of Washington, Ambassador Vineyard & Sunset Vineyard | W |
| 2 | Anelare | TC |
| 3 | Aquilini | RM |
| 4 | Avennia | W |
| 5 | Aviam | W |
| 6 | Barnard Griffin | TC |
| 7 | Canvasback & Longwinds Vineyard | WW |
| 8 | Casad Vineyards | W |
| 9 | Ciel du Cheval | W |
| 10 | Col Solare Winery & Col Solare Estate Vineyard | RM |
| 11 | Côtes de Ciel | WW |
| 12 | DeLille Cellars & Grand Ciel Vineyard | W |
| 13 | Domaine Magdalena Vineyard | RM |
| 14 | Eagle Harbor Wine Company | BI |
| 15 | Elk Haven Winery | RM |
| 16 | Ello Vineyard | W |
| 17 | Fidélitas & Fidélitas Estate Vineyard | RM |
| 18 | Frichette Winery | RM |
| 19 | Guardian Cellars | W |
| 20 | Hamilton Cellars & Bel Tramonto Vineyard | RM |
| 21 | Hedges Family Estate & Hedges Vineyard Partnership | RM |
| 22 | Hightower Cellars & Hightower Vineyard | RM |
| 23 | Kiona Vineyards and Winery, Heart of the Hill, Ranch at the End of the Road, Sunset Bench & Artz Vineyard | RM |
| 24 | Klipsun Vineyards | W |
| 25 | Liberty Lake Wine Cellars | SP |
| 26 | Mark Ryan Winery | WW |
| 27 | Market Vineyards | TC |
| 28 | Muret-Gaston Winery | TC |
| 29 | Obelisco Estate Winery | W |
| 30 | Pacific Rim Winemakers | W |
| 31 | Page Cellars | W |
| 32 | Palencia Wine Company | TC |
| 33 | Quintessence Vineyards LLC | W |
| 34 | Red Mountain Trails Winery | RM |
| 35 | Shaw Vineyards Inc. | W |
| 36 | Tapteill Vineyard | W |
| 37 | Tinte Cellars | W |
| 38 | Upchurch Vineyard | RM |
| 39 | WeatherEye Vineyard | W |
| 40 | Zeron Vineyards | W |

RED MOUNTAIN

AMERICAN VITICULTURE AREA



LEGEND

Tasting Room Locations		Type
BI	Bainbridge Island	Vineyard on Red Mountain
ML	Moses Lake	Winery
P	Prosser	Winery
RM	Red Mountain	1 Tasting Room Locator
SP	Spokane	1 Vineyard-only Locator
TC	Tri-Cities	
WW	Walla Walla	
W	Woodinville/Seattle Area	

1-82 W to Prosser, Woodinville, etc.

1 4 12 14 17 19

26 27 29 31 37

2 To McBee Hill

6 7 11 19

25 26 27

I-82 E to Tri-Cities, Moses Lake, Spokane, & Walla Walla



Taste Red Mountain Woodinville

Budget vs Actual

As of March 7, 2023

INCOME	BUDGET	ACTUAL	
Ticket Sales	\$ 9,375.00	\$ 2,000.00	20 tickets sold; break even = 94 tickets
Member Fees	\$ 2,600.00	\$ 2,400.00	supplement with trade tasting member fees
TOTAL INCOME	\$ 11,975.00	\$ 4,400.00	

EXPENSES	BUDGET	ACTUAL	
Venue	\$ 2,750.00	\$ 3,764.10	
Parking	\$ 1,150.00	\$ 1,188.00	
Food	\$ 4,000.00	\$ 3,713.63	
Wine Glasses	\$ 487.50		
Rentals	\$ 605.00		
Entertainment (Musician)	\$ 500.00	\$ -	
Printed Materials	\$ 100.00		
Permits	\$ 760.00	\$ 60.00	trade tasting will cost \$25 per winery for Class 8 permits
Misc. Expenses	\$ 1,200.00		
TOTAL EXPENSES	\$ 11,552.50	\$ 8,725.73	

Taste Red Mountain Event Weekend

Schedule of Events

Thursday, June 8

(TENTATIVE) 4pm-5pm and 9pm-10pm: Happy Hour Takeover at The Lodge at Columbia Point

(TENTATIVE) 5pm-7pm: Member Social at _____

Friday, June 9

Special Wine Pairings & Featured Winemakers at Dovetail Joint

Casual Food Truck Dinner at Fidélitas

Fancier Seated Dinner at Elk Haven Winery

Saturday, June 10

10am: Yoga at Kiona, \$30, limited to 30ppl

Guided Vineyard Hike at Domaine Magdalena, \$30, limited to 20ppl

2pm-4pm: Grand Tasting at Col Solare, \$100, limited to ___ppl

Special Wine Pairings & Featured Winemakers at Dovetail Joint

5:30pm: Casual Food Truck Dinner at Red Mountain Trails Winery, \$50, limited to 50ppl

Fancier Seated Dinner at Hedges Family Estate, \$175, limited to 16ppl



2022 Red Mountain AVA Alliance Winery/Vineyard Feedback Survey

Please limit to one response per organization.

1. What is your status with the Red Mountain AVA Alliance?

- Current Member
- Past Member
- Other Potential Member

2. Do you have a winery, tasting room, and/or vineyard located on Red Mountain?

- Yes
- No
- Prefer Not to Answer

3. After receiving feedback in 2020, the Red Mountain AVA Alliance created a new vision and updated our mission statement. Please rate your level of support for the Red Mountain AVA Alliance's vision and mission statements:

	Not Supportive	Mildly Not Supportive	Neutral	Mildly Supportive	Highly Supportive
Vision Statement: to have the Red Mountain AVA be recognized as one of the great wine growing regions of the world.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mission Statement: to increase the demand					

for Red Mountain AVA fruit and wines by cultivating awareness and enhancing the reputation of the region with trade, media, and consumers

Please provide any thoughts you might have on the vision and mission statements:

4. Based on feedback received, the RMAVAA created a list of methods & objectives needed to reach our desired vision and mission. Let us know how we're doing by rating your level of satisfaction on our progress on the following items:

	Not Satisfied	Somewhat Satisfied	Extremely Satisfied
building value for members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
outreach to media & trade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
expanding social media and online presence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
curating digital resources for members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
enhancing visitor experiences and opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
growing relationships with other trade organization, collaborating when appropriate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
communicating clearly and consistently with members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. The RMAVAA created a list of 2021 Primary Goals based on feedback received. Please rate your level of satisfaction on the following projects:

	Not Satisfied	Somewhat Satisfied	Extremely Satisfied
creation and implementation of digital strategy and storylines on Instagram, Facebook and redmountainava.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
creation of digital AVA map, enhanced image gallery and other collateral materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20 Years of Red Mountain AVA Spring Virtual Series with Owen Bargreen and winemakers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
securing, resourcing and guiding hired public relations firm, Play Nice Public Relations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
providing monthly Alliance updates to partners through <i>The Dirt on Red Mountain</i> e-newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. After the strides made in the past year, overall how satisfied are you now with the value of membership?

Not Satisfied Neutral Satisfied

* 7. If you answered "Not Satisfied" on Question #6, please explain. (If you answered "Neutral" or "Satisfied", please type n/a in comment box.)

8. Moving forward, what do you find important that will add value to your membership?

	Not Important	Somewhat Important	Extremely Important
continuation and expansion of public relations contract (currently 10 month contract with Play Nice Public Relations)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
expansion of consumer mailing database	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
continued development and growth of the AVA's presence on social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
further development of branding and messaging through hired marketing firm (brand development is not a service offered through Play Nice Public Relations)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
development of tools and resources for tasting room/sales staff and trade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
enhancement of visitor experience on Red Mountain (walking trails, sidewalks, signage, interpretive center, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
expansion of online and digital resources offerings (image gallery, press coverage, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
redmountainava.com site redesign	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
expansion of event offerings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
outreach to trade (wholesale, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
outreach to media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Is there anything else we can do to add value to your membership?

9. What kind of events would you like to see the Red Mountain AVA Alliance host?

- Trade Events
- Media Events
- Consumer Events
- None of the above

In what regions would you like to see us host events (Red Mountain, Seattle/Bellevue, Olympia, etc.)?

10. In what ways are you interested in getting more involved?

- Volunteering at Alliance-hosted events
- Participating in tastings
- Social Media takeover
- Event planning
- Speaking at events
- Joining in committee discussions
- Running for a board positions
- I do not want to be more involved than I already am
- Other (please specify):

11. In what areas do you excel?

- Event Planning
- Social Media
- Speaking/presenting on Red Mountain
- Trade Relations
- Media Relations
- Digital Communications
- Sales
- Other (please specify)

12. What method of communication works best for you? (Select all that apply)

- email as needed
- text alerts
- regular e-newsletter (via Constant Contact, MailChimp, etc.)
- members only section on website
- members only Facebook group
- annual/bi-annual membership meetings
- Other (please specify)

13. Please provide any additional feedback you may have:

14. Without answering this question, all feedback provided in this survey will remain anonymous. If you'd like to identify yourself, please provide your contact information:

Name	<input type="text"/>
Company	<input type="text"/>
City, St	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>





2022 Red Mountain AVA Alliance Sponsor & Other Businesses Feedback Survey

Please limit to one response per organization.

1. What is your status with the Red Mountain AVA Alliance?

- Current Sponsor
- Past Sponsor
- Other Potential Sponsor

2. Which best describes your relationship with the Red Mountain AVA?

Rank in order of what best describes you/your company's relationship with Red Mountain AVA (1 being the line that best describes your relationship, 8 being least descriptive)

- I'd like to participate in community efforts
- I am a personal supporter of Red Mountain AVA wineries
- I'd like to be part of enhancing tourist activities
- I'd like to see the reputation of Red Mountain AVA enhanced with trade, media and consumers
- Myself or my company offers agricultural related services
- I'm invested in seeing the demand increase for Red Mountain AVA wines and/or fruit
- Myself or my company offers winery related services
- I'd like to volunteer and/or participate in community events

3. After the strides made in the past year, overall how satisfied are you now with the value of your sponsorship?

Not Satisfied Neutral Satisfied

* 4. If you answered "Not Satisfied" on Question 3, please explain. (If you answered "Neutral" or "Satisfied", please type n/a in comment box.)

5. The Red Mountain AVA Alliance is currently in the process of reviewing sponsor benefits. Please rate the importance of the following benefits:

	Not Important	Somewhat Important	Extremely Important	N/A
recognition on <i>The Dirt on Red Mountain</i> , the Alliance's winery/vineyard facing monthly e-newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
invitation to participate in committee efforts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inclusion on marketing materials for Alliance-hosted events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
subscription to <i>The Dirt on Red Mountain</i> , the RMAVAA's monthly stakeholder e-newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
invitation to attend monthly board meetings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
complimentary invitation to attend Alliance-hosted events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ability to provide sponsor-generated industry-related content on <i>The Dirt on Red Mountain</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
presence on redmountainava.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments:

6. Moving forward, we are looking for value-added opportunities for our sponsors. Below is a list of items that could add value to Alliance sponsorships. Please rate how important each of the following items are to you/your organization:

	Not Important	Somewhat Important	Extremely Important
opportunities to be featured on <i>The Dirt on Red Mountain</i> , the Alliance's winery/vineyard facing e-newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
advertising opportunities on consumer facing e-newsletter & expansion of mailing database	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
event-based sponsorship opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
social media shoutouts/spotlights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
participation & volunteer opportunities at events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
complimentary tickets to events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
enhanced listings & other advertising opportunities on redmountainava.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
VIP offerings at Alliance-hosted events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Member/sponsor networking events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Is there anything else we can do to add value to your sponsorship?

7. In what ways are you interested in getting more involved?

- Volunteering at Alliance-hosted events
- Event planning
- Participating in tastings
- Joining in committee discussions
- Social Media takeover
- I do not want to be more involved than I already am
- Other (please specify):

8. In what areas do you excel?

- Event Planning
- Media Relations
- Social Media
- Digital Communications
- Trade Relations
- Sales
- Other (please specify)

9. What method of communication works best for you? (Select all that apply)

- email as needed
- text alerts
- regular e-newsletter (via Constant Contact, MailChimp, etc.)
- members/sponsors only section on website
- members/sponsors only Facebook group
- annual/bi-annual membership/sponsorship meetings
- Other (please specify)

10. Please provide any additional feedback you may have:

11. Without answering this question, all feedback provided in this survey will remain anonymous. If you'd like to identify yourself, please provide your contact information:

Name

Company

City, St

Email Address

Phone Number

Done