



RED MOUNTAIN
AVA ALLIANCE

April 2023 Board Packet

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RED MOUNTAIN
AVA ALLIANCE

Board Meeting Agenda
April 13th, 2023

1. Call to Order – Maggie Hedges, President
2. Attendance & Introductions – Maggie
 - a. Directors: Kristin Adams, Stephanie Cohen, Jason Gorski, Cameron James, Maggie Hedges, Richard Holmes, Will Hoppes, Teresa Owen, Karla Riccobuono
 - b. Staff: Alicia Brown
 - c. Members & Sponsors
 - d. Guests: Greg Wendt and Michelle Cooke, Benton County and Kayt Mathers and Cassandra Bird, Play Nice Public Relations
3. Restaurant Zoning – Greg Wendt and Michelle Cooke, Benton County
4. Operational Reports
 - a. Financial – Kristin
 - b. Digital – Alicia
5. Ongoing Business
 - a. Public Relations – Kayt
 - b. Annual Meeting – Alicia
 - c. Stakeholder Feedback Survey – Alicia
 - d. Upcoming Events – Alicia
 - e. Glass Recycling – Alicia
6. New Business
 - a. Board Retreat – Alicia
7. Questions/Comments
8. Adjourn

The next meeting of the Red Mountain AVA Alliance will be held on
Thursday, May 11th, 2023 at 9:00am at Hedges Family Estate

Upcoming Events:

April 20: Annual Meeting, 9am on Zoom

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

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

April 25: Geological History of Red Mountain with Kevin Pogue, 9am at Kiona

May 4: Board Retreat

June 8: Member Social

June 9-11: Taste Red Mountain event weekend

August 24: Member Social

November 30: Member Social

December 7: Westside Member Social

Access to Zoom Meeting

Topic: RMAVAA Board of Directors Meeting - April
Time: Apr 13, 2023 09:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/86507989851>

Meeting ID: 865 0798 9851

One tap mobile

+12532158782,,86507989851# US (Tacoma)

+12532050468,,86507989851# 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)

+1 312 626 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

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington DC)

+1 305 224 1968 US

+1 309 205 3325 US

Meeting ID: 865 0798 9851

Find your local number: <https://us02web.zoom.us/j/86507989851>

Red Mountain AVA Alliance

2023 Budget to Actual

INCOME

| | 2023 ANNUAL PROPOSED BUDGET | 2023 ANNUAL ACTUALS |
|---|--------------------------------|------------------------|
| ANNUAL DUES | | |
| Membership Dues | \$ 68,050.00 | \$ 64,705.00 |
| Sponsorship Dues | \$ 8,600.00 | \$ 3,300.00 |
| TOTAL ANNUAL DUES | \$ 76,650.00 | \$ 68,005.00 |
| EVENT INCOME | | |
| Taste Red Mountain Woodinville | \$ 9,375.00 | |
| Taste Red Mtn Woodinville - Member Fees | \$ 2,600.00 | \$ 1,400.00 |
| Taste Red Mountain (RM) | \$ 11,800.00 | |
| TOTAL EVENT INCOME | \$ 23,775.00 | \$ 1,400.00 |
| UNCATEGORIZED INCOME | | |
| Misc. Income | \$ - | |
| Interest-Savings, Short-term Money Market | \$ - | \$ 12.36 |
| TOTAL UNCATEGORIZED INCOME | \$ - | \$ 12.36 |
| TOTAL INCOME | \$ 100,425.00 | \$ 69,417.36 |

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 | \$ 14,000.00 | \$ 6,350.64 |
| <i>Print Advertising</i> | | \$ 250.00 |
| <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 | \$ 38,450.00 | \$ 8,850.64 |
| EVENTS | | |
| Taste Red Mountain (west side) | \$ 11,552.50 | \$ 3,308.55 |
| <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 | \$ 60.00 |
| <i>Misc. Expenses</i> | \$ 1,200.00 | |
| Taste Red Mountain (RM) | \$ 7,410.00 | \$ - |
| <i>Food</i> | \$ 1,500.00 | |
| <i>Wine Glasses</i> | \$ 650.00 | |
| <i>Rentals</i> | \$ 2,400.00 | |
| <i>Entertainment (Musician)</i> | \$ - | |
| <i>Printed Materials</i> | \$ 750.00 | |
| <i>Permits</i> | \$ 60.00 | |

| | | | |
|---|-----------|------------------|--------------------|
| Geology Presentation | \$ | - | |
| Photography | \$ | 450.00 | |
| Guided Hike | \$ | 300.00 | |
| Misc. Expenses (ice, signage, flowers, balloons, dump buckets, dry cleanir. | \$ | 1,300.00 | |
| Geology Presentation | \$ | 600.00 | \$ - |
| Kevin Pogue fee | \$ | 500.00 | |
| Rentals (chairs, screen, bathrooms) | \$ | 100.00 | |
| Taste Washington | \$ | 1,280.00 | \$ 1,402.15 |
| Alliance Booth Cost | \$ | 500.00 | \$ 375.00 |
| Lodging | \$ | 352.00 | \$ 535.06 |
| Food & Beverage | \$ | 158.00 | \$ 175.07 |
| Mileage | \$ | 270.00 | \$ 317.02 |
| Board Retreat | \$ | 900.00 | |
| Annual Meeting | \$ | 150.00 | \$ - |
| TOTAL EVENT EXPENSE | \$ | 21,892.50 | \$ 4,710.70 |

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

| | 2023 ANNUAL PROPOSED BUDGET | 2023 ANNUAL ACTUALS |
|---|--------------------------------|------------------------|
| OPERATIONS | | |
| Accounting Fees | \$ 1,000.00 | \$ 179.29 |
| Business Licenses & Fees | \$ 10.00 | \$ 20.00 |
| Digital Content Systems | \$ 2,600.00 | \$ 949.36 |
| Adobe | \$ 225.00 | \$ 63.87 |
| Zoom | \$ 200.00 | |
| Dropbox | \$ 435.00 | \$ 65.19 |
| Constant Contact | \$ 815.00 | \$ 216.84 |
| SquareSpace | \$ 360.00 | \$ 94.74 |
| 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 | \$ 520.01 |
| Postage, Mailing Service | \$ 260.00 | \$ 9.65 |
| Storage Unit Rent | \$ 650.00 | \$ 200.00 |
| Supplies | \$ 400.00 | \$ 176.41 |
| Local Mileage Reimbursement | \$ 710.00 | \$ 76.18 |
| TOTAL OPERATIONS | \$ 7,455.00 | \$ 2,130.90 |

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

| | 2023 ANNUAL PROPOSED BUDGET | 2023 ANNUAL ACTUALS |
|---------------------------------|--------------------------------|------------------------|
| SALARIES AND WAGES | | |
| Payroll Service Fees - QB | \$ 500.00 | \$ 117.39 |
| Taxes - Payroll | \$ 3,600.00 | \$ 1,536.30 |
| Wages - Executive Director | \$ 41,532.96 | \$ 7,997.02 |
| TOTAL SALARIES AND WAGES | \$ 45,632.96 | \$ 9,650.71 |

| | 2023 ANNUAL PROPOSED BUDGET | 2023 ANNUAL ACTUALS |
|-----------------------|--------------------------------|------------------------|
| TOTAL EXPENSES | \$ 116,410.46 | \$ 25,342.95 |

| | 2023 ANNUAL PROPOSED BUDGET | 2023 ANNUAL ACTUALS |
|-------------------|--------------------------------|------------------------|
| NET INCOME | \$ (15,985.46) | \$ 44,074.41 |

Digital Report

As of April 12, 2023

Instagram

2,996 followers (27 new)

Goal: 3,375 total followers by Dec. 31, 2023 (379 to goal)

Reach: 2,784 (increased by 18.1%)

Top Performing Post:



Let us pour you some #redmtnwine at Taste Red Mountain Woodinville this spring Join us at...

Published by Instagram · March 27 at 11:39 AM · 🌐

Post Impressions ⓘ

328

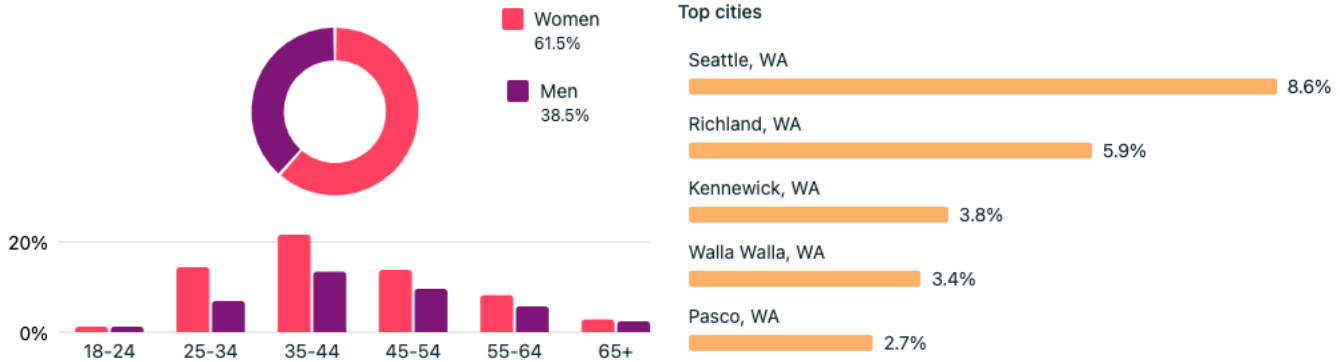
Post reach ⓘ

302

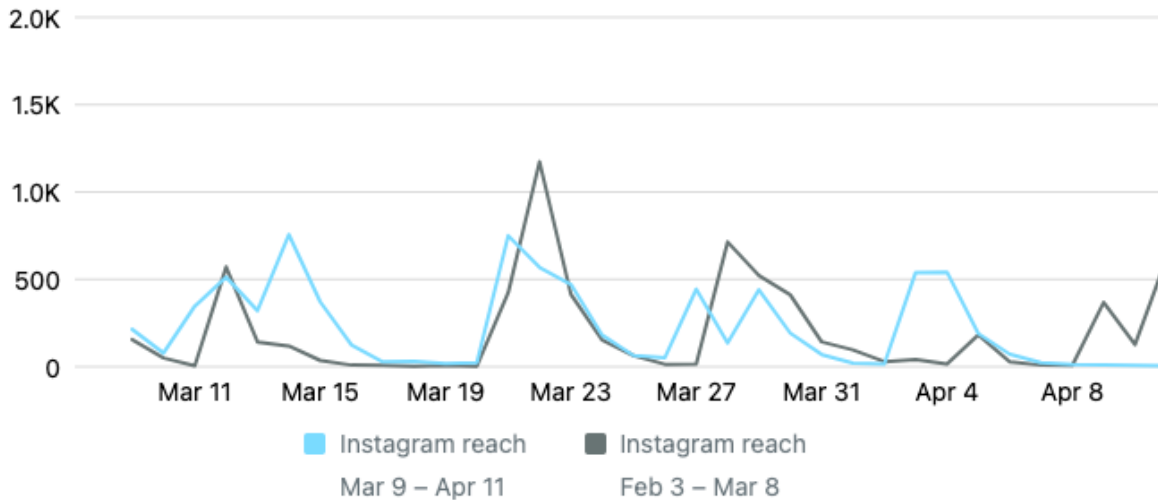
Post Engagement ⓘ

23

Audience:












Reach Over Time:

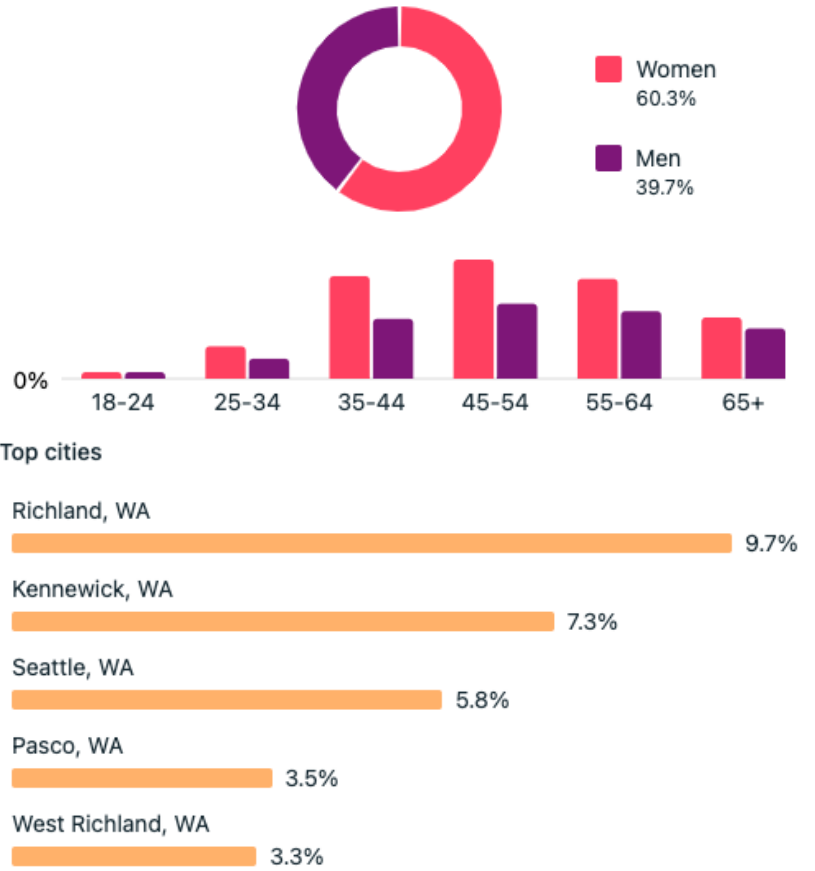


Facebook

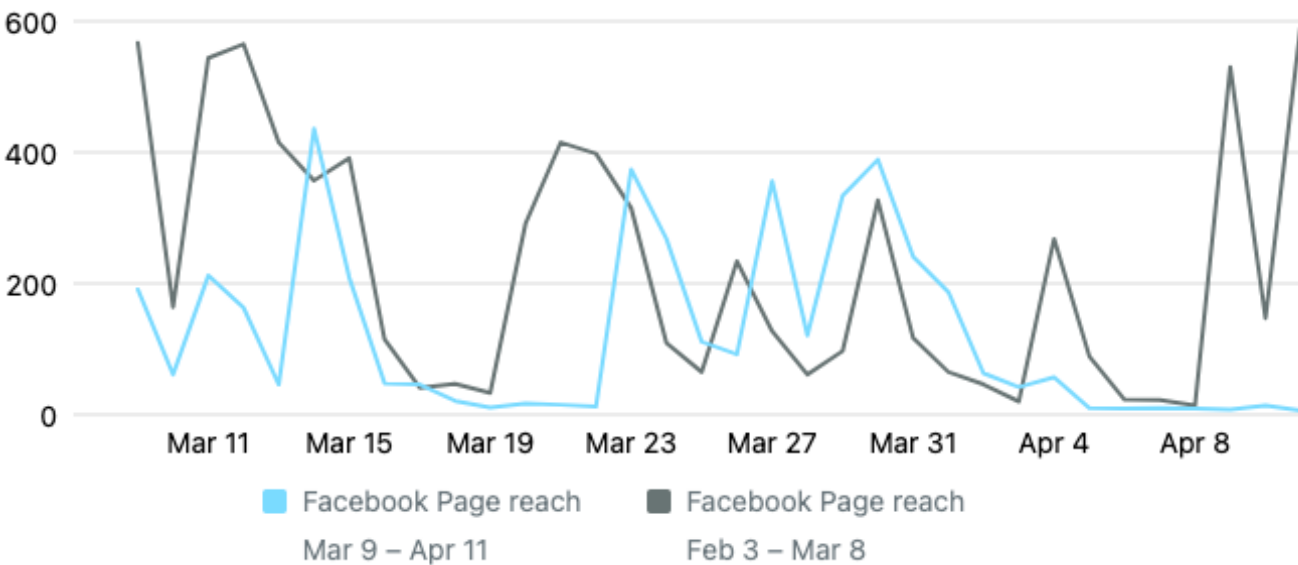
Overview:

| | | |
|---|--------------------|-----|
|  | Post reach | 992 |
|  | Post engagement | 324 |
|  | New Page likes | 3 |
|  | New Page Followers | 5 |
|  | Reactions | 116 |
|  | Comments | 4 |
|  | Shares | 3 |
|  | Photo views | 82 |
|  | Link clicks | 49 |

Audience:



Reach Over Time:



Email Contacts: 2,033

redmountainava.com

Users:



Users

1,346

New Users

1,307

Sessions

1,705

Number of Sessions per User

1.27

Pageviews

6,299

Pages / Session

3.69

Avg. Session Duration

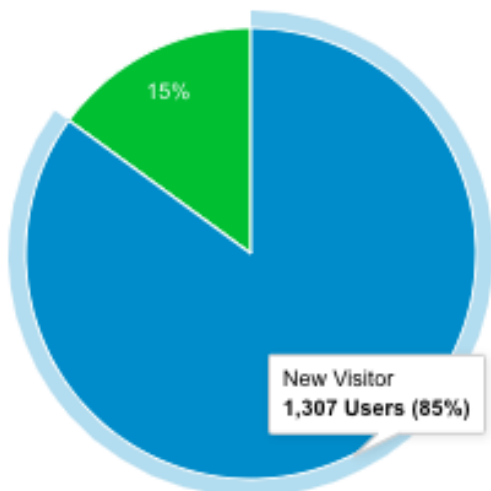
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Bounce Rate

1.41%

Audience

■ New Visitor ■ Returning Visitor



| City | Users | % Users |
|--------------|-------|---------|
| 1. Seattle | 258 | 17.40% |
| 2. (not set) | 110 | 7.42% |
| 3. Richland | 34 | 2.29% |
| 4. Ashburn | 29 | 1.96% |
| 5. Kennewick | 23 | 1.55% |
| 6. Bellevue | 21 | 1.42% |
| 7. Kirkland | 17 | 1.15% |
| 8. New York | 16 | 1.08% |
| 9. San Jose | 14 | 0.94% |
| 10. Portland | 13 | 0.88% |



Public Relations Updates April 2023

Media Coverage

- Link to ongoing Red Mountain AVA [Coverage Spreadsheet](#)

Taste Red Mountain - Woodinville

- Confirmed media attending event
- Press release:
 - Sent to 165 regional and national wine writers
 - 63% open rate

Taste Red Mountain - On The Mountain

- Toolkit forthcoming
- Media invitations in process

Upcoming wine reviewer visits

- Vinous: Eric Guido on Red Mountain May 22 + 23
 - Coordinating with RM AVA Alliance
- Robert Parker: Anthony Mueller visiting specific
 - Anthony coordinating directly with wineries

Marketing

- Update on winery surveys + website updates

Taste Red Mountain - Woodinville April 22, 2023
Media Representatives and Bios



Adam Acampora - Woodinville Wine Country

Adam Acampora is the executive director of Woodinville Wine Country, a position he's held since the beginning of 2022. Before this position he was the director of marketing for the Tennessee Wine Industry, and has been in beverage marketing his whole career.



Kristin Ackerman Bacon - Sip Magazine

Kristin is the CEO and publisher of Sip Magazine and CIDERCRAFT magazine, after working in lifestyle publications for a decade.



Arik Korman - I Heart Radio

Arik Korman hosts the Arik Korman Show on iHeart Radio. He has covered wine for multiple TV and radio stations, and on his own podcast interviews people about their expertise in all matters of life and science, including recently interviewing Shae of Fricchette Wines.



Clive Pursehouse - Decanter

Clive Pursehouse is the US editor for Decanter magazine, with an added focus on Oregon and Washington wines. He has written about cycling, travel, wine and cuisine for 20 years. He races cyclocross. He's a big fan of fresh wines with balance, acid, and minerality.



Sarah Toce - Seattle Lesbian

Sarah is an award-winning journalist and community organizer who covers events and food and beverage for Seattle Lesbian. She's also written for CNBC, Salon, and the Olympian.



Tan Vinh - Seattle Times

Tan is the food and drink reviewer for the Seattle Times. He has covered wine, beer, events, new bar openings and more.



RED MOUNTAIN
AVA ALLIANCE

Annual Meeting Agenda April 20th, 2023

1. Introductions
 - i. Staff
 - Alicia Brown, Executive Director
 - ii. Board Members
 - Maggie Hedges, President
 - Will Hoppes, Vice President
 - Kristin Adams, Treasurer
 - Karla Riccobuono, Secretary
 - Stephanie Cohen
 - Jason Gorski
 - Richard Holmes
 - Cameron James
 - Teresa Owen
2. Financial Recap – Kristin
3. Committee Efforts & Upcoming Projects – Committee Chairs
 - Executive – Maggie
 - Events & Infrastructure – Maggie / Karla
 - Hype (Public Relations & Advertising) – Will
 - Partner Relations – Richard
4. Questions / Comments / Suggestions
5. Adjourn

Upcoming Events:

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

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

April 25: Geological History of Red Mountain with Kevin Pogue, 9am at Kiona

June 8: Member Social

June 9-11: Taste Red Mountain event weekend

August 24: Member Social

November 30: Member Social

December 7: Westside Member Social

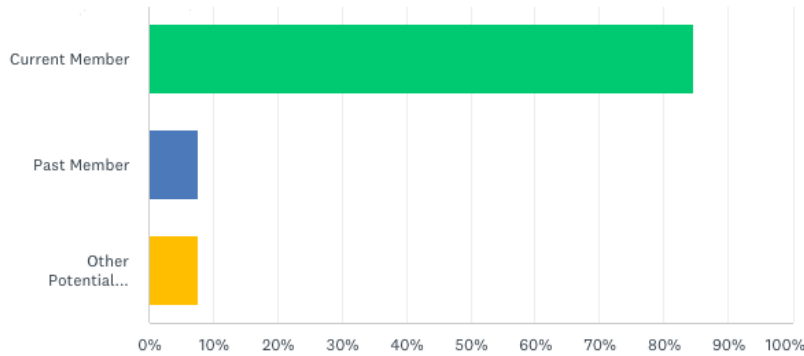
Stakeholder Feedback Survey Results

13 Responses

Question 1:

What is your status with the Red Mountain AVA Alliance?

Answered: 13 Skipped: 0

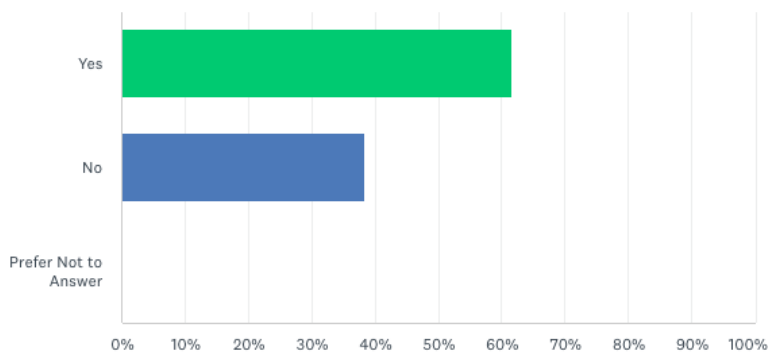


| ANSWER CHOICES | RESPONSES |
|------------------------|-----------|
| Current Member | 84.62% 11 |
| Past Member | 7.69% 1 |
| Other Potential Member | 7.69% 1 |
| TOTAL | 13 |

Question 2:

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

Answered: 13 Skipped: 0



| ANSWER CHOICES | RESPONSES |
|----------------------|-----------|
| Yes | 61.54% 8 |
| No | 38.46% 5 |
| Prefer Not to Answer | 0.00% 0 |
| TOTAL | 13 |

Question 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:

Answered: 13 Skipped: 0

| | NOT SUPPORTIVE ▼ | MILDLY NOT SUPPORTIVE ▼ | NEUTRAL ▼ | MILDLY SUPPORTIVE ▼ | HIGHLY SUPPORTIVE ▼ | TOTAL ▼ |
|---------------------|------------------|-------------------------|------------|---------------------|---------------------|---------|
| ▼ Vision Statement | 0.00% 0 | 0.00% 0 | 7.69% 1 | 0.00% 0 | 92.31% 12 | 13 |
| ▼ Mission Statement | 0.00% 0 | 7.69% 1 | 0.00% 0 | 15.38% 2 | 76.92% 10 | 13 |

Comments:

- Lets be bold and market the AVA and reinforce the mission

Question 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:

Answered: 13 Skipped: 0

| | NOT SATISFIED ▼ | SOMEWHAT SATISFIED ▼ | EXTREMELY SATISFIED ▼ | TOTAL ▼ | WEIGHTED AVERAGE ▼ |
|---|-----------------|----------------------|-----------------------|---------|--------------------|
| ▼ building value for members | 0.00% 0 | 76.92% 10 | 23.08% 3 | 13 | 3.23 |
| ▼ outreach to media & trade | 0.00% 0 | 53.85% 7 | 46.15% 6 | 13 | 3.46 |
| ▼ expanding social media and online presence | 0.00% 0 | 69.23% 9 | 30.77% 4 | 13 | 3.31 |
| ▼ curating digital resources for members | 7.69% 1 | 61.54% 8 | 30.77% 4 | 13 | 3.15 |
| ▼ enhancing visitor experiences and opportunities | 7.69% 1 | 76.92% 10 | 15.38% 2 | 13 | 3.00 |
| ▼ growing relationships with other trade organization, collaborating when appropriate | 7.69% 1 | 53.85% 7 | 38.46% 5 | 13 | 3.23 |
| ▼ communicating clearly and consistently with members | 7.69% 1 | 38.46% 5 | 53.85% 7 | 13 | 3.38 |

Question 5:

The RMAVAA created a list of primary goals based on feedback received. Please rate your level of satisfaction on the following projects:

Answered: 13 Skipped: 0

| | NOT SATISFIED | SOMEWHAT SATISFIED | EXTREMELY SATISFIED | TOTAL | WEIGHTED AVERAGE |
|--|---------------|--------------------|---------------------|-------|------------------|
| continue development of digital strategies, storylines and messaging on Instagram, Facebook and redmountainava.com | 0.00% 0 | 75.00% 9 | 25.00% 3 | 12 | 3.25 |
| creation of AVA map, enhanced image gallery, Five Pillars document and other collateral materials | 7.69% 1 | 38.46% 5 | 53.85% 7 | 13 | 3.38 |
| planning and executing two Taste Red Mountain events | 0.00% 0 | 30.77% 4 | 69.23% 9 | 13 | 3.69 |
| resourcing and guiding hired public relations firm, Play Nice Public Relations | 15.38% 2 | 46.15% 6 | 38.46% 5 | 13 | 3.08 |
| providing monthly Alliance updates to partners through The Dirt on Red Mountain e-newsletter | 0.00% 0 | 38.46% 5 | 61.54% 8 | 13 | 3.62 |

Question 6:

If you not satisfied in any way, please explain.

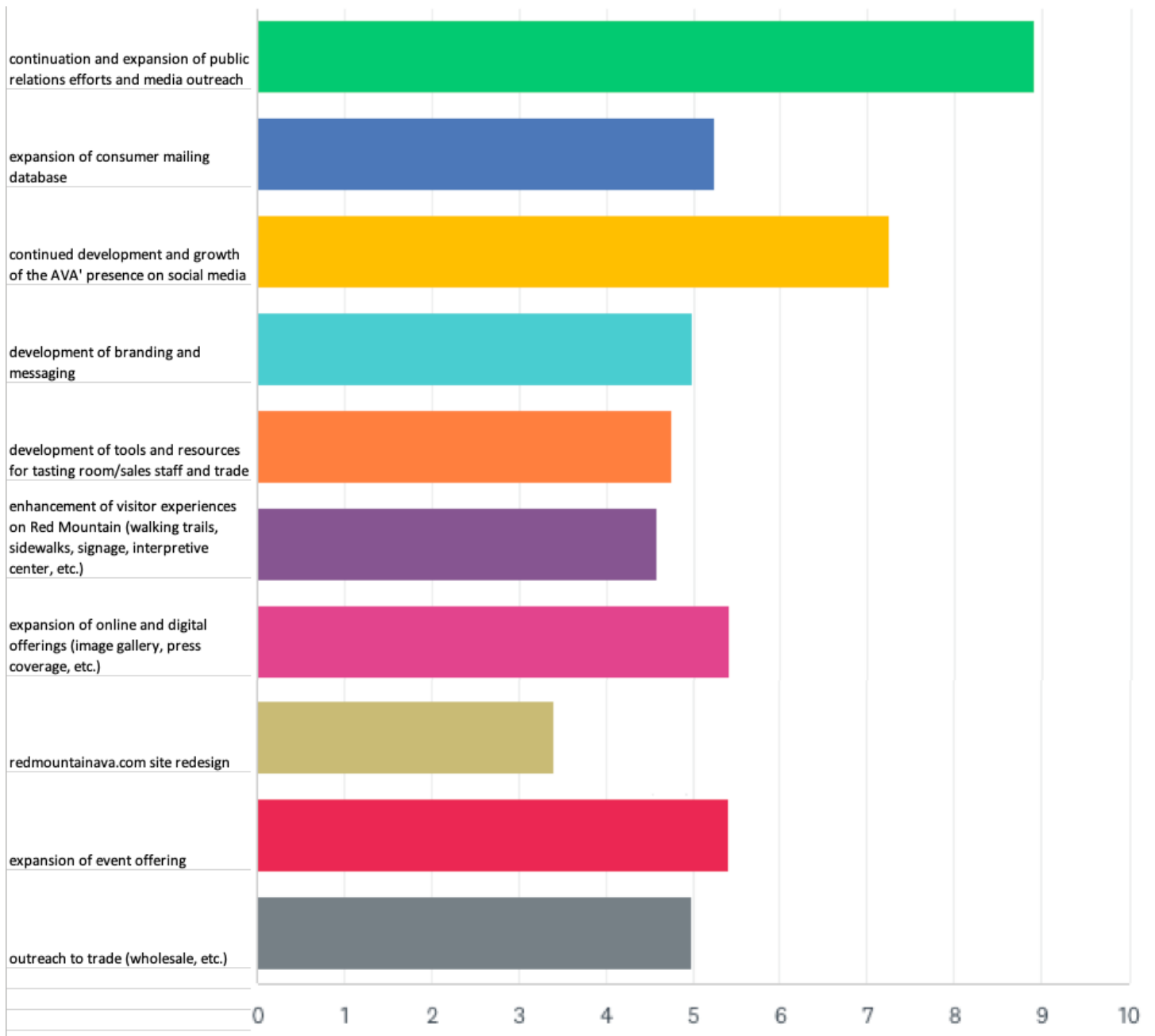
Answered: 5 Skipped: 8

- I can't really speak to questions 4 & 5 because we are not in the alliance but have considered it. We have sourced our grapes from Heart of the Hill since 2013.
- My dues went from \$80 an acre up to \$140 an acre in one year. How many members are paying \$140. an acre? I was told they would get back to me, and I never received a call. Then I noticed I'm not on the AVA Map anymore. Is it an AVA map or a membership map. If it's a membership map it should be stated as such. If it's an AVA map, all WineGrowers and Wineries should be listed that are within the AVA boundary's. What the association is doing for the marketing of Red Mountain is going well. Thank you.
- When 5 pillars is typed in to google the first items to come up are the 5 pillars of Islam. I'm concerned this might turn people away who are looking to connect with Red Mountain
- Looking forward to seeing the social media plan enacted this year.
- Still not sure how effective Play Nice is. The articles written have been so so.

Question 7:

Moving forward, what do you find important that will add value to your membership? (1 being most important and 10 being least important)

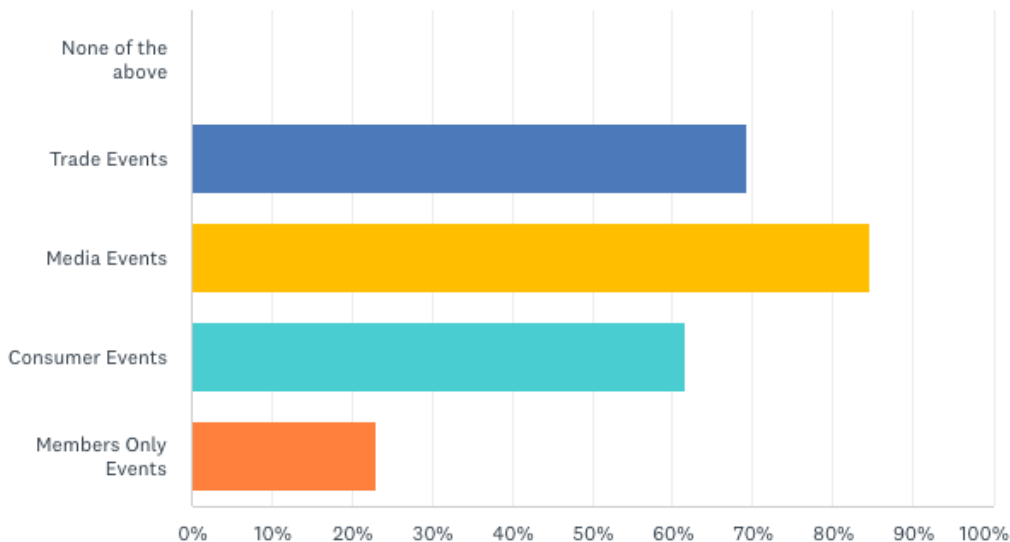
Answered: 12 Skipped: 1



Question 8:

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

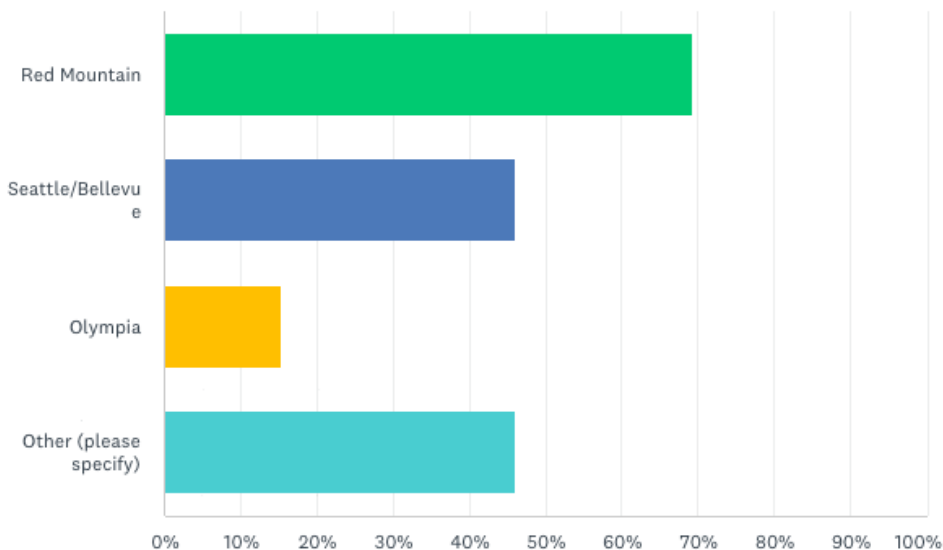
Answered: 13 Skipped: 0



Question 9:

In what regions would you like to see us host events?

Answered: 13 Skipped: 0



Other Locations:

- Tacoma
- Tri-Cities so that transportation for guests is easier to overnight accommodations
- Spokane
- once a year outside of the Northwest to a larger market for high quality wine.
- Vancouver (so we are in WA but reach Portland)
- Nationally like ZAP or Napa Vintners Road Trips

Question 10:

In what ways would you like to be more involved?

Answered: 1 Skipped: 12

- Already involved as much as my schedule allows



RED MOUNTAIN AVA ALLIANCE

Board Retreat Agenda May 4th, 2023

Review of:

- Roles & Responsibilities of Directors
- Current Projects
- Stakeholder Feedback Survey

Dive Deeper

A discussion on bigger items that we haven't had time to address fully at regular board meetings/ items that require more thought and input than a regular board meeting

Future Planning

Setting topline goals – what are our 3 or 4 main priorities for 2024 and beyond?

Forming committees – topline goals will guide in creating new committees

Creating action items– action items for committees to reach goals



RED MOUNTAIN
AVA ALLIANCE

Board Meeting Minutes

April 13th, 2023

Author: Karla Riccobuono

1. Call to Order 9:03 AM
2. Attendance –
 - a. Directors: Kristin Adams, Stephanie Cohen, Jason Gorski, Cameron James, Maggie Hedges, Richard Holmes, Will Hoppes, Teresa Owen, Karla Riccobuono **Quorum Present*
 - b. Staff: Alicia Brown, Executive Director
 - c. Members & Sponsors: Jade Messiah, Aquilini Wines; Sam Cassady, Ambassador Wines
 - d. Guests: Greg Wendt and Michelle Cooke, Benton County and Kayt Mathers, Play Nice Public Relations
3. Restaurant Zoning – Greg Wendt and Michelle Cooke, Benton County presented to the board a general overview of the Growth Management Act and how agriculturally zoned land can be used, what the Red Mountain AVA Master Plan allows and how that affects restaurants or future area improvements. Originally in the Master Plan, it allowed for creation of wine village that could house restaurants, lodging, retail, or a wine village resort. It is their recommendation to reevaluate the Master Plan and to update and map out the future of what the future of the Red Mountain AVA should look like and how to allow for and manage Non-AG use of land such as restaurants or retail. Amending the existing plan is not recommended and would be denied. This will be a two-part process since restaurants or food establishments were not part of the original document such as a farm stand. The county accepts applications in November to get on their next year agenda and then it will take about a year on their end to update the completion of the new plan. The board agreed to discuss next steps more at length at the upcoming board retreat.
4. Operational Reports
 - a. Financial – Kristin gave a financial report and an overview of the current budget. The report included in the packet was updated to show budget vs actual. Overall, expenses are in line and are close to budget.
 - b. Digital – Alicia reported that Instagram is on track to reach follower goal and showed overall audience and reach reports. Top performing post was about Taste Red Mountain Woodinville. Overall increase of users on the AVA website, possibly due to ads and events. Maggie inquired about creating a Tik Tok however Alicia responded that the wine commission does not recommend due to liquor legalities.
5. Ongoing Business

- a. Public Relations – Kayt reported on recent press and linked a coverage spreadsheet for reviewing. Play Nice will be at Taste Red Mountain Woodinville and confirmed media attendees. Tool kit for Taste Red Mountain and media invitations are in process. Anthony Mueller is visiting Red Mountain this weekend and coordinated directly with wineries himself. Eric Guido is coming to Red Mountain May 22nd-23rd. Alicia will be in contact with wineries about visits/wine needed. Play Nice will work with Alicia to create a video or reel highlighting participants of Taste Red Mountain. The website will soon be updated with current bios based on survey responses from members.
- b. Annual Meeting – Alicia announced that the annual meeting will take place on Thursday 4/20 by zoom at 9 AM and gave the board an outline of the agenda.
- c. Stakeholder Feedback Survey – Alicia reported that there were less responses than last year and that the board will discuss results more in depth at the board retreat.
- d. Upcoming Events – Alicia gave a summary of the calendar of events and reported that all final details for Taste Red Mountain are in place, and she will be meeting with the point of contact on Friday. As of the board meeting, there were 73 tickets sold. There will be a member social immediately following the tasting at Fidelitas.
*Update: the member social was canceled due to scheduling conflicts. The geology seminar with Kevin Pogue will be held at Kiona on Tuesday April 22nd at 9 AM. Alicia is still confirming final locations for remaining member socials. The Board Retreat will be held at Elk Haven on Thursday, May 4th at 10 AM. Taste Red Mountain tickets will go on sale immediately after Taste Red Mountain Woodinville event is done.
- e. Glass Recycling – Alicia gave a summary of the zoom held for the board directors which included Scott DeFife and Chris Leucke of Big Recycling Company, Larry Oates of Sleeping Dog, and Rebecca Francik of BDI. Big Recycling is looking for feedback, questions, comments or concerns by members and Alicia will send out potential pricing estimates for review.

6. New Business

- a. Board Retreat – Alicia will schedule a meeting with the Executive Committee to discuss agenda and Deep Dive discussion topics which will include but not be limited to Dues/Budget, Red Mountain AVA Master Plan, Infrastructure ideas. She will email members for feedback and suggestions regarding topic ideas and will follow up with the Executive Committee.

7. Adjourn at 10:04 AM

The next meeting of the Red Mountain AVA Alliance will be held on
Thursday, May 11th, 2023 at 9:00am at Hedges Family Estate

Upcoming Events:

April 20: Annual Meeting, 9am on Zoom

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

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

April 25: Geological History of Red Mountain with Kevin Pogue, 9am at Kiona

May 4: Board Retreat

June 8: Member Social

June 9-11: Taste Red Mountain event weekend

August 24: Member Social