



RED MOUNTAIN AVA ALLIANCE

March 11th, 2021 Meeting Minutes

This meeting took place via Zoom; contact alicia@redmountainava.com for a recording of the meeting.

The meeting began at 8:00 a.m.

Attendance

Tim Hightower, President
Kathy Cortembos, Vice President
Katrina Cantu, Treasurer
Alicia Brown, Executive Director
Kayt Mathers, Play Nice Public Relations

Hannah Coulson, Board Member
Maggie Hedges, Board Member
Even Johansen, Board Member
Mellissa Whittaker, Board Member
Joyce Casad, Member
Dave Larsen, Member
Cam Matches, Member

Approval of February Meeting Minutes

February Meeting Minutes were provided to board members prior to the meeting. The board approved the minutes as presented.

February Financials

Katrina presented February financial reports, which will be sent to board members following the meeting. Katrina noted that she has been discussing a potential accounting partnership with Alegria, a 2020 Alliance sponsor, to begin in May. Maggie also noted another option for a bookkeeper that she previously sent to Katrina. Katrina will look into this options while continuing discussions with Alegria.

Play Nice Public Relations

Kayt presented updates from their efforts in the past month including the 20 Years of Red Mountain AVA Social Media Toolkit provided to members and the paid digital ad campaign promoting the spring virtual event. Additional details from the paid digital ad campaign

will be provided at the April board meeting.

Kayt also presented a proposal for a spring sample campaign using Alliance wines remaining in inventory, targeting media in the Seattle, Portland and Tri-Cities regions. The board approved moving forward with their proposal, as presented.

Additionally, Kayt presented recommendations for updates to redmountainava.com, which were approved by the board. Kayt will work directly with Alicia to make these updates.

Committee Updates

Executive: Tim notified the board that an application for a PPP loan grant has been completed. Tim also reported that he, Alicia and Kathy attended a roundtable meeting with other regional wine associations, hosted by the Washington Wine Commission. During the meeting, Sean Sullivan presented tips and tricks to reach media. The board recommended including information from this meeting in the Alliance's March 20th e-newsletter.

Events & Infrastructure: Kathy noted that Christophe is requiring additional assistance for the construction of the second sign on SR 224. The board approved moving forward with hiring additional assistance, as long as it fits within the prior approved budget. Alicia will request a new quote on metal lettering from Mustang Signs. Kathy also reported that the Department of Transportation has identified a potential location for a sign on I-82 on an Aquilini parcel. Kathy and Even are working to determine if the site is a viable option.

Alicia provided a brief update on the kick-off to the spring virtual tasting event, celebrating 20 Years of Red Mountain AVA with Owen Bargreen. Additionally, Alicia presented date options for the Alliance's Summer 2021 event. The board approved moving forward with planning for an in-person tasting event on the weekend of August 7th. The Events & Infrastructure Committee will meet soon and will present plans for the event at the April board meeting.

Partnership Development: Alicia provided an update on 2021 members and sponsors. Alicia has renewed 28 members and nine sponsors from 2020. Additionally, Alicia has signed up five new members and five new Friends of Red Mountain sponsors.

Media & Trade Relations: Alicia announced that, as a result of a familiarization tour with editor Allen Cox, Northwest Travel & Life has featured Red Mountain AVA in an article entitled "A Sip Trip in Washington's Red Mountain" in the March/April edition of the publication. Additionally, the AVA was included in the Tri-Cities section of the article "Northwest Wine Country Capitals."

Digital Strategy: Mellissa provided an update on Digital Strategies. Mellissa noted that once again, the Alliance has surpassed the goal of 50 new followers on Instagram each month. Mellissa noted that the Alliance's Facebook following decreased, that she believes is due to an overall decrease in people on Facebook.

New Items & Other Updates

Alicia noted an email the Alliance received regarding the proposed Horse Heaven Wind Farm. The board recommended the Executive Committee look into the this proposal further in order to provide information to members.

Alicia also updated the board on Mr. Craig Huff's request for the Alliance to weigh in on his request to reduce the minimum parcel size limit for Farm Stands from 20 acres to something less that would allow him to place a Farm Stand on his 2.45 acre property. The Executive Committee will further investigate our options and report back to the board at the next meeting.

Open Member Forum

No updates were reported.

Adjourn

The meeting adjourned at 9:41 a.m.