



RED MOUNTAIN AVA ALLIANCE

April 8th, 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
April Reddout, Secretary
Alicia Brown, Executive Director
Kayt Mathers, Play Nice Public Relations

Hannah Coulson, Board Member
Maggie Hedges, Board Member
Will Hoppes, Board Member
Even Johansen, Board Member
Mellissa Whittaker, Board Member
Tim Gamble, Member
Cam Matches, Member
Craig & Stacey Huff, Guests

Approval of March Meeting Minutes

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

Zoning Amendment Inquiry – Farm Stand

Craig and Stacie Huff presented their plans for a farm stand on their 2.4 acre property to the board. The Red Mountain Agricultural District currently lists Agricultural Stands as allowed on parcels of 20+ acres and Benton County has reached out to the Alliance to potentially amend the text. Senior Planner, Brian Malley had previously told the board that an Ordinance Text Amendment was needed in order to allow an agricultural stand on the Huff's property.

After a lengthy conversation, the board determined the need to hear more about the process from Benton County. Later in the meeting, Benton County Assist Planning Manager

Michelle Cooke joined the meeting to present on the process of amending the text. Tim will create a document outlining the proposed change to the RMAD, which will be routed to all board members and voted upon before forward movement.

March Financials

Katrina presented March financial reports, which were included in the board packet. Katrina reported that as of March 31, the Alliance has \$115k in the bank and \$2,050 still to be received from sponsor payments. Katrina also reported that the Alliance has received \$53,426.87 in revenue from memberships and sponsorships; with \$10,000 still anticipated from the financial partnership with Alegria, we are tracking to the budgeted income of \$59,500 for the year.

Katrina announced that the Executive Committee has received a proposal from Moss Adams for accounting services beyond our contracted service time. The proposal calls for increased monthly fees as well as an additional cost for tax preparation. A proposal from Alegria that would decrease out of pocket costs to \$1,250 per year was routed to board members and the Alliance will move forward with transitioning accounting services to Alegria.

2021 Board Elections & Retreat

Alicia announced that elections will take place at the June board meeting. The following positions will be up for election in May:

- Resident on Red Mountain
- Winery Producing more than 15,000 cases
- At Large Position #1
- At Large Position #2

Maggie and Will plan to run for re-election in the Resident on Red Mountain position and At Large Position #2, respectively. Kathy will be moving out of state and will not be running for re-election for the Winery Producing more than 15,000 cases position. Katrina announced that she is not planning on running for reelection.

Additionally, Hannah announced that she has taken a winemaking role outside of the Alliance membership and she will be stepping down from the Vineyard Less than 20 acres position. Alicia will include a one year appointment for this board position in the general election.

An announcement of board members up for re-election and other open board positions, as well as a call to members to submit interest by May 7, will be included in the April newsletter. The board approved moving forward with using an electronic ballot through Election Buddy, costing \$19, for the election.

Soon, Alicia will reach out to current board members to set a date for a one-day Board Retreat in late July/early August. Included will also be a request for board members to provide information on topics to address at the retreat and how to create a successful

board retreat.

Play Nice Public Relations

Kayt announced that the Alliance wines selected as samples for Washington-based media have been delivered and/or picked up in the Seattle region. Kayt is working with Alicia to coordinate deliveries to Portland-based media and is anticipating completion of the spring sample campaign by the beginning of May.

Kayt also reported that Play Nice pitched multiple Red Mountain vineyards to Sip Magazine for a story on Pacific Northwest growing regions deserving of the Grand Cru label. Both Ciel du Cheval and Kiona Estate Vineyard were selected to be featured among the seven vineyards listed in the spring edition of Sip Magazine. Additionally, Kiona was selected to be featured in a second article, talking on the multi-generation legacy of the Williams family.

Included in the board packet was a document outlining the digital campaign that supported the spring virtual series, which Kayt spoke on at the meeting. Additionally, Kayt noted plans to hire Andrea Johnson, well-known photographer, to shoot the red hued Red Mountain in early May. A second photoshoot will be planned in early summer that will feature lifestyle shots.

Committee Updates

Executive: Tim notified the board that the Alliance has qualified for the Paycheck Protection Plan SBA loan that we applied for, in the amount of \$7,274. The Alliance may apply for forgiveness on all or part of the loan if funds are used for eligible Program expenses. Tim motioned for the board to approve of the Alliance taking the loan and authorizing Tim to sign the promissory note as a representative of the Alliance. Maggie seconded the motion and it passed unanimously.

Events & Infrastructure: Kathy provided updates on the SR 224 sign project; Christophe has purchased the majority of the materials and work should begin late Spring. Additionally, Kathy notified the board that Washington Wine Institute is now looking into easing the path for wine regions to get signage on highways; she will be pursuing this option before moving forward with the Aquilini property that was identified earlier.

Maggie presented a draft itinerary for 2021 Taste Red Mountain, a two-day event with tastings geared towards trade and consumers, a seated tasting and a geology presentation. Members will be invited to participate in the event as a benefit to their membership and information will be provided in April's *The Dirt on Red Mountain*.

Partnership Development: Katrina reported that Gesa Credit Union, a 2019 sponsor, has rejoined the Alliance as a Sustaining Sponsorship in 2021. Katrina also noted that table runners have been delivered to all members. Soon, the Partnership Development Committee will begin discussing 2022 dues.

Media & Trade Relations: No updates were reported. Will noted that this committee

should meet soon to discuss trade and media we would like to invite to Taste Red Mountain. Maggie noted that it would be nice to provide members with a document to help them invite trade; members should be encouraged to let their local distributors, sales reps, and top accounts know about the event.

Digital Strategy: Mellissa reviewed the Digital Strategy report that was included in the board packet.

Adjourn

The meeting adjourned at 9:58 a.m.