



RED MOUNTAIN AVA ALLIANCE

July 8th, 2021 Meeting Minutes

This meeting took place in person at Hedges Family Estate and virtually on Zoom.

The meeting began at 8:00 a.m.

Attendance

Tim Hightower, President
Alicia Brown, Executive Director
Kayt Mathers, Play Nice Public Relations
Brian Newhouse, Alegria & Company, PS

Kristin Adams, Board Member
Maggie Hedges, Board Member
Will Hoppes, Board Member
Even Johansen, Board Member
April Reddout, Board Member
Karla Riccobuono, Board Member
Mandy Walters, Board Member
Mellissa Whittaker, Board Member
Kevin Irving, Member
Amy Johnson, Member
Cam Matches, Member
Ellie Zeron, Member

Approval of June Meeting Minutes

Draft Meeting Minutes from the June meeting were provided to board members prior to the meeting. Tim noted an update needed and the updated minutes were approved by the board.

June Financials

Alicia introduced Brian Newhouse, CPA at Alegria & Company, the Alliance's new financial partner. Alicia provided a review of financial statements as of June 30, 2021. Tim noted that the name of the account currently listed as a CD needs to be updated.

Election of Officers

The board of directors voted unanimously for the following slate of officers to serve in the Red Mountain AVA Alliance's executive positions:

President – Maggie Hedges

Vice President – Even Johansen

Treasurer – Kristin Adams

Secretary – Tim Hightower

Ongoing Project Updates: Taste Red Mountain

Maggie provided an update on Taste Red Mountain. Since the last meeting, invitations were sent to trade, media, sponsors and select media partners to attend a VIP hour at the Grand Tasting event on Saturday, August 7 as well as the geology seminar with Kevin Pogue on Sunday, August 8. A select number of VIP media and trade were also invited to attend the retrospective tasting, taking place on the morning of August 8. Maggie also provided an update on the itinerary, which was finalized after the June board meeting.

As of the morning of July 8, 65 consumer tickets were sold and 10 trade and media RSVP'd to the Grand Tasting. The geology seminar currently had 7 RSVPs and the VIP retrospective tasting had 3 RSVPs.

Ongoing Project Updates: Play Nice Public Relations

Kayt presented metrics on the digital advertising campaign focused on promoting Taste Red Mountain. To date, \$57.05 has been sent to reach approximately 7,000 accounts in Washington, California, Oregon and Texas.

Kayt & Alicia met with the Washington Wine Commission in regards to assisting in securing media attendees to Taste Red Mountain. The Commission generously offered up to \$5,000 to cover the cost of media to attend. Kayt is also working to confirm the attendance of Paul Gregutt from Wine Enthusiast.

Kayt also provided an update following the media familiarization tour with Jeremy Young and Taylor Wilson, both of the International Wine Report. During their time on Red Mountain, Taylor tagged @redmtnava in a post on Instagram which garnered over 50 comments and over 900 likes. Kayt is anticipating hearing word from Jeremy on future publications soon.

Kayt also noted that Play Nice Public Relations has completed their second photoshoot with Andrea Johnson, which took place at Upchurch Vineyard. This shoot focused on getting images of people enjoying wine with and without food, both indoors and outdoors.

Ongoing Project Updates: Discussion on Stakeholder Feedback Survey Results

Prior to the meeting, the board decided to extend the deadline to receive responses to the Stakeholder Feedback Surveys to Friday, July 16 in order to garner additional results.

During the meeting, the board discussed members disinterest in becoming more involved. The board decided to update the question in the survey to ask members what they might

be interested in volunteering for, rather than a straight yes/no question.

Ongoing Project Updates: Board Retreat

Alicia reminded the board of the Board Retreat, taking place at Upchurch Vineyard on July 20. The board reviewed the final draft of the Retreat agenda and determined the need to update the timing of the agenda to better fit the needs of the organization. The newly appointed executive team will meet in the next week to make updates to the agenda.

Committee Updates

Digital Strategy: Mellissa reported on the July Digital Strategy report, which was included in board packets.

Events & Infrastructure: Maggie reported that the sign on SR 224 is still under construction and is hopeful that the sign will be complete before the next board meeting. Tim notified the board that the Washington Wine Commission is looking into the possibility of including funding in their 2022 budget for highway visitor signage for wine regions throughout the state.

Executive: Tim notified the board that he will be providing all board members with the restated bylaws with all amendments as well as the Articles of Incorporation.

Alicia provided a brief update on the Washington Wine Commission meeting she attended on June 18

Media & Trade Relations: Will notified the board that select members were asked to provide samples to Sip Magazine, which Will arranged transfer of.

Partnership Development: No updates.

Open Member Forum

No updates reported.

Adjourn

The meeting adjourned at 9:13 a.m.