



## RED MOUNTAIN AVA ALLIANCE

### July 20<sup>th</sup>, 2021 Board Retreat

*This meeting took place in person at Upchurch Vineyard.*

The meeting began at 8:00 a.m.

#### **Attendance**

Maggie Hedges, President

Even Johansen, Vice President

Kristin Adams, Treasurer

Tim Hightower, Secretary

Will Hoppes

Karla Riccobuono

Mellissa Whitaker

Alicia Brown, Executive Director

#### **Basic Organization and Function**

The board was provided a consolidated copy of the bylaws prior to the meeting, along with a copy of the roles & responsibilities of the board, the Executive Director's job description as well as the 2020 Organization Information & Partner Benefits packet, which includes the vision, mission and methods & objectives.

Maggie noted the following items:

- the Alliance must host an annual meeting of the members
- notice of meetings must be given 10 days in advance
- Article IV 4.1 second paragraph beginning with "All seven directors..." needs to be updated to "All nine directors..."
- executive committee must take minutes of their meetings

Mellissa Whitaker motioned to update the bylaws to read "All nine directors..." in paragraph two in Article IV 4.1 and to provide Maggie Hedges, Kristin Adams and Tim

Hightower with access to the bank account. Tim Hightower seconded the motion and it passed unanimously.

### **Dive Deeper**

The board discussed the board composition and determined that Alicia would create a spreadsheet which categorized members by board composition factors (acres, production numbers, etc.) in order to discuss further at the November board meeting. The board also determined that they would discuss potential updates to membership dues at the November meeting.

Kristin Adams motioned to update the election schedule so that elections take place in March and newly elected board members begin in April. Maggie Hedges seconded the motion and it passed unanimously.

The results of the 2021 Stakeholder Feedback Survey were provided to the board prior to the retreat and were discussed.

The board would like to make the following adjustments for the 2022 survey:

- include ask to provide reasons for rating “not satisfied,” where applicable
- include question(s) about Taste Red Mountain and virtual events

### **Future Planning**

The board began by reviewing 2021 goals, methods & objectives and items that could add value to membership from responses of question #7 of the Stakeholder Feedback Survey. Alicia provided a weighted list of these items, shown here are those ranked most important (top, 1) to those ranked least important (bottom, 9):

- 1: Creation of consumer e-newsletter & expansion of mailing database
- 2: Outreach to media
- 3: Expansion of online & digital resource offerings
- 4: Continuation & expansion of PR contract
- 5: Expansion of event offerings
- 6: Enhancement of visitor experiences on Red Mountain
- 7: (3 WAY TIE) Continued development & growth of AVA’s social media presence
  - Further development of branding & messaging through hired marketing firm
  - Development of tools & resources for staff & trade
- 8: Outreach to trade
- 9: Redmountainava.com site redesign

The board also brainstormed other projects, including:

- AVA fact sheet
- Washington Wine Road Trip Itineraries for #mapmywawine
- fundraising event for infrastructure projects
- members only section of website for images & other collateral materials
- designed vineyard and/or tasting room signage
- vineyard row signs with varieties

- Taste Red Mountain Woodinville
- Wine Region of the Year lists (Wine Enthusiast, USA Today's 10best, etc.)
- get on vintage charts
- quarterly member "social" tastings (with educational trainings?)
- 5 Pillars presentation
- Style Guide
- Benton City walking trail + vineyard trail (signage, parking, etc.)
- Visitor Center (similar to Grand Coulee's?)
- explore getting sidewalks
- local trade/consumer educational events (what's in your backyard?)
- communicate with member what resources we have and how to use them
- Annual meeting (with education/5 Pillars presentation)

After discussing each item listed above, the board determined the following committees:

## **Hype Committee**

Chair: Will Hoppes

Members: Mellissa Whitaker & Tim Hightower

Identified Goals/ Projects:

- Get on lists like Wine Enthusiast's Best Wine Region, 10Best & vintage charts
- Promote fact sheet (to be made by Communications)
- Resource & guide PR firm (Play Nice PR)
- Expand mailing database
- Expand Instagram following
- Continued development and growth of digital strategy, storylines and messaging
- Local trade education?
- Advertise/market Taste Red Mountain events

## **Events & Infrastructure**

Chair: Maggie Hedges

Members: Karla Riccobuono, Even Johansen & April Reddout

Identified Goals/ Projects:

- Host/plan Taste Red Mountain events on Red Mountain (first weekend of August), Woodinville (Sun, March 27) and South Sound (Mon, March 28)
- Further exploration of visitor experience projects including vineyard trail (Benton City trail + ), vineyard row signage & sidewalks (fundraising event?)
- Quarterly member socials/tastings
- Annual meeting (Thursday, April 12 at 3:30pm-5pm; BOD meeting takes place at 1:30pm)

## **Communications**

Chair: Kristin

Identified Goals/ Projects:

- Create fact sheet
- Create/send The Dirt on Red Mountain on the 20<sup>th</sup> of each month
- Creation of consumer e-newsletter
- Communicate digital resources to members (images, AVA map, etc.) & teach how to use at Annual Meeting
- Creation of 5 Pillars Presentation (present at Annual Meeting)

## **Partnership**

Chair: Mandy

Identified Goals/ Projects:

- Retain existing members & sponsors; solicit new members and sponsors
- Engage members