



RED MOUNTAIN AVA ALLIANCE

January 14th, 2020 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

Hannah Coulson, Board Member
Will Hoppes, Board Member
Mellissa Whittaker, Board Member
Cam Matches, Member
Jess Zander, Member
Ellie Zeron, Member
Brett Rawson, Guest

Approval of December 2020 Meeting Minutes and Meeting Minutes from the 2020 Board Retreat and August 2020 Member Feedback Meeting

Tim provided updates to each set of minutes presented. Kathy motioned to approve the three sets of minutes with the requested updates. Hannah second the motion and it passed unanimously.

2020 End of Year Financials & 2021 Budget

Katrina reported that the Alliance is still struggling to get financial reports and questions answered in a timely manner from Moss Adams. An invoice from Moss Adams for accounting services in the amount of \$10,000 as well as payment for Moss Adams' premier sponsorship has not been received. After these transactions are made, the Alliance will have approximately \$77,000 in the bank. In regards to the Profit & Loss Statement, refunds from Taste Red Mountain participation fees are showing in expenses when they should be listed in the income section of the P&L.

Digital Strategy & Storylines

Brett Rawson, Digital Programs Manager at Washington Wine Commission presented on the use of storylines as a digital strategy and the differences between posts with high engagement, likes and/or comments. Following Brett's presentation, Mellissa presented drafted storylines which were created by the Digital Strategy Committee. The board agreed to move forward with the presented storylines. The Digital Strategy Committee will utilize these stories in posts on Instagram and will use Facebook for larger stories and event promotion, while continuing to share member content. At each following meeting, the Digital Strategy Committee will report on effectiveness of storylines, metrics net gain/loss in followers and posts with the highest engagement, highest likes and highest comments; storylines will be updated, as necessary.

Committee Updates

Executive: Tim reported that communication to members continues to be sent on the 20th of every month. Kathy proposed extending the monthly communication to all stakeholders rather than simply members and sponsors. The board agreed and communication to all stakeholders will begin in the January 20th newsletter.

Events & Infrastructure: Kathy announced there are no new updates on construction of the new sign on SR 224, which is expected to begin in the spring. Alicia presented initial plans for a four event series online in March, which would celebrate 20 years of the Red Mountain AVA. Events would feature older, medium and newer wines from members; events would feature Cabernet Sauvignons, Syrahs, blends and other interesting varietals. The committee is recommending moving forward with using Owen Bargreen as a moderator for the events. The board agreed to moving forward with plans as presented; they also agreed to providing Owen Bargreen with \$400 per video in addition to one mixed case of Red Mountain wines from storage as compensation.

Partnership Development: Alicia reported that renewal letters have been sent to all 2020 members and sponsors. So far, six members have renewed their membership for a total member income of \$14,827.81 (38% to goal) and four sponsors have renewed for a total sponsor income of \$4,725 (23% to goal.) Included in the renewal letters is the 2021 RMAVAA Organization Information & Partner Benefits packet, a new document created by the Partnership Development and Executive committees. The packet was also sent to the vineyards on Red Mountain that were not members in 2020 and a variety of potential member wineries. Alicia will follow up with members, sponsors and potential members as necessary.

Media & Trade Relations: Will announced that, after a thorough search of public relations firms, the Media & Trade Relations Committee is recommending moving forward with an eight-month PR contract with Play Nice Public Relations out of Portland, OR. The contract would begin on Feb 1, ending on Sept 30, and would include additional aspects such as assistance with social media and copy-writing for redmountainava.com.

Tim motioned to approve moving forward with an eight-month contract with Play Nice Public Relations in 2021; a proposal was provided to board members prior to the meeting. Kathy seconded the motion and it passed unanimously. The board also agreed to provide

Play Nice Public Relations with one mixed case of wine from storage as an introduction to Red Mountain wines.

Digital Strategy: Mellissa reported that the committee has identified areas to post media when received. When the AVA receives media coverage, posts will be made on Instagram and Facebook which will be linked to redmountainava.com/in-the-news. Additionally, a memo will be sent to any members featured.

Discussion on Wine Inventory

Alicia reported that there are currently a little over 22 cases in storage at Muret-Gaston. The board had a discussion on what to do with wine currently being stored. Earlier in the meeting, the board agreed to providing one mixed case of wine from the storage to Owen Bargreen and Play Nice Public Relations, leaving 20 cases in the inventory.

Additionally, the board agreed to provide one mixed case of wine to Eric Degerman, to help encourage reviewing Red Mountain wines. Wines could also be provided to other influencers, the Washington Wine Commission, Auction of Washington Wines or another non-profit. The board discussed asking for recommendations from Play Nice Public Relations before moving forward. Further conversation on what to do with remaining wines will take place at the February board meeting.

Kathy motioned to offset Muret-Gaston's 2021 member fees in return for wine storage. April Reddout seconded the motion and it passed unanimously. The board also agreed to provide a mixed case of wine to Amy & Kyle Johnson as a thank you for providing complimentary storage in previous years. The board will need to determine the best use for the remaining wines and move them from storage by June 2021.

Open Member Forum

Alicia reported that EveryVine has been taken over and is in the process of getting restored and updated; Alicia will be meeting with them to learn more information to provide to members. Vineyards are encouraged to get on the site now to make sure their vineyards are up to date.

No other updates were reported.

Adjourn

The meeting adjourned at 10:05 a.m.