



RED MOUNTAIN
AVA ALLIANCE

Board Meeting Minutes
March 10th, 2022

1. Call to Order at 8:05am
2. Attendance & Introductions
 - a. Directors & Staff
 - i. Kristin Adams - present
 - ii. Alicia Brown - present
 - iii. Maggie Hedges - present
 - iv. Tim Hightower - present
 - v. Will Hoppes - present
 - vi. Jen Porter - present
 - vii. Karla Riccobuono - present
 - viii. Mandy Walters – not present
 - ix. Mellissa Whitaker – present
 - b. Members & Sponsors
 - i. Greg Frichette, Frichette Winery
 - ii. Richard Holmes, Ciel du Cheval/ Cotes de Ciel
 - iii. Cameron James, Tinte Cellars
 - iv. Amy Johnson, Muret-Gatson Wines
 - v. Cam Matches, Aquilini
 - vi. Teresa Owen, Red Mountain Trails Winery
 - vii. Keri Tawney, DeLille Cellars
 - c. Guests
 - i. Vanessa Hadick, Double Tap Marketing
 - ii. Kayt Mathers, Play Nice Public Relations
3. Approval of February Meeting Minutes – **The February Meeting Minutes were approved unanimously as presented.**

4. Financial Report – Kristin presented the Financial Report as of March 9. The Alliance currently has \$85,419.83 on hand with \$9,152.50 in Accounts Receivable. Kristin also noted transactions of note including new membership dues received, monthly expenses for the digital advertising and PR contract and expenses for the member social and Taste Red Mountain Woodinville.

Kristin also reported that in addition to continued issues working with Alegria, the Alliance was overcharged for tax preparation. Kristin will continue to work to remedy these issues.

5. Digital Report – Mellissa reported that the Alliance’s Instagram account has 2,468 current followers with a year-end goal of 2,800 followers.
6. Play Nice Public Relations Update – Kayt announced that Alliance members were featured in an article titled “This Wine Lover’s Washington State Wine Guide” on *The Manual* as a direct result of 2021’s Spring Sample Campaign.

As a kick off to the 2022 PR contract, Play Nice has sent a survey to all Alliance members to request updates from past members and request one-on-one meetings to get to know new members.

Kayt also reported on media efforts for the Taste Red Mountain Woodinville event. Thus far, eight media will be attending the event along with Kayt herself.

Additionally, Kayt announced dates for the May Media Familiarization Tour, taking place on May 15-18. Brian Freedman, contributor to Food & Wine and Forbes.com who had previously RSVP’d for this event is now unable to attend; Kayt will work with Brian to secure dates for him to visit in the fall.

The event’s itinerary is currently being drafted and will include one day in Woodinville followed by multiple days on Red Mountain. The itinerary will focus on the AVA at large rather than specific members.

Kayt also introduced Vanessa Hadick of Double Tap Marketing, who will be working with the Alliance on digital advertising campaigns for nine months in 2022. Vanessa noted that the previous month was spent getting access and setting up back end goal tracking systems. Advertisements for Taste Red Mountain Woodinville were launched on March 9; these will drive traffic to the event listings on Facebook and redmountainava.com.

7. Ongoing Business

- a. Taste Red Mountain 2022 Events – Alicia provided updates on Taste Red Mountain Woodinville ticket sales and trade RSVPs; currently approximately 20 tickets have been sold and approximately 50 trade have RSVPd.

Due to the state and King County updating mask and vaccination mandates, Maggie asked the board to provide their guidance on how to proceed with 2022 events. The board agreed that events should follow state and county guidance.

Additionally, the board agreed to narrow the scope of Taste Red Mountain on the mountain to a one-day event on Saturday late afternoon/early evening with ancillary events hosted by local members instead of hosting additional events on Sunday.

- b. PPP Loan – Kristin reported that no updates have been made due to ongoing communication issues with Alegria. Kristin will look to other sources for further updates on the PPP loan.
- c. 2023 Membership Dues Working Group Update – Maggie presented a draft dues calculator that outlines proposed changes to membership dues in 2023. The working group is proposing three types of membership: Grower-Only, Winery producing Red Mountain AVA designated wines without a tasting room located on Red Mountain and “Estate Winery & Tasting Room” for those that both farm grapes on Red Mountain and operate a tasting room within the boundaries of the AVA. Each member would pay a base rate plus a membership fee based on their size.

Maggie noted that the board will continue to review the document at future board meetings and will determine 2023 membership dues at the 2022 Board Retreat.

Due to technical difficulties, the meeting ended at 8:55am. Alicia will send a follow up email regarding other agenda items to the board and those in attendance.