



RED MOUNTAIN
AVA ALLIANCE

Board Meeting Minutes January 13th, 2022

1. Call to Order at 8:00am
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 - present
 - ix. Mellissa Whitaker – present

Maggie announced that Even Johansen is no longer with Aquilini and has therefore, stepped down from his board position. Even’s position will remain vacant until general elections in March.
 - b. Members & Sponsors present:
 - i. Cameron James, Tinte Cellars
3. Approval of December Meeting Minutes – Tim requested a change to the verbiage regarding the Sponsorship Giveback Weekend under New Business: 2022 Memberships & Sponsorships; Alicia will update the third paragraph to read “Mandy also got the board’s blessing to move forward with continuing to develop the concept of a Sponsorship Giveback weekend in late February or early March 2022”. **The December Meeting Minutes were approved unanimously with updates made.**
4. Financial Report – Kristin presented a new financial report; the new report will include cash on hand, annual budget spent and transactions of note. Kristin noted that while formal reports will not be provided in board packets, Kristin will be reviewing reports prior to

each meeting and board members are welcome to request copies of the statements at any time.

As of January 11th, the Alliance has \$48,230.12 in the bank, \$39,208.30 in Accounts Receivables and \$476.64 has been spent of the annual budget. Since the last meeting, \$43,511.25 has been received in membership income and \$900 has been received in sponsorship income; Alicia noted that a total of \$52,991 has been received in 2022 membership dues and \$8,900 has been received in 2022 sponsorship dues.

5. Digital Report – Mellissa reported on the most liked, most engaging and highest reaching posts of 2021. Additionally Mellissa spoke on the least liked, least engaging and least reaching posts of 2021. The least liked post was an accolade received by a member and was not necessarily a “pretty picture”. Least engaging and least reaching posts did not include many hashtags or members tagged.

The contract with Play Nice PR and the new third party digital advertiser will begin on Feb 1; Alicia will set up a meeting with these entities and the Hype Committee in early February.

6. Ongoing Business

- a. Taste Red Mountain 2022 Events – Maggie reported that after Alicia researched venues in the Woodinville area, the Events & Infrastructure Committee made the decision to move forward with hosting Taste Red Mountain Woodinville at The Winemaker’s Reserve. The decision was made because of the location and size of the venue, as well as items included in the venue rental that won’t have to be purchased/rented.

Maggie noted that a Save the Date email was sent to members with; an email with further details and registration will be sent the following week with a deadline to sign up on Feb 1. Tickets are anticipated to go on sale the second week of February.

The Events & Infrastructure Committee will meet in two weeks to determine a caterer and supplemental rentals.

The board asked for the Committee to look at setting up a room block or room rate for members; Alicia will reach out to Courtyard by Marriot in Kirkland and the Hampton Inn in Woodinville for more information.

- b. Sponsor Giveback Weekend – Mandy provided information on the Sponsor Giveback Weekend. The weekend is designed to provide sponsors with an opportunity to visit member wineries. Members will be given the option to provide discounts, a special pour or other offers to sponsors as a thank you to sponsors of the Alliance.

The Partnership Development Committee will reach out to members, providing details on the event and asking if they would like to participate. To provide a personal invitation, Alicia will ask board members to contact one to two sponsors before she sends an email invitation that can be routed to other staff members.

- c. PPP Loan – Alicia gathered copies of form 941 from Moss Adams; Tim and Kristin

will meet soon in order to provide updates at the next board meeting.

7. New Business

- a. Discussion: 2023 Membership Dues Structure – the board began discussing potential changes to the member dues structure in 2023. The board agreed that member dues should be re-evaluated. It was determined that a Working Group will be formed to further discuss potential changes; the working group will include Maggie, Mandy, Karla, Mellissa and Alicia and a meeting will be set soon prior to the next board meeting.
- b. Discussion: Board Composition – the board began discussing potential updates to the composition of the board. While many board members did not feel comfortable with decreasing the number of board members or decreasing the number of At Large Positions, initial impressions on changing the Resident on Red Mountain position to a Vineyard less than 10 acres position were positive. If this were to happen, the other vineyard positions would also need to be updated to provide small, medium and large sized vineyards positions on the board. Alicia, Maggie and Tim will look into the Bylaws to determine if notice is needed in order to make this update.
- c. 2022 Board Elections – Alicia notified the board that positions held by Kristin Adams, Mellissa Whitaker, Tim Hightower, Jen Porter and the vacant At Large Position #3 are up for election. Alicia will need to know plans on running for re-election as well as updates to the board composition prior to January 20th in order to include information in The Dirt on Red Mountain. Ballots will be sent to members on February 14 with a due date of March 14; board members will be formally elected at the March board meeting.

8. Questions/Comments

The following updates were provided:

- Blackwood Canyon's house was sold; Tim provided the name of the new owners
- Frichette purchased the lot adjacent to their property
- Cameron James announced that Tinte Cellars has purchased E&E Shaw Vineyard

9. Adjourn at 9:38am