

Washington Beer Commission : Commissioner Meeting Minutes

March 13, 2012 : Pike Brewing Co, Seattle, WA

Attendees: Doug Hindman, Jason Kelly, Matt Linsecum, Greg Parker (on-line), Allen Rhoades, ?

Meeting Open: 5:35 PM

Minutes: Motion carried to approve Jan. 2012 minutes

Chair's Rpt:

- WABL now transitioned to Commission
- Agreement reached on value of WABeer logo
- Cask Fest fully in the domain of WA Brewers Guild

Treasurer's Report:

- Belgianfest: \$24,000 net; budgeted net = \$22,000
- P&L report
- Transition from Banner Bank nearly complete

Executive Director's Rpt:

-Marketing Committee projects:

- (1) 50K BrewHa map/brochures printed; 35K distributed via Certified Services in next six months w/ reports on pick-up patterns;
- (2) WA Beer coaster distribution focus on pubs/taverns/locations outside core audience;
- (3) Open House recap was generally positive and worth producing again in 2013;
- (4) Style Guide under development to standardize color, format, and use of logo;
- (5) NW Food Show WA Beer Tent w/ six breweries/day/\$150 each;
- (6) WABeer TV on YouTube with 24 videos currently posted; more shorts being considered;
- (7) WABeer Mobile App under development;

- WABL goal is to break even and add part-time admin to relieve Matt from role
- Motion carried to add new outdoor event in downtown Everett on Aug. 8 w/ 24 breweries

Festival Director's Rpt:

- Looking for larger venue for 2013 Belgianfest
- Winter Fest venue search continues; Fremont Studios still an option per schedule + rate
- Untapped Blues/Tri-Cities: staff will attend to determine if it's a potential match
- Marymoor event: registration out within 10 days; 64 breweries; WA = first priority

New Business: None

Meeting Closed: 7:00 PM

Next Meeting: July 10, 2012 @ Big Time Brewing, Seattle

Minutes taken by Matt Russell and Doug Hindman, Commission Secretary