

Washington Beer Commission Meeting (Draft) Minutes

Date 7/12/11 Location Fremont Brewing, Seattle, WA

Attendees Doug Hindman, Mark Irvin (telephone), Jason Kelly, Matt Lincecum, Janelle Pritchard, Allan Rhoades

Minutes A motion was passed to accept the May 10, 2011 minutes with the correction that 100,000 (not 50,000) coasters would be purchased.

Chairman's Report

- *Commission Policy and Procedure Handbook* was adopted by a motion of all Commissioners with a number of changes discussed among commissioners. These will be integrated by the Executive Director, including the development of a master calendar of festivals and deadlines for evaluation planning. These will be delivered to Commissioners by the next meeting. Jason will seek out precedents for self-evaluation process on the part of other Commissions.
- January Commission meeting will be set up for second Tuesday and remainder will be “TBD” until coordinating with the Guild.
- ED will deliver his self evaluation by 8/12/11. This document will serve as basis of formal review at September meeting. Term being considered for ED will be for one year. No discussion among Commissioners may take place before the review at the public meeting. Eric plans to meet individually with Commissioners prior to the review to air any concerns.

Treasurer's Report

- Audit has not been schedule yet, but everything is prepared.
- Cask Festival exceeded ~\$32K budgeted net, coming in ~\$39k in the black.
- Belgianfest yielded ~\$5k over budget, putting Commission budget + ~\$11k
- \$114k currently in checking; \$50k in rainy-day fund
- Goal is to settle books for WA Brewers Fest by July 30
- Motion passed to put additional \$25k in rainy day fund + \$15k in Marketing Committee budget (Commissioners were comfortable to spend some monies allocated for 2011 on 2012 Open House)

Executive Director's Report

- Commissioners updated on Director Festival Operations review; requested 20% raise (\$40 to \$48K); Eric will deliver a written version of DFO review; Eric reported that Matt is now running festivals, beginning with Bremerton, and the festival committee meetings; motion passed to approve proposed DFO raise.

Marketing Committee Report

- Budgeted monies spent on services with Kendall Jones; 100,000 WA Beer coasters will be ordered by the end of the month; video project initiated with Pangeality Productions (started w/ Friday night at Brewers Festival and tour of some breweries in central and eastern WA; hop harvest in September) with goal of using on web site and as basis of developing marketing/partnership/sponsorship presentations; Mkt. Committee funded the purchase of \$10k for souvenir glasses, which has been returned to budget;

Festival Committee Report

- Sponsorship ahead of budget for Brewers Fest + Bremerton; Spokane 9/23-24 (registration next week); looking at new venues for all 2012 events; 300+ new WABL memberships initiated; Bremerton = 23 breweries and promotions ramping up in week leading up to event;

New Business Web site visits increasing since launch of new site; Commission/Guild booth at GABF; numbers now available from WSLCB will be source of future measurable of sales in state.

Meeting Closed at 7:00; Next meeting 9/13 at Schooner Exact Brewing, Seattle, beginning at 5:30 PM

