

WBC Meeting Minutes

Tuesday, August 19th, 2014

WBC Office-Shoreline

5:39pm Meeting called to order

-Treasure's report given by Allen

-Rainy day fund is back to 176,000

-Brewers' Fest came out 24,000 under budget

-Bremerton and Everett will make more than budgeted

-Nominations for committee members are due by August 22nd. Eric will reach out to Ken at Mac&Jacks

-Executive Director's report given by Eric

-Re-writing RCW for more ways to make income.

-WABL to make money, and selling merchandise online?

-Possibly give WABL back to guild eventually?

-Patrice/Eric working to change verbiage of RCW

-Motion to email verbiage on change of RCW by Matt L., seconded by Doug H., approved

-Cascadia Grains Conference-Patrice and Matt L.

-Takes place January 10, 2015

-Commission agrees it is worth supporting, and will pass by Marketing Committee

-Marketing Committee Report

-Prioritizing strategic plan

-Website, festival logos/rebrand festivals, WA Beer branding, crisis communication plan,

-Job must be bid out to at least 3 companies

-Will decide on a company by Sept. 23rd

-Will not partner with Seattle Magazine this year

-Report from Matt and Eric's trip to Milwaukee

-Could have only WA Beer merchandise sold at our festivals in order to make more money

-Matt and Eric will go to GABF in October to represent WA Beer

-Spokane is interested in having a Winter beer fest

-Will revisit conversation after Spokane event

-Festival Operations Report- Matt

-WABF financial numbers were down due to weather

-90 breweries next year, change Sunday to close at 5pm?

-Eric will send out survey to see who is interested in continuing WA Beer Awards

-Bremerton Fest went well, meeting with city next week

-Everett attendance was up from last year

-Tent/ice vendor issues

-Spokane moved venues, 32 breweries

-Social Media/WABL report-Kacy

-WABL members up to 3144

-Social media growing

-Thank you to Doug for all his services

-Next meeting there will be a 20 minute video on Open Public Meeting Act

-7:46 meeting adjourned