

Washington Beer Commission
Commissioner's Meeting Minutes
10/11/2016 1:00pm

Location: Fremont Brewing – Warehouse, Seattle

In Attendance: Eric Radovich, Matt Russell, Hayden Campbell, Meghann Quinn, Allen Rhoades, Heather Brandt, and Matt Lincecum, Ken Nabors

1. Chairman's Report
 - a. Minutes are pending approval waiting on a quorum
 - b. WBC Commissioners Allen Rhoades and Matt Lincecum have been reappointed
2. Treasurer's Report
 - a. Balance Sheet
 - i. 500k in assets
 - b. YTD overall financials
 - i. We have an 80k surplus over budget
 1. Now generating enough revenue to make an impact with our marketing efforts
 - c. Bremerton, Everett, and Spokane Financials
 - i. Bremerton
 1. Budgeted at 19k
 2. Net 16k
 - ii. Everett
 1. Budgeted at 23k
 2. Net 7k
 3. Heat was an issue, believe that the venue needs improvement
 - iii. Spokane
 1. Budgeted at 10k
 2. Net 20k
 3. Added families for the first time this fall, 2016
3. Executive Directors Report
 - a. Marketing Committee Report
 - i. Asking for direction from the Commissioners now that we have a 200k marketing budget
 1. Specific plans and recommendations on where the marketing needs are
 - a. Expand festival footprint around the state
 - i. The Seattle beer festival need has been filled
 - ii. Look to the Tri-Cities, Vancouver, and the Olympic Peninsula
 1. Identify more underserved communities and launch a new event
 - b. Tie in more agricultural partners who allow us to be here

- i. Include hop and barley partners in our events
 - 1. All festivals should have a representative from an agricultural commission providing an educational element to the event
 - c. Market to retailers and restaurant owners about Washington beer as a brand in their stores
 - i. Making our website and app more accessible
 - d. Educate the distributors about the importance of Washington beers and buying local
 - e. Hire more WBC staff
 - f. Bringing in a professional PR firm
 - b. Strategic Planning Retreat
 - i. From 9:00am – 4:00pm at Diamond Knot MLT on November 10, 2016
 - 1. Held in place of a December meeting
 - c. GABF Update
 - i. Poured beers from 9 Washington State breweries
 - ii. Gave away keychains, coasters, and bottle caps to event attendees
 - iii. Washington won 17 awards including gold in IPA
 - d. Radovich Communications/WBG agreement
 - i. Looking for a WBC event photographer to photograph our events year-round
 - ii. Now producing Winterfest and Caskfest for the WBG
 - 4. Director of Festival Operations Report
 - a. Festival Committee Report
 - i. There is room for an additional member on the Festival Committee currently
 - b. Festival Operations – Everett, Spokane
 - i. Everett
 - 1. Had a 16k shortfall on the budgeted revenue
 - 2. It was a 95+ degree day which ate into the walkup
 - a. No issues with heat exhaustion
 - 3. Provided misters and fans to fight the heat on the asphalt
 - 4. The event has been in the same location for 4 years' now
 - a. Time to address the venue and look for change
 - ii. Spokane
 - 1. Largest numbers of breweries in attendance with 40
 - a. At capacity due to load in and out bottleneck in left field
 - 2. Added a family element this year with 5 inflatables in right field
 - 3. Over 3k in attendance for Friday and Saturday combined
 - a. Close to 100 families attended the Saturday session
 - 4. The ballpark is on the county fairgrounds which caused parking issues
 - a. We need to further clarify where the designated parking zones are next year and communicate with the county ahead of time
 - 5. More Eastside advertising ahead of time

- a. Done through coasters, posters, and social media efforts
 - iii. South Sound Craft Beer Festival
 - 1. Had 1,600 attendees last August during a wind storm and just after the Tacoma Beer Week and Brew-5-3
 - 2. Now moving it all indoor and hosting it on the first weekend of November with 40 breweries
 - c. Mobile App Update
 - i. Still being worked on refining the logistics of the app
 - ii. Will have it launched by the strategic planning retreat in November
- 5. WABL/Social Media Report
 - a. Social Media/WABL numbers
 - i. Facebook – 8,913
 - ii. Twitter – 9,148
 - iii. Instagram - 6,101
 - iv. WABL – 3,409
 - 1. Sending posters to all brewers and sponsors promoting WABL
 - b. Merchandise store
 - i. Opportunities with Brist and Kotis to bring Washington Beer merchandise to customers year round
 - ii. Kotis and Brist have both underperformed as ecommerce providers
 - c. Adjourn – Next WBC Meeting – Thursday, November 10, 2016