

**Washington Beer Commission
Commissioner's Committee Meeting Minutes
10/14/2014 5:30pm**

Location: WBC Office, Shoreline, WA

In Attendance: Eric Radovich, Hayden Campbell, Matt Russell, Allen Rhoades, Neil Fallon, Mark Irvin, Ken Jacobson

5:30 – Approved August Meeting Minutes

5:35 – Chairman's Report

1. Announced Ken Jacobson from Mac & Jacks and Meghann Quinn from Bale Breaker as our new commissioners. Also Hayden Campbell who will serve Radovich Communications as Manager of Marketing and WABL for the WBC
2. The strategic Planning Retreat will be on November 4th, 9:00am – 4:00pm, at the Diamond Knot MLT location

5:40 – Treasurer's Report

1. The finances are positive overall
2. Bremerton made \$23,000
3. Everett's gross profit is up \$14,000 over last year. Should net \$27,000+
 - a. The \$15,000 increase in Everett is partly due to a \$5 increase in the ticket price
4. Spokane made \$6,000 which was the first time that this event has been profitable
 - a. This is nearly a \$20,000 turnaround from last year
5. Because of the bad weather at WA Brewers Fest, it was suggested that we examine the rainy day fund of 25% of annual budget to cover for a potentially wet Brewers Fest in the future.
 - a. Would need roughly \$150,000 to cover a disaster, have \$176,000 saved.

5:45 – Executive Director's Report

1. Bremerton is up \$5,000 from last year
 - a. The goal for all the satellite events is to have them make \$25,000 each
 - b. The Mayor of Bremerton has recommended that we move the event to the waterfront which could push it to \$25,000 net next year from \$22,000
2. Everett made \$27,000 which solidifies it as an event that we want to keep
 - a. Previously questioned why we had a big event in Everett instead of Tacoma
3. Spokane made \$6,000 which was the first time that this event has been profitable
 - a. Lost \$33,000 total over the last four years in marketing effort
 - b. The PR and marketing efforts were strong with print, digital, and radio components
 - c. There was full support from the East Side craft beer scene
 - d. Will potentially make the event one week earlier next year (9/18 – 9/19) due to the GABF moving their event into September
4. Announced Allison + Partners as our strategic planning partners
 - a. They had previously designed our initial strategic communications plan
 - b. Operating with a \$40,000 budget

- i. \$25,000 will be spent on the website redesign focusing on beer and agricultural news to better represent the Washington beer culture
 - ii. \$15,000 will be spent on 6 logos to add to our event suite
 - 1. The goal is to create a greater cohesion with the Washington Beer brand
 - 2. Possibly keeping the current BelgianFest logo
- 5. Powers and Duties
 - a. We want to amend RCW 15.89.070 by one sentence giving us greater flexibility in ways that we create revenue to market and promote Washington Beer
 - i. "In addition, fund the commission through initiatives and activities developed for the purpose of promotion and/or marketing Washington beer provided that these comply with laws under Title 66 RCW and rules adopted by the Liquor Control board."
 - b. We will be getting a new liaison in Olympia from the Department of Agriculture who will assist with the amendment. In the meantime working with Kelly Frost, and Janis Snoey from the AG office. Will need a legislative champion of this effort.
 - c. We reviewed the "Public Meetings Act", a 20 minute video required by the state

6:20 – Director of Festival Operations Report

- 1. The Inland NW Craft Beer Festival in Spokane was a success operationally as well
 - a. The new venue was a huge hit and has room to grow for years to come
 - i. The weather was good, the grass field was well maintained for the event, and the stadium lights made for a well-lit night venue
 - b. 33 total breweries were in attendance
 - i. Harmon, Alpine, and Republic did not participate as scheduled
- 2. The South Sound IPA Festival in Tacoma is happening on October 18th
 - a. There will be 26 breweries in attendance bringing a good mix of IPAs and more unusual offerings
 - b. The venue is intimate and stunning which will add to the atmosphere

6:35 – WABL and Social Media Report

- 1. 3,113 current WABL members
- 2. 5,366 current Facebook likes
- 3. 6,752 current followers on Twitter
- 4. 389 current followers on Instagram

6:45 – New Business

- 1. Look into new ways to generate income besides festivals
- 2. Potentially move to a lottery system to decide who participates in WBC beer festivals that are of high demand
- 3. Make beer festivals more regionally focused to give smaller breweries an opportunity to shine

7:00 – Meeting Adjourned – The Strategic Planning Retreat will be on November 4th, 9:00am – 4:00pm, at the Diamond Knot MLT location.