

Washington Beer Commission
Commissioner's Meeting Minutes
1/14/2020 1:00pm

Location: Conference Call

In Attendance: Eric Radovich, Allen Rhoades, Ken Nabors, Meghann Quinn, Dave Leonard, Julie Johnson, Matt Russell, Tyler Allott, Seaver Radovich

1. Chairman Report
 - a. Approve of minutes from Strategic Planning, November 19, 2019
 - i. Approved
 - b. WBC Executive Board Nominations and Vote
 - i. Nomination for Ken Nabors to be Treasurer
 1. Heather Brandt is unable to continue serving as Treasurer due to new daytime job at Merrill Lynch
 - ii. Motion to keep Allen as Chair, keep Meghann as Secretary and add Ken Nabors to be Treasurer.
 1. Motion Carries
2. Finance Committee Report
 - a. WBC Balance Sheets through December 31st, 2019
 - i. \$24,000 in accounts receivable – old assessments coming in
 1. With 2019 Audit, every brewery needs to pay their assessments no matter what the amount is unless we vote on a minimum
 2. Due date is January 31st and any remaining dues will be turned over to Attorney General's office
 - ii. Rainy Day Fund moved to Operating Fund to get through Brewers Fest
 1. Will start to build Rainy Day Fund back up following Brewers Fest
 - b. WSDA Budget Approval for 2020
 - i. Budget approved by state
 - ii. Will need to make an amendment if we add Brew 62 summer event on the Seattle Waterfront in August
3. Executive Director Report
 - a. Marketing Committee Report
 - b. Brew 62 – update/discussion
 - i. Friends of the Waterfront – excited to have a beer festival on their brand-new Pier 62
 - ii. Looking to do a family friendly event, but will come down to how much space is available for attendees with continued construction
 1. The pier project won't be completed until next year, but will be able to possibly expand onto Pier 63 in year two
 - c. WA Beer Open House
 - i. 132 breweries participated in 2019
 - ii. Annie McGrath of the Washington Brewers Guild working with the Governor to make Saturday, February 29th "Washington Craft Beer Day"
 - iii. Goal of 150 breweries in 2020
 - d. Taste Washington
 - i. 3-day event March 19-22 at Century Link Event Center

- ii. Looking to add WA Breweries at the event
 - iii. Eric has a conference call with Visit Seattle and Washington Wine Commission to figure out the logistics of the event and number of breweries
- 4. Director of Festival Operations Report
 - a. Festival Committee Report
 - i. Winter Beer Festival
 - 1. Biggest Friday night we have ever had
 - ii. Belgian Fest
 - 1. Saturday, January 25th
 - 2. Down a couple of breweries, but ticket sales are on par with years past
 - 3. Shifted the session times later, but also trimmed 30 minutes off each session
 - iii. Cascadia Grains Conference
 - 1. Pouring locally sourced beers this Saturday at South Sound Community College in support of Cascadia Grains
 - b. Cask Festival
 - i. Moving festival to a new venue – SoDo Row
 - ii. Saturday, March 28th
 - iii. Currently working on logistics with the property management company
 - iv. Looking to change the focus of the festival to not just be Cask Beer, but dark and unique beers
 - 1. Cask Beers don't have the interest that it used to have
 - 2. Need to revamp the festival with adding new styles to the festival
 - 3. Barrel aged beers can be poured from jockey boxes or out of bottles/cans
 - c. WA Beer Open House
 - i. Registration goes out this Thursday
 - ii. Would like to grow that celebration to 150 participating breweries
- 5. Mobile App/Web Site/Social Media
 - a. Mobile App Numbers
 - i. App Downloads: 15,804
 - ii. Total Stamps Collected all time: 160,692
 - iii. Total WABL Stamps Collected in 2019: 56,530
 - b. Social Media
 - i. Facebook: 11,926
 - ii. Twitter: 9,838
 - iii. Instagram: 13,341
 - c. WABL
 - i. WABL Members: 3,640
 - ii. 2020 WABL Prize Redemptions
 - 1. 20 Stamp: 794
 - 2. 50 Stamp: 608
 - iii. Zeeks Pizza
 - 1. Will have a monthly deal offered to WABL members
 - 2. 2020 WABL Prize – Zeeks Amber Growler
 - a. Zeeks will offer deals on growler fills to WABL members
- 6. New Business
 - a. Hill Climb Event

- i. Monday, January 27th
 - ii. WBC Staff will be on hand pouring beer at Hands On Children's Museum in Olympia
- 7. Adjourn 1:41pm -
- 8. Next meeting Tuesday, March 10th at 1pm at Fremont Brewing Production Facility
 - a. Remainder of WBC Meeting Schedule – 2020
 - i. Tuesday, May 12
 - ii. Tuesday, July 14
 - iii. Tuesday, September 15th (Strategic Planning)
 - iv. Tuesday, November 10