

Washington Beer Commission
Commissioner's Meeting Minutes
1/15/2019 1:00pm

Location: Fremont Brewing- Production Facility, Seattle

In Attendance: Eric Radovich, Allen Rhoades, Dave Leonard, Julie Johnson, Matt Lincecum, Matt Russell, Tyler Allott, Madi Coulter, Spencer Cohen, Annie McGrath

Absent: Ken Nabors (vacation), Meghann Quinn (Chicago), Heather Brandt (eye surgery)

1. Chairman Report
 - a. Review of minutes from WBC Meeting, November 13, 2018
 - i. Could not approve due to not having quorum
 - b. Discussion, nominations and vote on Executive positions for the WBC
 - i. Heather (Treasurer), Meghan (Secretary), Allen (Chair) would like to maintain their executive positions
 1. Need quorum to vote - postpone to next meeting
2. Treasurers Report
 - a. WBC Balance Sheets through December 31, 2018
 - b. \$73,000 in Operating Fund, \$120,000 in Rainy Day Fund
 - i. Finished (\$63,000) short on the 2018 year
 1. Brewers Festival - (\$30,000) Marymoor Park rental fee increase (\$15K), equipment costs up (\$6K), cost of wine/cider (\$4K), slow merchandise sales (\$5K)
 2. August BBQ – (\$25,000) Late venue change, weak BBQ participants
 3. WABL – 500 more members needed to hit budget (\$15K), regional t-shirts were not cost effective (\$5K)
 4. Tri-Cities and South Sound were better than budgeted by about \$10K total.
 - ii. Marketing
 1. Biggest Expenditures for 2018-19
 - a. \$17,000 – BrewHa (printing/distribution)
 - b. \$30,000 – Economic Impact Study
 - c. \$6,000 - WA Beer Blog Partnership
 - d. \$7,000 – WA Beer Website
 - e. \$12,000 – Mobile App
 - f. \$25,000 - WA Beer Neon Sign
 - c. Finance Committee Report – Review of 2018 numbers overall and adjustments for 2019
3. Economic Impact Study Presentation: Spencer Cohen
 - a. Power Point/Handout
 - i. Leading Industry Metrics
 1. Looking at the Washington model and seeing how we are the outlier
 - a. 90% of WA breweries that make under 2,000 bbl of beer a year
 2. Oregon, California, Colorado have a handful of big breweries producing around 100,000+ bbl per year
 - ii. Economic and Fiscal Impacts
 1. Trending that more breweries are selling beer at their brewpubs
 2. Beer industry in WA creating over 6,300 jobs

- iii. Interview Findings
 - 1. Growth outlook
 - 2. Distributions and sales channels and challenges
 - 3. Business costs and scalability
 - b. Questions and Comments
 - i. Need to remove the average labor income
 - 1. Any average is skewed due to having 10% of breweries making over 2,000 barrels and 90% making under 2,000
 - ii. Adjustments will be made and a final draft due before 1/28/19
- 4. Executive Director Report
 - a. Marketing Committee Report
 - i. Economic Impact Study has already been paid for - \$30K
 - ii. Neon Sign
 - 1. Work with breweries to distribute these to key accounts
 - 2. Initial order will include 150 signs at \$165 per sign - \$25K
 - 3. Breweries will be asked to pay \$50 for each sign (limit two)
 - 4. Remainder will be distributed to outlets that pour WA Beer
 - b. Brewer Survey Results
 - i. New Festival location preference- investigating possibilities
 - 1. NW Washington - (Bellingham)
 - 2. SW Washington (Vancouver)
 - 3. Yakima/Central WA
 - ii. WABL Discounts
 - 1. Added value to being a WABL member
 - iii. WBC working with the Guild to create an info sheet for breweries to show what the Guild does for breweries and what WBC does for breweries (brewery cost as well)
- 5. Director of Festival Operations Report
 - a. Festival Committee Report
 - i. South Sound
 - 1. Looking at a possible new venue for 2019
 - a. T-Dome Hall not a pretty venue, have to use in-house food vendors and Ticketmaster
 - b. Possibly looking at joining the Guild in Puyallup fairgrounds in 2019 as culmination event of their Summit
 - ii. Belgian Fest
 - 1. 10th Anniversary
 - 2. 32 breweries participating in 2019
 - 3. Have to deal with the Tunnel to Viaduct 5k morning of the festival
 - 4. Having a scholarship to help a brewery to attend is totally unnecessary (Matt Lincecum)
- 6. Mobile App/Web Site/Social Media
 - a. Mobile App Numbers
 - i. App Downloads: 10,427
 - ii. Total Stamps Collected in 2018: 65,728
 - iii. Total Stamps Collected all time: 95,828
 - b. Social Media
 - i. Facebook: 10,742

- ii. Twitter: 9,828
 - iii. Instagram: 10,761
 - c. WABL
 - i. WABL Members: 3,769
 - d. WABL t-shirt and prize
 - i. WABL shirt going back to men/women sizes
 - 1. Region shirts had extra cost last year and assorted leftover
 - ii. New prize for 2019 – can koozie/insulated mug with etched logo
- 7. New Business
 - a. 2019 WBC Meeting Schedule
 - i. Tuesday, March 12th
 - ii. Tuesday, May 14th
 - iii. Tuesday, July 9th
 - iv. Tuesday, September 10th (Strategic Planning)
 - v. Tuesday, November 12th (Budget)
 - b. Per policies and protocol handbook, there will be a signup sheet emailed to the commissioners for one to be in attendance at all committee meetings
- 8. Adjourn 3:10pm - Next meeting Tuesday, March 12th, 2019 at 1pm at Fremont Brewing Production Facility