

Washington Beer Commission
Commissioner's Meeting Minutes
01/16/2018 1:00pm

Location: Fremont Brewing- Warehouse, Seattle

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

Absent: Matt Lincecum, Heather Brandt

1. Chairman Report
 - a. Approve of minutes from Strategic Planning Meeting and Conference Call
 - i. Approved
 - b. Welcome new Radovich Communications member
 - i. Tyler Allott- Event Manager
 1. Bellevue Downtown Association prior event experience
 2. WSU grad - Knows his WA Beer and has worked our events
 - c. Skagit Valley College Interns
 - i. Internship are available Feb - June (18 total students)
 1. Intern event on January 31st
 2. Entry level preparation
2. Treasurers Report
 - a. WBC Balance Sheets
 - i. Did not make 2017 Budget, short \$25K
 - ii. Collaboration event and South Sound did not make budget in 2017
 1. Potential to grow/change these events
 - iii. Total expenses, right on budget (cost)
 - iv. Budgeting: moving numbers up by event
 1. Need 1,200 more attendees over the course of the 7 WBC events
 - v. 2017 Balance Sheet
 1. Rainy day fund fully funded and marketing fund at \$145K
 - vi. Collaboration Fest: Moving to a BBQ event, August 2018
 - vii. South Sound: Moving to November, Winter Beer Festival theme
 - b. Brewers Guild Winter Beer Festival Financials
 - i. Guild making about \$70K!
 - ii. Sold Out event at Hangar 30
 - c. Bev-Mo out as Sponsor of Brewers Festival
 - i. Henry's Tavern and Flatstick Pub as potential presenting sponsors
 - ii. Need new \$10k in sponsorships for WBF
3. Executive Director Report
 - a. Brewers Festival - Event Production RFP
 - i. RFP results:
 1. Promotion Events has been contracted in the past (12 yrs)
 2. New contract partner to be signed for 2018

- a. Four proposals received and reviewed
 - i. Promotion Events (Brian Oster)
 - ii. Orswell Events (Jeff Orswell)
 - iii. And Events (Tom Anderson)
 - iv. Proper Planning Team-(disqualified for poorly written proposal)
 - 3. \$40k Contract
 - 4. Orswell Events the clear choice with And Events support
 - 5. Festival Committee will weigh in tomorrow
 - b. Marketing initiatives 2018
 - i. Airport, Podcast, Mobile App II, New Radio Partner, Retail Store
 - 1. Vino Volo - no news about Sea-Tac agreement
 - 2. Podcast on our website - Eric Radovich to voice/interview
 - 3. New Radio Partnership being investigated (Edge MultiMedia)
 - 4. Retail Store: grow within our space, discounted merchandise for WABL members, WABL Wednesdays
 - ii. Next Marketing Meeting: January 23rd at 1pm at WBC office
 - iii. Commissioners representative on Festival and Marketing meetings
 - c. MAST Certification- CPR/ AED is next and brewery 101 course to follow
 - d. WA Beer Open House
 - i. 02/24/18: WABL at Crucible Brewing in Woodinville
 - ii. Yakima visit for Open House and potential event in 2019
4. Director of Festival Operations Report
 - a. Festival Report
 - i. Winter (Guild event)
 - 1. 2nd year with Radovich Communications production
 - 2. Added snow, added lighting on walls, photo booth with Santa
 - 3. Carolers for an hour
 - 4. Sold Out event
 - ii. Belgian Fest: 40 Breweries
 - 1. No lottery for Belgian Fest due to the number of registrants
 - 2. Top 25%, Commissioners, then lottery for upcoming events
 - b. Event Enhancements Strategy - Entertainment at our events and great beer
 - c. Limiting number of Beers a brewery can bring (Festival Committee)
 - d. 2018 Festival Dates
 - i. Belgian Fest January 27th at Fisher Pavilion
 - ii. Open House February 24th
 - iii. *Cask Fest (Guild Event) Exhibition Hall Seattle Center, Seattle March 24th
 - iv. Tri-Cities Craft Beer Festival South Ridge Complex, Kennewick April 28th
 - v. Washington Brewers Festival Marymoor Park, Redmond June 15th-17th
 - vi. Bremerton Summer Brewfest Bremerton Waterfront July 20-21
 - vii. Washington Beer BBQ South Lake Union Park, Seattle August 18th
 - viii. Inland NW Craft Beer Festival Avista Stadium, Spokane September 21-22

- ix. South Sound Craft Beer Festival Tacoma Dome Exhibition Hall, Tacoma
November 10 (Winter beer focus)
- x. *Winter Beer Festival (Guild Event) Magnuson Park Hangar 30, Seattle
Nov 30-Dec 1
- 5. Social Media/ WABL update
 - a. WABL 3,960
 - b. Facebook 10,149
 - c. Twitter 9,779
 - d. Instagram 9,136
 - e. WA Beer mobile downloads 5,659
 - f. Total WABL Stamps Collected
 - i. 29,200
 - ii. Over 30,100 stamps at time of meeting
 - g. New WABL t-shirt/ 20 stamp Prize
 - i. This is where I WABL shirt, dad hat as prize for 20 stamps
 - h. WABL Mariners Game May 31st for up to 100 WABL members
 - i. WABL Survey Results
 - i. 642 people took survey 17% of members, which is a great number
 - ii. 41% have been members for 2-4 years, 187 members 5+ years
 - iii. Recommend WABL to a friend or family 1, 2,3 scoring system: 2.7 score
of those who would recommend
 - iv. WABL member for an outing at discount
 - 1. 42% Mariners Game
 - 2. 26% Sounders
 - v. Style of Beer at a festival
 - 1. IPA all Day
 - 2. Stouts and Porters
 - 3. Wood-Aged Beers
 - 4. Sour Beers, mixed fermentation
 - 5. Fruit Beers
 - vi. More likely to attend a festival with wine or cider available
 - 1. 56% no
 - 2. 43% yes, we should have at festivals
- 6. New Business
 - a. Washington Beer Awards - Good to go.
 - b. GABF date issue (September 19-22)
 - i. Guild could go but WBC will not be attending 2018 (Inland NW)
 - c. Social Media: March 8th pink boots brewing- International Woman's Day
- 7. Adjourn 2:30pm Next meeting March 13th, 2018