

Washington Beer Commission
Commissioner's Meeting Minutes
11/18/2018 1:00pm

Location: Fremont Brewing- Production Facility, Seattle

In Attendance: Eric Radovich, Allen Rhoades, Dave Leonard, Julie Johnson, Meghann Quinn, Heather Brandt, Matt Lincecum, Matt Russell, Tyler Allott, Madi Coulter Absent: Ken Nabors

1. Chairman Report
 - a. Approve of minutes from Strategic Planning, September 11, 2018
 - i. Approved
 - b. Congrats to Heather Brandt and Dave Leonard for another 3-year term on WBC
 - c. Rhoades and Lincecum up next October. Executive positions 2019 voted on in January
2. Treasurers Report
 - a. WBC Balance Sheets through October 31, 2018
 - i. Made about \$30,000 less than budgeted on Brewers Festival
 1. \$15,000 of that from King County Parks (after budget was submitted)
 2. \$7,000 – lack of merchandise sales
 3. \$8,000 – extra costs towards event equipment, wine/cider vendors
 - ii. \$35,000 less than budgeted for WA Beer BBQ
 1. Location changed last minute from the waterfront
 2. August is saturated with events in Seattle. No Parking.
 - b. Financial report from Inland NW and South Sound Festivals
 - i. Both reported record attendance
 - ii. South Sound – will make money this year
 - c. Finance Committee Report – Review of 2019 Budget Draft (with assumptions)
 - i. Belgianfest – stays on the same line (essentially sold out)
 - ii. Tri-Cities – increase in attendance each year
 - iii. WA Brewers Fest – move token booth, increase ticket prices after May 31
 - iv. Bremerton – Encourage the peninsula brewers bring in more attendees to up attendance on a busy event weekend
 - v. August Event - replace August event with work on GABF end cap (October)
 - vi. Inland NW – keep growing the family aspect of the event
 - vii. South Sound – continue with the Winter beer theme. Work with Guild Summit?
 - d. Budget Review and Discussion
 - i. August Event Discussion
 1. Reasons for not producing the event:
 - a. Seattle area saturated with events in August
 - b. Many Seattleites travel during August
 - c. Festival Committee agreed with not having an event in August
 - d. Third event in Seattle in August that has failed to produce income
 - e. Seattleites aren't turning out to beer tasting only festivals
 2. Reasons to keep the event/ideas:
 - a. Biggest clientele for WA Beer is based in Seattle
 - b. The venue makes the festival
 - i. Seattle Waterfront – not available until 2022

- ii. Biggest City Parks: Gas Works, Seward, Discovery
 - c. Needs a theme in addition to beer to separate from other activities happening in August in Seattle
 - ii. Vote for Budget Approval for 2019
 - 1. In Favor – Rhoades, Quinn, Brandt, Johnson, Leonard
 - 2. Abstain - Lincecum (wants "more of an effort on an August event in Seattle and facts as opposed to anecdotes for decisions")
 - 3. WBC Budget for 2019 is approved
3. Executive Director Report
- a. Marketing Committee Report
 - i. \$15,000 left in Marketing Budget for 2018
 - ii. \$72,000 total in budget for 2019 with \$15,000 left over from 2018 budget
 - b. Economic Impact Study Update
 - i. Currently reaching out to breweries to collect information
 - 1. CAI – No show to phone meeting with Heather at Iron Goat
4. Director of Festival Operations Report
- a. Festival Committee Report
 - i. Inland NW
 - 1. First time having over 4,000 attendees
 - 2. Windy weather kept us from having record attendance on Saturday
 - ii. South Sound
 - 1. 1,500 attendees – record attendance
 - 2. Winter beer theme was well received
 - 3. Look to buyout Aramark to get better food options in 2019
 - 4. Possibly work with Guild for culminating event to Summit
5. Mobile App/Web Site/Social Media
- a. Mobile App Improvements
 - i. Switching to the app CRM to have all the information in one database
 - ii. Making the process of signing up and renewing WABL membership easier
 - 1. Less manual entry on the staffing side of the process
 - iii. Add new features to the app to get more involvement from the breweries
 - 1. Send out email early 2019 to get breweries to announce WABL deals
 - 2. Create a page on the app to list the current WABL deals
 - 3. Get the 60% of people who have downloaded the app to consider joining WABL
 - b. Website Upgrade
 - i. Update photos being used on the website
 - 1. Add video too
 - ii. Rearrange content to be easier to access information
 - 1. Easier to see what events are going on at breweries each day
 - iii. App developer is creating a new page to add on the website to make signing up and renewing WABL memberships
 - c. Mobile App Numbers
 - i. App Downloads: 9,947
 - ii. Total Stamps Collected in 2018: 47,163
 - iii. Total Stamps Collected since May 5, 2017 launch: 88,410
 - d. Social Media
 - i. Facebook: 10,703

- ii. Twitter: 9,831
 - iii. Instagram: 10,571
 - e. WABL
 - i. WABL Members: 3,835
 - ii. Can koozie – 20 stamp prize for 2019
 - iii. Use etched logo instead of printed on logo
- 6. New Business
 - a. 2019 WBC Meeting Schedule:
 - i. Tuesday, January 15th
 - ii. Tuesday, March 12th
 - iii. Tuesday, May 14th
 - iv. Tuesday, July 9th
 - v. Tuesday, September 10th (Strategic Planning)
 - vi. Tuesday, November 12th (Budget Draft)
 - b. WBG Winter Beer Festival
 - i. Ticket sales steady with previous years
 - 1. Increased price \$5 this year
 - ii. Adding more winter themed décor
 - 1. Snow, lighted birch trees, holiday music
 - c. WBG Guild Summit
 - i. Create a brewer conference in the South Sound that could possibly culminate with the South Sound Winter Beer Festival
- 7. Adjourn 3:00pm - Next meeting Tuesday, January 15th, 2018 at 1pm at Fremont Brewing Production Facility