

Washington Beer Commission
Commissioner's Meeting Minutes
3/10/2020 1:00pm

Location: Conference Call

In Attendance: Eric Radovich, Ken Nabors, Meghann Quinn, Dave Leonard, Heather Brandt, Julie Johnson, Matt Lincecum, Matt Russell, Tyler Allott, Seaver Radovich

1. Chairman Report
 - a. Approve of minutes from Strategic Planning, January 14, 2020
 - i. Approved
2. Finance Committee Report (Ken Nabors – New Treasurer)
 - a. WBC Balance Sheets through February 29, 2020
 - i. Moved the rainy-day fund into the operating budget to be able to pay for upfront bills for WA Brewers Festival
 - ii. 2019 Production Assessment
 1. \$36,500 to be billed Monday, March 16
 2. Expecting \$25,000+ to be paid by May 1
 - iii. WA Brewers Festival Sponsors
 1. \$31,000 to be billed Monday, April 13
 2. Expecting \$25,000 to be paid by May 15
 - iv. Additional Income
 1. May ticket sales for WA Brewers Festival (June 1)
 2. WABL membership renewals (June 10)
 - b. COVID-19, Potential Impact on WBC Festivals
 - i. Multiple events in the Seattle area have been cancelled in March
 1. Comparable event that recently cancelled - Taste WA (wine)
 - ii. Keeping a close eye on what happens with the virus and what the Governor decides to implement regarding public events
 1. Not currently in a position to make a decision on cancelling events
 2. We are optimistic that Brewers Festival will be produced
 - a. Hoping everyone has cabin fever by June and will want to taste WA Beer outside with us at Marymoor Park
 - c. Finance Committee Meeting – April 7th (WBC Office)
 - i. Get an update on the current COVID-19 situation
 - ii. Deep dive on WBC financials to see how we might continue operating with the potential of cancellation/postponement of WA Brewers Festival
 - iii. Look at different scenarios to plan for the future of WBC Festivals
 - iv. April 9th – Special WBC meeting to go over all scenarios from April 7th financial meeting and discuss moving forward (or not) with WA Brewers Festival
 - v. Look to renegotiate contracts with vendors/venues to deal with lower attendance if attendance risk is apparent
3. Executive Director Report
 - a. Marketing Committee Report
 - b. Brew 62
 - i. Currently in a holding pattern

- ii. They were supposed to announce grand opening of Pier 62 in March, but are currently waiting out COVID-19 to make an announcement
 - c. WA Beer Open House
 - i. 132 brewers participated this year
 - ii. Governor Inslee signed the proclamation to make Open House Saturday officially “Craft Beer Day” in WA
 - iii. Successful celebration by all accounts
 - d. Taste Washington
 - i. WA Wine Commission has cancelled Taste WA for 2020
 - ii. WBC was to have a booth on site with four breweries
- 4. Director of Festival Operations Report
 - a. Festival Committee Report in packet for review
 - b. Cask Festival
 - i. WA Brewers Guild has cancelled Cask Fest for 2020
 - c. Tri-Cities
 - i. Will wait two weeks to get a virus update to see if we need to cancel this festival
 - ii. Governor may make a statewide decision for us
- 5. Mobile App/Web Site/Social Media
 - a. Mobile App Numbers
 - i. App Downloads: 15,893
 - ii. Total Stamps Collected all time: 169,371
 - iii. Total WABL Stamps Collected in 2019: 56,530
 - b. Social Media
 - i. Facebook: 12,081
 - ii. Twitter: 9,834
 - iii. Instagram: 13,611
 - c. WABL
 - i. WABL Members: 3,455
 - ii. 2019 WABL Prize Redemptions
 - 1. 20 Stamp: 794
 - 2. 50 Stamp: 608
- 6. New Business
- 7. Adjourn 1:55pm – ***Special WBC Meeting – Thursday, April 9, 2020, 1-2:30pm, Fremont Production Facility** (if appropriate).
 - a. WBC Meeting Schedule – 2020
 - i. Tuesday, May 12
 - ii. Tuesday, July 14
 - iii. Tuesday, September 15th (Strategic Planning)
 - iv. Tuesday, November 10