

Washington Beer Commission
Commissioner's Meeting Minutes
3/12/2019 1:00pm

Location: Fremont Brewing- Production Facility, Seattle

In Attendance: Eric Radovich, Allen Rhoades, Matt Lincecum, Ken Nabors, Meghann Quinn, Heather Brandt, Matt Russell, Tyler Allott

1. Chairman Report
 - a. Approve of minutes from Strategic Planning, November 13, 2018 and January 15, 2019
 - i. Both approved
 - b. Discussion, nominations and vote on Executive positions for the WBC
 - i. Allen (Chair), Heather (Treasurer), Meghann (Secretary), are willing to continue in their current positions
 1. Motion to maintain current positions for 2019
 - a. Approved 5-0
 - c. Sign up for upcoming WBC committee meetings
 - i. WBC Marketing Committee Meeting Schedule:
 1. Tuesday, April 2, 1:00PM – Heather Brandt
 2. Thursday, May 30, 1:00PM – Meghann Quinn
 3. Tuesday, July 23, 1:00PM
 4. Tuesday, Sept. 24, 1:00PM
 5. Tuesday, Nov. 19, 1:00PM
 - ii. WBC Festival Committee Meeting Schedule:
 1. Wednesday, April 3, 1:00PM, Two Beers Brewing – Matt Lincecum
 2. Wednesday, May 29, 1:00PM, Beardslee Public House – Ken Nabors
 3. Wednesday, July 24, 1:00PM, Diamond Knot MLT
 4. Wednesday, Sept. 25, 1:00PM, TBD (possibly Fortside, Vancouver)
 5. Wednesday, Nov. 20, 1:00PM, Georgetown Brewing
2. Treasurers Report
 - a. WBC Balance Sheets through February 28, 2019
 - i. Down to \$28,000 in checking account
 - b. Belgian Fest numbers
 - i. First session essentially sold out, second session was slightly down in attendance
 1. During the Viadom and Viaduct run (closing of highway 99)
 2. Festival Fatigue? Seattle has multitude of craft beer options
 - c. Domestic Production Numbers 2018 – WBC Assessments
 - i. 11 breweries that produce over 10,000 barrels of beer
 - ii. 80% of breweries make below 1,000 barrels of beer
 - iii. \$35,000 in total assessments to be billed
 1. Won't be billing breweries who owe under \$10
 - d. Access Rainy Day Fund for expenses leading into WBF
 - i. Haven't had to touch this fund the last two years, but added expenses for 2019
 - ii. Money coming in: Assessments, WABL Signups/Renewals, early ticket sales
 - iii. Motion to access Rainy Day funds (\$70K) for funding the 2019 WBF
 1. Approved 5-0

3. Executive Director Report

a. Economic Impact Study – Final version review

i. Motion to publicize Economic Impact Study to media partners and public

1. Motion Approved pending changes below:

a. Page 22 - Remark about taxes being more beneficial to bigger breweries

i. Rewrite the paragraph about regressive tax structure so it doesn't seem like the "big breweries" are Fremont, Bale Breakers

ii. Meghann will draft a rewritten paragraph to work with the Economic Impact Study company to edit that page

b. Page 4 – Make infographic into a shareable format for social media/website

ii. Announcement and distribution planning

1. Once approved, Eric will reach out to PSBF, media outlets and others to release these numbers and make the full report public (by April 17)

b. WBF

i. King County Parks

1. Parking

a. KCP wants the extra income from the 1,800 carpoolers who paid \$5 last year to park

b. Will charge everyone \$10 to park

2. Meeting with Fire Department

a. Every year there are new things that come up that are not feasible. Attempt to get codes in writing and discuss.

i. 2018 – covering every cable with cable ramps was not feasible.

ii. LCB

1. Currently answering a list of questions before our permit is approved

2. Discouraging use of wrist bands

iii. WA Beer Run

1. Discontinue the run

a. \$8,000 in the hole each year and not growing

b. Early admission – some logistical issues

iv. VIP (Premiere Ticket)

1. More expensive ticket on Saturday only

a. Early Entry to see WA Beer Awards

b. Have an hour of small lines before GA gates open

c. Specialty keg pours

d. Own bathrooms

e. Brats and chips

f. Extra tokens (2)

2. Feedback

a. Beer run was to reach another audience – do we lose those people? 500 runners each year will likely attend

b. Brewers who are attending WA Beer Awards are pouring at the event. Will survey brewers for feedback.

- a. Good feedback – breweries in the same area/neighborhood love the event with increased traffic
 - b. Looking to do different dates in different regions throughout the year
 - i. Spokane, Central WA, Vancouver/SW WA
- 5. Mobile App/Web Site/Social Media
 - a. Mobile App Numbers
 - i. App Downloads: 11,058
 - ii. Total Stamps Collected since May 2018: 51,229
 - iii. Total Stamps Collected all time: 105,947
 - b. Social Media
 - i. Facebook: 10,849
 - ii. Twitter: 9,822
 - iii. Instagram: 10,963
 - c. WABL
 - i. WABL Members: 3,762
- 6. New Business
 - a. Sea-Tac Airport Report
 - i. Currently no leasing available at Sea-Tac
 - 1. Looking to be a popup store or mobile cart
 - 2. Looking to add an area to get WA Beer to go
 - 3. Team up with a current tenant to get WA Beer pouring
 - ii. Opening Ballard Beer Hall, Capitol Hill foods & Beer and Salty's Brewtop Social
 - b. Brew-Ha Distribution
 - i. Working with breweries to help get boxes of Brew-Ha's distributed to areas with a bunch of breweries
 - c. 2019 WBC Meeting Schedule
 - i. Tuesday, May 14th
 - ii. Tuesday, July 9th
 - iii. Tuesday, September 10th (Strategic Planning)
 - iv. Tuesday, November 12th (Budget)
- 7. Adjourn 2:47pm - Next meeting Tuesday, May 14th, 2019 at 1pm at Fremont Brewing Production Facility