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 Viadoom 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
          - 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.

- i. VIP gets in at 10:30am for end of awards, beers pour at 11, GA gates open at Noon
- c. Idea for 2019:
  - i. Beer dinner the Friday beforehand to pair with award winning beer and food/chefs
- v. Sponsorship
  - 1. Record amount \$30k already for 2019
    - a. Possible \$10k in additional sponsorship in pipeline
  - 2. New Sponsors: Jimmy John kids' area, AT&T Phone sponsor
  - 3. Previous Sponsors with raised contract prices: Redmond Bar & Grill, WA Beef Commission, Wyndham Resorts
- c. Marketing Committee Report
  - i. Neon Signs Arriving in May. First 140 to pay \$50 will recieve.
  - ii. BrewHa Beer Guide distributing currently to Western WA breweries
  - iii. GABF approval to move forward to pour Fresh Hop Beers. \$12K sponsor.
  - iv. Merchandise working to improve merchandise sales at WBF. Tokens at booth.
- 4. Director of Festival Operations Report
  - a. Festival Committee Report
    - i. Belgian Fest
      - 1. Session One: 1,108 Session Two: 698 (down about 300)
      - 2. Looking to freshening things up for 2019 VIP ticket, add music to both sessions
    - ii. Washington Brewers Fest
      - 1. 130 breweries signed up
        - a. 110 breweries in the festival
        - b. 14 on the waiting list
      - 2. Merchandise sales
        - a. Figure out a better inventory system to speed sales ups and keep track of inventory better
      - 3. Food Vendors
        - a. 25 registered
          - i. 18-19 will be selected for this year
      - 4. Tokens/Glass
        - a. 10 3.5oz pours in 4oz glass
        - b. Can buy 6 additional tokens
        - c. Friday stays "unlimited" token sales
    - iii. Smaller breweries at Festivals
      - 1. Too much cost to attend events
        - a. Our festivals are a marketing opportunity and expense
        - b. All the money we make from festivals goes right back to marketing for all WA Breweries
      - 2. Explain what the WBC does and what the WBG does
        - a. Guild currently working on a info sheet
      - 3. Have industry nights on the Friday of the festival to get more interest in smaller breweries
    - iv. WA Beer Open House
      - 1. 114 breweries participated statewide
      - 2. Sent out a survey about the event

- 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: 10,849ii. Twitter: 9,822iii. 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 14<sup>th</sup>
    - ii. Tuesday, July 9<sup>th</sup>
    - iii. Tuesday, September 10<sup>th</sup> (Strategic Planning)
    - iv. Tuesday, November 12<sup>th</sup> (Budget)
- 7. Adjourn 2:47pm Next meeting Tuesday, May 14<sup>th</sup>, 2019 at 1pm at Fremont Brewing Production Facility