

Washington Beer Commission
Commissioner's Meeting Minutes
5/14/2019 1:00pm

Location: Fremont Brewing- Production Facility, Seattle

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

1. Chairman Report
 - a. Approve of minutes from Commission Meeting, March 12
 - i. Do not have quorum to approve
 - b. Executive Director RFP process and timing update
 - i. Radovich Communications contract ends October 31, 2019
 - ii. RFP to be constructed and approved at Commission meeting on July 9th
 1. Send out RFP to commissioners to look over prior and approve the RFP on July 9th meeting
 2. Nominate 3 commissioners to evaluate RFP candidates
 3. RFP submissions due by end of July
 4. Evaluations during August
 5. New contract announced at commission meeting on September 10th
 - c. Sign up for upcoming WBC committee meetings
 - i. WBC Marketing Committee Meeting Schedule:
 1. Thursday, May 30, 1:00PM – Meghann Quinn
 2. Tuesday, July 23, 1:00PM – Julie Johnson
 3. Tuesday, Sept. 24, 1:00PM
 4. Tuesday, Nov. 19, 1:00PM
 - ii. WBC Festival Committee Meeting Schedule:
 1. Wednesday, May 29, 1:00PM, Beardslee Public House – Ken Nabors
 2. Wednesday, July 24, 1:00PM, Diamond Knot MLT – Dave Leonard
 3. Wednesday, Sept. 25, 1:00PM, TBD (possibly Fortside, Vancouver)
 4. Wednesday, Nov. 20, 1:00PM, Georgetown Brewing
2. Treasurers Report
 - a. WBC Balance Sheets through April 30, 2019
 - i. \$70,000 borrowed from Rainy Day Fund
 1. Put into the operations to get through Brewers Fest upfront costs
 - b. Tri-Cities numbers
 - i. Will make budget in 2019 (\$9K)
 - ii. Not much growth in attendance, but saved on some costs this year
 - c. Cask Fest numbers
 - i. Attendance is trending downwards at the current location
 - ii. Still makes good money but Guild may be considering other sources of income
 - iii. Needs a venue change for 2020
 - d. WBF ticket Sales to date
 - i. Up year over previous year by almost 15%
 1. Sold 221 Premiere tickets for early entry on Saturday
 2. Price increase of \$10 on June 1st
3. Executive Director Report

- a. Economic Impact Study – Media
 - i. WA Beer Blog, KOMO interview, NW Wine Radio
 - 1. Kendall Jones featured and did a big write-up on the Beer Blog
 - 2. Eric was interviewed on KOMO Radio to review the study
 - b. WBF Marketing Plan
 - i. KEXP, KKWF, KISW, KOMO, Untappd
 - ii. Social Media and past event ticket buyers
 - c. Marketing Committee Report
 - i. Neon Signs Distribution
 - 1. 110 breweries bought signs
 - 2. 15 sponsors will receive signs
 - 3. WBF coasters, posters, Brew-Ha's, and event ticket outlets
 - d. Seattle Beer Week and WA Beer Awards
 - i. Activity seems to be down this year over years past for Seattle Beer Week
 - ii. Looking at discussing WA Beer Awards on how we want them to be presented in coming years. More of a show/production?
 - 1. Needs to be more entertaining if we want the public to be in attendance
4. Director of Festival Operations Report
- a. Tri-Cities recap
 - i. City of Kennewick Staff did a great job to helping with Tri-Cities Festival
 - ii. Outdoor Area
 - 1. Food vendors aren't great due to other events that weekend
 - 2. Wind is definitely a problem for outdoors
 - iii. Festival is on a Wine Barrel Tasting event weekend
 - 1. Venue is booked on weekends around our festival dates, so no movement available if we stay at this venue
 - b. Washington Brewers Festival
 - i. Meeting with the park next week
 - 1. Finalizing site layout and logistics
 - ii. We have been approved for all ages Saturday/Sunday
 - 1. LCB wants to get rid of wristbands
 - a. Using hand stamps this year - Checking at every pour
 - b. Brewers are encouraged to ask for ID if age is in question
 - iii. Drinking Restrictions
 - 1. Saturday and Sunday will be limited to 6 additional tokens (16 total)
 - 2. Friday doesn't have a limit, but will be closely supervised
 - iv. Parking
 - 1. \$10 flat rate this year - no carpool discount
 - v. Food Vendors
 - 1. 18 food vendors booked
 - 2. Added some new vendors this year for more variety
 - vi. Music
 - 1. Spike and the Impalers booked for Friday headliner
 - 2. Hoping to see uptick in sales for Friday's attendance with bigger band and no token limit
 - vii. Beer Run
 - 1. Discontinued for 2019 with very little feedback
 - 2. Replaced with the Premiere Ticket opportunity (Saturday)

- 3. Will make logistics on Sunday a lot easier getting attendees in
 - viii. Sponsorship
 - 1. \$30,000 in sponsorship this year, helping with rising event costs
 - 2. Welcome AT&T, Jimmy John's
 - c. Bremerton Festival
 - i. Construction project
 - 1. Condo project going on adjacent to the event site
 - 2. Working with contractor to help with the ease of load-in/load-out traffic
- 5. Mobile App/Web Site/Social Media
 - a. Mobile App Numbers
 - i. App Downloads: 11,965
 - ii. Total Stamps Collected since May 2018: 56,889
 - iii. Total Stamps Collected all time: 118,036
 - b. Social Media
 - i. Facebook: 11,515
 - ii. Twitter: 9,841
 - iii. Instagram: 11,385
 - c. WABL
 - i. WABL Members: 3,771
 - d. App update
 - i. App update coming before Brewers Fest (\$12K)
 - ii. Will make the app more user friendly and move our database from Neon
 - e. New Hire
 - i. Seaver Radovich (Eric's son) – New WABL & Social Media Manager
 - ii. Graduating in June in Media/Communications from UW/Bothell
 - iii. Much more interactive approach with more images and graphics
- 6. New Business
 - a. Father's Day Festival 2020 on east side of the state
 - i. Looking to do a Father's Day festival in Central or Eastern WA along with the Redmond event in mid-June
 - ii. Riverfront Park looks to be a little complicated to produce a festival after their construction is complete due to music stage and ticketing partnerships
 - iii. Looking at Yakima as an option as well
 - b. Zeek's Pizza
 - i. Looking to partner up to promote them pouring WA Beer at all 17 of their locations in Western Washington
 - 1. Team up to sponsor WABL or other WA Beer events
 - c. Sea-Tac Airport
 - i. Talking with Senior Manager of Dining and Retail at Sea-Tac
 - 1. Waiting to see how the opening of Ballard Brew Hall goes and then continue the discussion for beer to go option in the future
 - d. Chinese Business
 - i. Businessman looking to buy a Washington Brewery and open a location in China
 - ii. Big beer is decreasing, and craft beer is on the rise in China
 - iii. Julie Johnson will continue the conversation
- 7. Adjourn 2:41pm - Next meeting Tuesday, July 9th, 2019 at 1pm at Fremont Brewing Production Facility