

Washington Beer Commission  
Commissioner's Meeting Minutes  
6/6/2017 1:00pm

**Location:** Fremont Brewing – Warehouse, Seattle

**In Attendance:** Eric Radovich, Matt Russell, Hayden Campbell, Meghann Quinn, Allen Rhoades, Heather Brandt, Matt Lincecum, Ken Nabors, Trish Caddy, and Julie Johnson

1. Approval of Minutes from February 14<sup>th</sup> and April 4<sup>th</sup> meetings
  - a. Approved
2. Radovich Communications Contract Update
  - a. May need to submit an RFP this July. Checking on this .
    - i. Contact Kevin Green about the need to submit RFP
  - b. Proposing an initial 5% increase with a 4% annual increase for future services rendered
    - i. Does not incorporate funds for an additional staff member beyond four.
3. WBC Balance Sheet through May 31
  - a. \$5,000 in accounts receivable
    - i. \$2,000 is Bushnell Craft Brewing's outstanding WBF 2016 tickets sold
    - ii. \$586 is Lazy Boy assessments
  - b. Switched ticket vendors to Eventbrite who sends us a check every two weeks as opposed to the end of the event which has increased cash flow
4. Tri-Cities final numbers - \$2,000 anticipated net profit
  - a. Currently sitting at \$5,400 in profit
    - i. After all bills are paid we project to come out at \$2,000 profit
    - ii. 1,445 paid attendees
5. Wells Fargo Bank – Merchant Services Setup
  - a. Opened Savings and Checking accounts with Wells Fargo
    - i. Did not feel they could open Merchant Services before the WBF
    - ii. Will be staying with Chase through June
6. Marketing Committee Report – WABL App, WA Beer #'s
  - a. Sherry Jennings is no longer with Diamond Knot Craft Brewing
    - i. Served the Marketing Committee for 4 years and thank her for her service
    - ii. Room for up to four additional members on the committee
  - b. Seattle Beer Week
    - i. Official beer produced by Bale Breaker Craft Brewing
    - ii. WBC successful sponsorship at \$2,500
  - c. Washington Brewers Festival
    - i. \$37,000 budgeted to spend on advertising for the WBF
      1. 2.5 million digital impressions being reached
      2. Featured on four radio stations
    - ii. Marketing on twitter, facebook, and Instagram
    - iii. Currently sell 40% of our tickets in advance

- 1. Aiming for 50% of tickets sold in advance
    - iv. Washington Beer 5K is back for year two
      - 1. Hoping for 700 runners to participate for early entry on Sunday
        - a. Functions as a breakeven event
    - v. Question for the Committee
      - 1. How do we properly approve bloggers to attend festivals?
  - d. Washington Beer by the Numbers
    - i. Hoping to produce a beer by the numbers banner that we can display at all events showing how Washington ranks nationally
      - 1. Discussing what the most meaningful numbers will be to tell our story
  - e. Mobile App - 30 days since initial launch
    - i. 1,851 downloads
    - ii. 3,559 stamps collected
    - iii. 10,199 sessions
    - iv. 73,845 screen views
7. Festival Committee Report – Tri-Cities, Brewers Festival, Collaboration
  - a. Tri-Cities – Saturday, April 29
    - i. Southridge Sports and Events Complex
    - ii. 980 advance tickets out of 1445 event attendees
    - iii. Room for additional walkup and will be adding additional food options
      - 1. Four food vendors locked in for year two
    - iv. No issues with security and were praised by the Kennewick PD on Facebook for the well-behaved attendees
    - v. Parking was tight due to baseball and soccer tournaments
      - 1. Will work to provide alternate parking options for attendees
    - vi. Would like to add an outdoor plaza where attendees can bring their beer to enjoy their food
    - vii. April 28, 2018 will be the date for next year
      - 1. Falls on the Spring Barrel tasting weekend (Yakima/Prosser)
  - b. Brewers Festival – June 16-18
    - i. 131 breweries
      - 1. 10 of the 16 breweries on the waitlist will have had an opportunity to attend the event
    - ii. Adding a separate ticket buying booth to take traffic off of the admission tent
      - 1. All seven lanes at the main gate will be reserved for ticket holders to increase flow of attendees
      - 2. There will be a price increase of \$5 at the gate admission to encourage people to buy in advance
    - iii. Taking away WABL member lounge to make room for additional beer tent
    - iv. 18 food vendors will be in attendance
    - v. BevMo! will be the presenting sponsor and sponsorship goal has been met (\$20k plus)

- c. Collaboration Festival – August 19
    - i. Registration has been sent out for the event and expecting 25 collaborative pairs (or 50 breweries total)
    - ii. We will be taking away the 100x100 tent and making it an outdoor event
    - iii. Dealing with road closures to make the event ingress and egress functional
- 8. Bremerton Summer Brewfest – July 14-15
  - a. 36 breweries
  - b. 4 food vendors
- 9. Inland NW Craft Beer Festival
  - a. Registration will be sent July 6
- 10. WABL/Social Media Report
  - a. WABL – 3,529
  - b. Twitter – 9,560
  - c. Facebook – 9,643
  - d. Instagram – 8,413
- 11. New Business WSLCB, State Rule Change, Guild BBQ Update
  - a. WSLCB
    - i. Emails from Thomas Dixon, Enforcement Captain of the WSLCB Northwest Region, and his Lt. Steven Grassfield recommending that WBF be 21+ only
      - 1. The Chief (Steve Johnson) elected not to weigh in. Permit granted.
      - 2. Emails seem to have personal overtones, not based in law
    - ii. No official legal language preventing the attendance of underage attendees
    - iii. Language is being drafted by the Washington Brewers Guild to specifically permit children to attend beer tasting events (Annie McGrath)
  - b. State Rule Change
    - i. Looking to raise to amount we contribute to the Department of Agriculture based on our total revenue, not on assessments
      - 1. Should be based on gross profit not total revenue
  - c. Guild BBQ Update
    - i. Moving to September
- 12. Adjourn – Next WBC Meeting – Tuesday, August 8, 2017