

Washington Beer Commission  
Commissioner's Meeting Minutes  
07/10/2018 1:00pm

Location: Fremont Brewing- Production Facility, Seattle

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

1. Chairman Report
  - a. Approve of minutes from May 15, 2018
    - i. Approved
  - b. Commissioners attendance
    - i. Must be in attendance 5 out of the 6 commission meetings per year
      1. In person or electronically
    - ii. All business on the agenda must be taken care of during the commission meetings not during external communication between meetings
    - iii. If there is a topic that a needs to be put on the agenda, it must be brought up at least a week beforehand with Eric or Allen
2. Treasurers Report
  - a. WBC Balance Sheets
    - i. Rainy day fund is fully funded
    - ii. Accounts receivable – \$28k due to just sending out assessments
  - b. Assessments
    - i. Billed out \$35,000 worth assessments
    - ii. 10 breweries paying \$1,000 (full cap)
    - iii. If assessment is less than \$20, WBC won't bill that brewery
    - iv. Switch to electronic payment option for breweries next year
    - v. 175 breweries making less than 200 barrels of beer (not billed)
  - c. Washington Brewers Festival Financials
    - i. Almost all invoices are in from Washington Brewers Festival
    - ii. Net income for event is tracking toward \$194k in budget
    - iii. After 2018 budget was approved, King County Parks asked for \$15,000 increase
      1. Increased price for parking at Marymoor Park as well
        - a. No emails complaining about parking fee
3. Executive Director Report
  - a. Washington Brewers Festival Overview
    - i. Attendance
      1. 20,375 paid attendance
      2. First time we went over 9,000 paid on Saturday
      3. Long lines Sunday due to shorter hours and everyone arriving by 2pm
      4. 177,217 total beers poured at WBF
      5. Only 15 refunds processed from WBF
      6. Consumption per attendee went down from previous years (8.7 tastes)
    - ii. LCB
      1. On-site Friday night for 2 hours
        - a. Had two beer liaisons under age of 21 – not allowed on Friday

- b. A food vendor had two children helping food service on Friday – not allowed on-site
      - c. A brewer was seen stepping away from his booth to have a beer and then returned to pouring station. Clear violation.
      - d. LCB stated it was illegal to recruit volunteers for the event and compensate them with free tickets at another time ("paying them in beer")
    - 2. King County Sherriff was on-site and addressed the LCB attending and strongly backed the WBC saying it is the safest event that they work
  - iii. Security
    - 1. New Security team this year (Landmark)
    - 2. Friday – a bit understaffed/not the best staff on-site
    - 3. Saturday & Sunday – went very well
  - iv. Orswell Events
    - 1. New event producer
    - 2. Did a great job producing event
    - 3. Saved us some money by bidding out rentals needed for our festival
    - 4. Worked well with Brian Oster's team members who were retained to help produce event
  - v. Sponsors
    - 1. Record amount of sponsorship (\$29k)
    - 2. Flatstick Pub in year one of three year contract (\$8k per year)
      - a. Thrilled with the event and want to become a sponsor for WA Beer BBQ in August
  - vi. Beer
    - 1. 526 beers to choose from – plenty of options at the event
  - vii. Lottery
    - 1. Had some breweries that were frustrated with the new lottery system
    - 2. Open to discussion about how do we get more breweries on-site
- b. Marketing Committee Report
  - i. Yakima Visit
    - 1. State of Washington Beer update to the Rotatory and Tourism
    - 2. Looking to do an event in the Yakima Valley
      - a. Best venue – Baseball Stadium (similar to Inland NW)
      - b. Fresh Hop Festival – WBC will go to this year's event to see how the event goes
        - i. Possibility for WBC to help out Fresh Hop Festival with logistics and production of the event in the future
  - ii. WABL Mariners Game
    - 1. 60 attendees
    - 2. Flatstick Pub – pre-funk space
    - 3. Looking to do another event to add value to being a WABL member
  - iii. WA Beer Podcast
    - 1. Going to get one produced soon!
    - 2. One per month, 20 minutes long
- c. Economic Impact Study – What do we most want to know?
  - i. Sending a survey out to all brewers with a list of 8-10 items
    - 1. Asking brewers to rate those points in importance

2. Looking for other items to add to this list from brewers
4. Director of Festival Operations Report
  - a. Festival Committee Report
    - i. Washington Brewers Festival Operations Overview
      1. Added MAST permit
        - a. Only 5 staff members didn't have proof of their MAST permit
      2. Dialing back breweries to 100
        - a. Made load-in/load-out a lot more organized and quicker
        - b. Taking off endcaps made getting brewers beer much easier
        - c. Was able to configure the beer tents in a better way so lines didn't back into each other
      3. Sunday lines
        - a. Looking to open more lines next year
        - b. WA Beer Run impacts the front gate
          - i. Maybe add a different entrance
      4. WA Beer Run
        - a. 503 participants this year
        - b. Trying to increase participants up to 600
      5. Brewers Lounge
        - a. Handed off to the Guild this year (Banquet Permit)
        - b. Catered Saturday night and BBQ on Sunday
        - c. Feedback from brewers – add something on Friday
      6. Kids Area
        - a. Packed this year with increased kids in attendance
        - b. Add more volunteers next year to this area
      7. Next year
        - a. Glassware and Tokens
          - i. Changing the glass size to 6oz glass with a 3oz pour line
          - ii. Increase token quantity (12) to allow attendees to try more beer. Purchase up to 6 additional tokens.
            1. Feedback was mostly about the number of beers attendees could try, not the ounces of beers they could drink
        - b. Increased attendance
          - i. Ran out of wristbands (Sat) and glassware (late Sun)
          - ii. Perfect storm of great weather and increase price of glassware, which led to 18k glass order
          - iii. Front Gate
            1. Pay for more staff to be on-site at the front gate on Sunday to lower the wait time to get attendees in (20 minute wait or less)
            2. \$8,000-\$10,000 cost of a 2<sup>nd</sup> entrance or expansion of gate
            3. Bring this issue up at the Festival Committee meeting with a quote on expanded/2<sup>nd</sup> entrance to seek approval for next year's festival budget
        - c. Kids Area



- a. WA Beer Strategic Planning/Guild Meeting
    - i. Have the Strategic Planning and Guild Meeting on the same day
      - 1. Get rid of the morning session
      - 2. Start at 1pm with light lunch for strategic planning
      - 3. Take a break for dinner and then go into the Guild meeting
  - b. GABF – Moved the date to the weekend of Inland NW
    - i. WBC and WBG will not be able to attend this year
    - ii. Spend some money to get off the guild row and develop a WA Beer end cap to increase marketing in 2019
7. Adjourn 3:12pm - Next meeting September 11<sup>th</sup>, 2018 at 1pm at Diamond Knot MLT