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

- 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.
 - 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 2nd entrance or expansion of gate
 - Bring this issue up at the Festival Committee meeting with a quote on expanded/2nd entrance to seek approval for next year's festival budget
 - c. Kids Area

- i. Increase size of the kids area?
- ii. Expand into the area where the Beef Commission currently is located
- iii. Add more bouncy houses and slides to expanded areas
- iv. Ran out of soda this year at 4pm on Sunday
 - 1. Fremont happy to supply carbonated water to kids area for designated drivers
- d. Number of Breweries
 - i. We could add 8-10 breweries potentially
 - ii. Dialing back breweries helped logistically for the event
 - iii. When we had 137 breweries in 2017, we had feedback that breweries spaces were unacceptable, so we got rid of those tent locations in 2018
 - iv. First year of lottery, compelled to do it another year because breweries who weren't in it this year are automatically accepted for 2019
 - v. If you add more breweries to the festival, we may have to limit number of beers each brewery can pour
- e. VIP portion of event
 - i. Do we add a VIP status to events?
 - ii. Do we add a whole new event with high ticket price?
 - 1. Rare beer festival
 - 2. Add food with ticket
- f. Take all of these points to Festival Committee, hear their feedback and present it to the Strategic Planning meeting
- ii. Bremerton Summer Brewfest
 - 1. On the boardwalk in Bremerton July 20-21
 - 2. Food trucks and live music at the event
 - 3. New mayor who seems to like craft beer
- iii. WA Beer BBQ
 - 1. Logistical Challenges
 - Lake Union Park next to MOHAI is unavailable due to grass not growing in as planned
 - Seattle Parks has not given us the final approval to do the event at Lake Union Park
 - b. Moving this event to the SLU Discovery Center Lawn (where collaboration festival was in 2018)
 - c. Will move this event to Lake Union Park for 2019
 - 2. Will feature BBQ food trucks (5) with free samples of BBQ as well
 - 3. 34 breweries confirmed for the event
- 5. Social Media/ WABL update
 - a. WABL 3,924
 - b. Facebook 10,508
 - c. Twitter 9.949
 - d. Instagram 9,886
 - e. WA Beer mobile downloads 8,421
 - f. Total WABL Stamps Collected 42,825 (through June 26, 2018)
- 6. New Business

- 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 11th, 2018 at 1pm at Diamond Knot MLT