

Washington Beer Commission
Commissioner's Meeting Minutes
7/9/2019 1:00pm

Location: Fremont Brewing- Production Facility, Seattle

In Attendance: Eric Radovich, Allen Rhoades, Matt Lincecum, Ken Nabors, Meghann Quinn, Heather Brandt, Dave Leonard, Matt Russell, Tyler Allott, Derek Sandison, Colleen Kerr

1. Chairman Report
 - a. Approve of minutes from Strategic Planning, March 12, 2019
 - i. Approved
 - b. Sign up for upcoming WBC committee meetings
 - i. WBC Marketing Committee Meeting Schedule:
 1. Tuesday, July 23, 1:00PM – Julie Johnson
 2. Tuesday, Sept. 24, 1:00PM
 3. Tuesday, Nov. 19, 1:00PM
 - ii. WBC Festival Committee Meeting Schedule:
 1. Wednesday, July 24, 1:00PM, Diamond Knot MLT – Dave Leonard
 2. Wednesday, Sept. 25, 1:00PM, TBD (possibly Fortside, Vancouver)
 3. Wednesday, Nov. 20, 1:00PM, Georgetown Brewing
2. Treasurers Report
 - a. WBC Balance Sheets through June 30th, 2019
 - i. Sitting on \$400,000 of income
 - ii. \$200,000 of that will be expenses paid
 - b. Washington Brewers Festival financial report
 - i. Budgeted to make \$187,000
 1. Projected to make \$184,000
 - ii. Still have to pay for ice, refrigerator trucks
 - c. Year to date Financial Report
 - i. Belgian Fest \$6,000 below budget due to a light evening session and ViaDoom
 - ii. Tri-Cities appears to be right at budget
 - iii. Washington Brewers Festival projected to be about \$3,000 below budget
3. Department of Agriculture Report
 - a. Derek Sandison
 - i. Director of Washington State Department of Agriculture
 - b. Colleen Kerr
 - i. Vice President of External Affairs and Government Relations & Chief Legislative Officer for WSU
 - c. Grains to Glass
 - i. Washington State University not working as well with breweries as they work with vineyards and wineries
 - ii. New Dean at WSU who wants to support agricultural economy
 - iii. Wineries say they wouldn't be in their current position without the help of WSU
 - iv. WSU is looking at helping out local breweries to connect to the agricultural supply chain in the state
 - v. Washington State to be the Napa Valley of the beer industry: hops, barley, malt
 - vi. 92% of our grains are exported from Washington State

- vii. Brewers feedback say that grains from Washington are generally more expensive and not the best quality compared to other sources
 - 1. Biggest problem of trying to grow local grains
 - 2. WSU would come in and help test local grains to get lack of consistency resolved
 - a. Without this testing, you can't rely on local grains to produce a consistent product like other resources have
 - 3. Use collaborations and the small scale breweries that we have in the state to use more local grain
 - viii. New festival idea – All Washington ingredient beer festival
 - 1. Hops & grains from Washington state
 - 2. Create conversation between commissioners, WSDA and brewers about getting breweries to use more local ingredients and improve quality of product
 - a. Connect with the WA Brewers Guild and their Beer Summit to help get breweries involved with this process
- 4. Executive Director Report
 - a. Neon sign delivery
 - i. About 15 still to be delivered
 - ii. Will have about 30 left to sell
 - b. Brew-Ha's
 - i. Nearly gone, about 10 boxes left
 - ii. Certified Folder is restocking tourist locations and other statewide racks and will be all out of brochures by the end of September
 - c. Washington Brewers Festival numbers and notes
 - i. Overall numbers will come in higher than anticipated
 - ii. We poured a record number of tastes!
 - 1. 4oz pours: 198,438
 - 2. Great statewide representation in the Top 10 Breweries
 - iii. Signed up 650 WABL members
 - iv. No more than a 10 minute wait to get into the festival
 - v. Premiere Ticket sold out for the first year (300)
 - 1. Will be sending out a survey to see what these attendees liked/disliked
 - vi. WA Beer Awards ceremony went better than normal
 - vii. Brewers Keg Toss
 - 1. Slippery Pig Brewing
 - 2. First female finalist in history (Ten Pin - Lauren)
 - viii. New record for sales at ticket outlets including Flatstick Pubs and breweries
 - d. GABF Update
 - i. 10 breweries selected
 - 1. Anacortes, Bale Breaker, Beardslee, Diamond Knot, Dick's Brewing, Fortside, Iron Goat, Old Schoolhouse, Sumerian, Single Hill
 - ii. Home of the Hops (hops one sheet)
 - 1. Booth setup will look like a hop field of dreams
 - 2. Will be designing the booth in Mid-August
 - e. Eastside Beer Week July 12-21
 - i. Breweries from Woodinville to Renton participating
- 5. Director of Festival Operations Report

- a. Washington Brewers Festival operations
 - i. Added new water coolers, which worked out great and kept people hydrated
 - ii. One medical emergency
 - 1. Beer liaison was a volunteer EMT with immediate attention. Redmond Fire on site within 5 minutes. No transport. Incident documented.
 - iii. LCB Visit on Friday night
 - 1. Good safe event overall - Officer Joel Widell was helpful on site
 - 2. Three items addressed in post-event letter from WSLCB
 - a. Not supposed to sell tokens at a discounted rate
 - i. We sell one token for \$2 or three for \$5
 - ii. Will move to a \$2 token going forward
 - b. Found an intoxicated attendee being served
 - i. They tracked down security and had them take care of the attendee. Took too long to find security.
 - c. Alcohol cannot go into or out of the Brewers Lounge
 - i. Security was notified and it wasn't a problem the rest of the weekend
 - b. Bremerton Festival preview
 - i. Ticket sales are tracking
 - ii. Construction in area
6. Mobile App/Web Site/Social Media
- a. Mobile App Numbers
 - i. App Downloads: 13,356
 - ii. Total Stamps Collected in last 12 months: 45,727
 - iii. Total Stamps Collected all time: 129,705 (since May of 2017)
 - b. Social Media
 - i. Facebook: 11,704
 - ii. Twitter: 9,853
 - iii. Instagram: 11,989
 - c. WABL
 - i. WABL Members: 3,927
7. New Business
- a. Hop Growth
 - i. Record hop acreage projected in state for 2019
 - ii. 57,339 acres which is up 4% from 2018
8. Adjourn 2:47pm - Next meeting Tuesday, September 10th, 2019 at 11am at Diamond Knot MLT. Followed by Strategic Planning 1pm - 4:30pm