

Washington Beer Commission
Commissioner's Meeting Minutes
8/8/2017 1:00pm

Location: Fremont Brewing – Warehouse, Seattle

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

1. Chairman's Report
 - a. Approval of minutes from June 6 meeting
 - i. Approved
 - b. Radovich Communications Contract (Discussion/Vote)
 - i. Proposed 2-year contract extension (will need to ask for RFP in July 2019)
 1. Proposed 7.6% increase equaling \$305,010 per year for the two-year extension, November 1, 2017 through October 31, 2019
 2. WBC gross revenue has risen by more than \$110,000 annually
 3. The \$305,010 represents labor costs of about 26% of annual \$1.2mm revenue
 - ii. Motion unanimously approved to sign the two-year contract extension with Radovich Communications, LLC amounting to \$610,020. This brings the total dollar amount for the contract life to \$1,474,020
 - iii. There are no other changes to the existing contract. Eric Radovich will continue to serve as Washington Beer Commission Executive Director
2. Treasurers Report
 - a. WBC Balance Sheet through August 8
 - i. Total assets at \$472,403
 - ii. 2016 assessments of \$33,000 were just invoiced
 1. The average brewery pays \$82.48
 - iii. Marketing committee has spent \$43,775 to date, mostly on mobile app
 1. \$70,000+ available in the marketing budget
 - iv. Currently up about \$35,000 on the year from event proceeds
 - b. Washington Brewers Festival financial report
 - i. Net income of \$257,025
 1. After all bills paid should net \$200,000+
 2. Advance tickets sales were 60% of event sales
 3. Took in \$700,000+ in total revenue
 4. \$24,000 in additional token sales
 - c. Bremerton Summer Brewfest financial report
 - i. Projected to net close to \$25,000
 1. \$5,000 over budget (20%)
 - d. Wells Fargo bank is out, Umpqua bank next up
 - i. Moving to Umpqua bank pending Merchant Services Agreement

3. Executive Directors Report

a. WSLCB Brewers Fest visit – Action plan

i. We had a LCB visit on Saturday night at 6:00pm

1. As we applied for the Special Occasion Permit/License this year two LCB officers weighed in with recommendations against the inclusion of minors at the Brewers Festival event. Based on their personal opinions?
2. One of the aforementioned officers came to the event with an undercover sting operation which included two underage patrons
3. Brewers were found drinking behind their pouring station, wristbands were not being checked, and some patrons appeared to be over-served

ii. WBC received a \$500 fine for a Staff-Pro security agent encouraging an attendee to chug their beer before leaving the event. Also a warning for improper wristbanding of a minor (by a volunteer).

1. It is understood that there will also be brewery fines levied by the LCB for serving under-aged attendees.

a. Two breweries were cited

- i. 1 of 3 strikes allotted to breweries before their license could be suspended

iii. LCB Action Plan

1. Have additional Staff-Pro conduct random wristband checks
2. Add a more visible wing to the wristband
3. Remind pourers to check the wristband every time
4. Immediately shut down any pourer that drinks behind their station
 - a. Monitor each other behind the booth
5. Adjusting the event hours to 7pm on Saturday of WBF (instead of 9pm)
6. Add additional marking to the under 21 and DD attendees
7. Add additional signage about drinking responsibility and public transportation options
8. Consider reducing the number of breweries in attendance (to 100)
9. Consider removing the 10oz WABL glass to reduce over service
10. Extra token sales stopped earlier
 - a. Train staff selling the extra tokens about over indulgence
11. 4oz glass instead of 5oz glass
12. Invite WSLCB Board Members to WBF
13. Train our staff in WSLCB protocol and adding support to hired security team
 - a. Need to have a working group with the WBC that we can go to and educate one another in the form of a compliance committee
 - b. Provide training sessions for a free MAST training for WBF
14. WBC Festival Committee will make final recommendations

b. Marketing Committee Report – Mobile App/WABL

i. Mobile App

1. 3,475 total downloads
2. 12,265 total stamps collected

3. 389 locations checked into
4. Director of Festival Operations Report
 - a. Festival Committee Report – WBF, Bremerton, Collaboration
 - i. WBF
 1. Separated the box office from the security gate which increased the speed of entry for our ticket holding attendees
 - a. Total ticket sales were better than 60% in advance
 - i. Eventbrite was a huge help in making the entry process smoother than 2017
 - ii. Wait time was less than 20 minutes at peak times
 1. Will add more volunteers in 2018 to be better prepared for the Sunday noon rush
 2. Had a new kids area vendor and WBC paid much of the costs
 - a. Paid an additional \$8,000 to make it more accessible for kids/parents. Just one time \$5 charge to go on inflatables
 3. Recommendations 2018
 - a. Making Friday night required for attending brewers
 - b. Displaying the accepted glassware at the brewer check-in table
 - c. Draft an email to our brewers statewide letting them know about the recommended changes moving forward
 - d. Reducing the number of breweries to 100 (from 131)
 - e. Limit the number of beers breweries can bring to the event
 4. Lottery
 - a. If you didn't get in the previous year you would get in, if you serve on a committee you would get in, and if you are a top 25% token collector the previous year you would get in
 5. Event lay-out
 - a. Removing Purple Tent (decreasing overall breweries to 100)
 - b. Possibly moving the cider and wine tent to a more prominent location with more visibility
 6. Load-in
 - a. Slower than 2016 due to the increased number of breweries and confusion between which beer zone their beer needed to be delivered to
 - b. Make a decision to divide brewers between Beer North and Beer South to speed up load in in 2018
 - ii. Bremerton
 1. Early Financial Report
 - a. Paid Attendance: 3,389
 - b. Almost 500 more attendees than in 2016
 - c. Predicted to net \$25k
 - d. The Fast Ferry from Seattle gave the event some added attention
 2. Operations Report
 3. Improvements for 2018

- a. Waste Management – deliver on Thursday
 - b. Sound system – extending down the boardwalk
 - c. More Friday volunteers for gates open
 - d. Free water station for attendees
 - e. Extra paid staff for brewer check-in
 - f. Hawaiian themed?
 - iii. Collaboration Fest
 - 1. Saturday, August 19 – SLU Discovery Center Lawn
 - a. 2,000+ expected attendance
 - b. 4 food trucks
 - 2. 26 collaboration beers from 52 breweries
5. WABL/Social Media Report
 - a. Social Media/WABL numbers
 - i. Twitter: 9,969
 - ii. Facebook: 9,869
 - iii. Instagram: 8,864 (60% increase over last year)
 - iv. WABL: 4,048 (first time we broke above 4k)
 - b. WBF
 - i. Signed up 800 new WABL members
 - ii. 200 redeemed for their 50-stamp prize
 - c. Bremerton
 - i. 59 new members
 - ii. 58 prize redemptions
6. New Business
 - a. Producing a “Beer by the Numbers” banner to display impressive agriculture and economic numbers at events
 - b. Going to GABF in Denver and pouring on the behalf of Washington state
 - c. Radovich Communications moving WBC office to 2252 NE 65th St, Seattle in September
 - d. 312 square feet, \$850 per month. WABL will pay rent for redemption/sales space
 - i. Includes retail space where we can sell merchandise and have a place that WABL members can redeem their prizes
 - 1. Improved retention rate for WABL members with a Seattle location they can collect passport prizes at
7. Next Meeting: Tuesday, October 10, 1:30pm at Fremont Brewing production facility
8. Adjourned - 3pm