

Washington Beer Commission
Commissioner's Meeting Minutes
03/13/2018 12:00pm

Location: Fremont Brewing- Warehouse, Seattle

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

1. Chairman Report
 - a. Approve of minutes from Strategic Planning Meeting
 - i. Approved
2. Treasurers Report
 - a. WBC Balance Sheets
 - i. Bushnell Craft owes us \$2,000
 1. Enough to have them not be included in our festivals
 - b. Belgianfest Financials
 - i. Will make budget
 - ii. Sold out for afternoon session
 - iii. Evening session lighter, but safer
 - iv. Possible ticket price raise, \$5 for afternoon session
3. Executive Director Report
 - a. WBF - WSLCB Event Permit
 - i. LCB wants to keep minors away from alcohol
 1. They don't know events and flow of traffic
 2. Wants us to create a "Beer Garden"
 - ii. Anne McGrath and Eric Radovich to set up meeting with Lt. Garza to go over the Action Plan and to meet halfway
 1. Action Plan on page 10-11
 - iii. Average attendee drinks 9.1 tasters in 2.5 hours
 - iv. Change from 5oz glass to 4oz glass – people won't know the difference
 - v. WABL glass down from 10oz glass to 8oz glass
 - vi. Everyone pouring will be educated on glassware, taking tokens, wristbands, MAST permitted
 - vii. Brewery amounts down from 140-100
 - viii. Safe event, known as a "tasting" not beer garden, limit over consumption
 - ix. Changing security team to better educated and more professional company
 - b. LCB Action Plan
 - i. Try to meet with Lt. Garza first, then go onto Johnson if needed
 1. Johnson is reasonable guy, but has to look out for his guys
 - ii. Add having kids to the festival keeps it safer. Not having kids leads to more over consumption
 - iii. Meeting with Garza before the end of the month more to come
 - c. Marketing Committee Report
 - i. New member
 1. Troy Anderson – Old Schoolhouse Brewery
 - ii. Change up WABL Wednesdays
 1. Offer 3oz pours of beer

- 2. Change it to Saturday to increase traffic
 - iii. Merchandise
 - 1. Female Merchandise
 - a. Everything is currently unisex – create women’s apparel with different cuts
 - 2. Keep the Washington Beer logo on all of the merchandise to grow our brand
 - iv. WABL Sponsors
 - 1. Updating the Washington Beer app to show the WABL Sponsors on map
 - 2. Raise the cost to \$500 due to more stamps being collected and more visibility
 - v. Brew-Ha
 - 1. Upping distribution around the state
 - a. Put some money into getting them on all of the WA State Ferry routes
 - vi. Vino Volo
 - 1. Did not get their lease renewed
 - 2. SSP taking over the airport
 - a. Created Ballard Beer Hall
 - b. Every concourse has a craft beer bar
 - 3. WA Beer will be poured, but WA Beer logo won’t be present
 - vii. Podcast
 - 1. Kendal Jones with the WA Beer Blog created the WA Beer Pod
 - a. More NPR like, not as interesting
 - 2. Trying to create a podcast close to Dinner Party Download
 - d. New WBF Sponsor – Flatstick Pub
 - i. \$8,000 a year for 3 years
 - ii. Bringing a new element to the Brewers Festival with putting contests
 - e. Radovich Communications Staff Change
 - i. Trish is moving on
 - ii. Looking for new employee to have more emphasis on expanding the app and merchandise store
4. Director of Festival Operations Report
 - a. Festival Committee Report
 - i. Added some new members to the committee
 - 1. Erik – North Jetty
 - 2. Mike - Fortside
 - b. WBF Lottery results and feedback
 - i. Most people are understanding about not getting
 - ii. If you are on the waitlist this year, you will automatically get in next year
 - c. Lottery System and Limiting number of Beers
 - i. Clarifying why committee members and board members get in
 - ii. There will be 500 beers poured at this event – plenty of variety
 - d. Open House
 - i. Biggest amount of breweries participating for this event
 - ii. #WABeerOH was trending in the Seattle Metro area for a couple hours on 2/24
5. Social Media/ WABL update
 - a. WABL 3,940

- b. Facebook 10,307
 - c. Twitter 9,846
 - d. Instagram 9,277
 - e. WA Beer mobile downloads 6,411
 - f. Total WABL Stamps Collected 36,098
 - i. Dave – send out an email to all of the breweries with Social Media & App toolkit to help increase our followers and users
6. New Business
- a. WABL Sponsors
 - i. \$500 a sponsor
 - ii. Get 20-25 sponsors
 - iii. Mobile App bringing value to being a sponsor (shown on map)
 - b. Yakima visit in May
 - i. Look at potential venues for 2019 event
 - ii. Connect with Chad with Fresh Hop Fest to help them out on logistics
 - c. Vancouver on radar
 - i. Venue concerns
 - 1. Only outside venues
 - 2. Only spring season open for event and need indoor space
 - d. Proclamation
 - i. Congrats to WA Brewers Guild for all the work that they have done this year
 - ii. Nice to have the Governor on board with Washington Beer
7. Adjourn 1:30pm Next meeting May 13th, 2018