

Washington Beer Commission
Commissioner's Meeting Minutes
10/13/2015 5:30pm

Location: WBC Office, Kirkland, WA

In Attendance: Eric Radovich, Matt Russell, Hayden Campbell, Meghann Quinn, Tricia Kovacs, Allen Rhoades, Neil Fallon, Ken Nabors

1. Chairman's Report
 - a. Minutes approved
 - b. Selection of new commissioners
 - i. Dave Leonard – The Ram
 - ii. Derek Sanderson
 1. Other commissioner news
 - a. Mark Irvin was with the commission since 2006 and will be walking away from the position
 - i. His value was immeasurable and his presence will be missed
 - b. Neil Fallon
 - i. Will be selling American Brewing to Pacific Malting
 - ii. Will remain on the commission until the transaction will be complete from 90 – 120 days
 - iii. Recommended that a letter be sent state wide searching for a replacement
 - c. Executive director review and reimbursement
 - i. Positive review by the commissioners
 1. Feedback
 - a. Better communication with the brewers that are members by default
 - b. Collaborate with the WBG to work on communication and education
 - c. Will work on getting the meeting agendas out earlier
 - ii. Will approve \$13,050 to compensate Radovich Communications for work outside the main contract including CBC and GABF
2. Treasurer's Report
 - a. WBC Balance sheet through September 30, 2015
 - i. Event schedule has concluded for 2015
 - ii. Net income will be 30k in 2015
3. Executive Director's Report
 - a. WBC festivals, financial recap, and Inland NW overview
 - i. Belgianfest
 1. Net income 25k

- a. 2k over budget
 - ii. Washington Brewers Festival
 - 1. Net income 201k
 - a. 46k over budget
 - iii. Bremerton
 - 1. Net income 16k
 - a. 4k under budget
 - iv. Everett
 - 1. Net income 22k
 - a. 1.5k over budget
 - v. Tacoma
 - 1. Net income (4.5k)
 - a. 5.5k under budget
 - vi. Spokane
 - 1. 2,868 paid attendees through the door
 - b. Marketing committee report (GABF, branding campaign)
 - i. 35k left to spend in 2015 marketing budget
 - ii. Will put more money toward executing the crisis communications plan that was outlined by Allison + Partners
 - 1. Edge Multimedia will be replaced
 - a. Open to suggestions for replacements
 - iii. Next marketing committee meeting will be in the middle of November
 - 1. The marketing and festival committee minutes will be distributed after each meeting to the commissioners
 - iv. GABF
 - 1. Washington Beer was well represented pouring 9 different beers over 4 days
 - 2. Received an invitation to attend a collaboration event in Hawaii
 - a. Connected with other state's brewer guilds
 - c. November 3 strategic planning retreat (2015 review, 2016 budget, branding strategy, crisis plan, festival ideas, InBev)
 - i. Goals and strategies moving forward will be reviewed
 - ii. Create a crisis communications plan
 - iii. How do we compete with InBev?
 - iv. Will be 9:00am – 4:00pm
4. Director of Festival Operation's Report
 - a. Everett Craft Beer Festival recap
 - i. Same layout as 2014
 - 1. No dramatic changes to the layout of the event
 - 2. 3rd year with that layout
 - ii. Used iPad POS for the first time at admissions and merchandise

- 1. Improved wait times at the front gate and made accounting much easier
 - iii. Weather was good, mostly cloudy with sun breaks in the afternoon
 - iv. Will use the same footprint in 2016 and will keep the event at 35 breweries
 - b. South Sound Craft Beer Festival recap
 - i. Produced 2 weeks after Everett
 - ii. Scheduled to be an indoor/outdoor event and moved the event indoors due to inclement weather
 - 1. The event flowed well indoors
 - 2. Moved all the food and music inside and made for an improvement on 2014
 - iii. Festival committee has recommended that we move the event to November and move the event indoors
 - 1. Will be more of a holiday/winterfest
 - c. Inland NW Craft Beer Festival recap
 - i. The stadium staff and venue were great
 - ii. Used a 26' refrigerated trailer for the first time which was an improvement
 - iii. Food vendors were well paced and lines were never too long
 - iv. Front gate was smooth and iPad POS worked well
 - d. Festival Committee report
 - i. Belgianfest venue will potentially be under construction
 - 1. Will be looking for an alternate venue like CenturyLink Exhibition Hall
 - ii. Looking to add another event in April 2016
 - 1. A high end food pairing event that will occur in the Seattle area
 - e. WABL/Social Media report
 - i. Twitter: 8,108
 - ii. Facebook: 7,042
 - iii. Instagram: 2,383
 - 1. Focus on giveaways
 - a. Have breweries participate in seasonal, timely giveaways
 - iv. WABL: 3,019
- 5. New Business
 - a. Create more productive arrangements with the barley and hops commissions
 - b. Anne McGrath is the new Executive Director of the Washington Brewers Guild
 - i. Work with her on a welcome packet explaining the difference between the Guild and Commission
 - ii. Trying to grow the membership of the Guild
 - c. Now at 296 breweries
 - i. Will make an effort to visit every new brewery and include them on what the WBC does and educate them about the festivals
 - d. Commission meeting, locations, and times of the meetings
 - i. Next meeting will be held at 1:00pm at the new Fremont facility in February

6. Next Meeting – Tuesday, November 3, 2015 – Diamond Knot @MLT