

Attendees Doug Hindman, Mark Irvin (phone), Jason Kelly, Matt Lincecum, Janelle Pritchard, Greg Parker, Allen Rhoades  
Minutes from November 2011 meeting : motion carried to approve

#### **CHAIR'S REPORT**

- Eric reported that Commission/Guild agreement is that Commission takes on WABL and Guild produces the Cask Festival. Compensation for WA Beer logo is still on the table. Guild supposed to generate third-party proposal to justify value.
- Chair suggested drafting legislation/finding sponsors by Sept. 2012 to help Comm. diversify income stream.
- Motion approved to maintain Commissioner officers (Allen/Chair; Janelle/Treasurer; Doug/Secretary)

#### **TREASURER'S REPORT**

- Winter Beer Fest report: \$31,750.00 net, minus some outstanding invoices = \$24,000 (\$22,000 budgeted net)
- Balance Sheet/P&L very few accounts receivable left on the books; 2011 Net Inc. = \$52,841 (-\$7500 outstanding Winter Fest bills + \$25,000 spent by marketing = \$70,000, mostly due to Bremerton event)
- E.D.'s draft Annual Report shared with commissioners; suggested adding P&L summary w/ explanation of highlights, including goals for coming year (generated in annual retreat) and brief explanation of justification for financial decisions, perhaps directing inquiries to lengthier documents on web site; E.D. will incorporate suggested changes and distribute via email
- 2012 Financial Goals Net income allocation formula reminder: Rainy Day Fund = maintain at 25% operating cost; 75% gross profits to marketing; 25% split between adding to RDF and growth of fund to hire additional staff; funds in excess of budget will be split between RDF and marketing , until reaching RDF = 25% of operating costs (of \$52,841 profit; \$20,000 allocated to marketing, leaving \$32,841; -\$3,000 2011 accounts payable = \$29,842 (50% = \$14,921 to Mkt.; 50% to RDF = \$120,000 of \$140,616 RDF goal (based on 2012 budget))

#### **ED'S REPORT**

- Marketing Committee ongoing items = Coaster distribution; video production; Home Brewer Conf. participation; BrewHa map printing; NW Food Service Show; Open House
- Festival Report meeting with Everett city officials to get outdoor event produced in August; Pacific Raceway proposal will be reviewed again at next Festival meeting

#### **FESTIVAL REPORT**

- WinterFest profitable at Hale's but max'ed out for attendance, looking at new and larger venue
- Committee recommended going w/ glass instead of plastic glassware where possible

#### **NEW BUSINESS**

- Discussion of logo value and acquisition will be carried on by Marketing Committee

**MEETING CLOSED / 7:00 pm**

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*Minutes recorded by Doug Hindman, Commission Secretary*