

Washington Beer Commission
Meeting Minutes 05.10.11
Redhook Brewery, Woodinville, WA

Commissioners Present: Doug Hindman; Jason Kelly; Matt Lincecum; Janelle Pritchard; Allen Rhoades

Meeting called to order at 5:38 PM

Minutes from 03.08.11 meeting approved without amendments.

Chairman's Report

Policy Handbook project: Commission staff request that Commissioners review the draft document before it is published. The Executive Director will circulate an electronic copy to all Commissioners. It was requested that an organizational chart be added to the Handbook. Goal is to vote for approval of the Handbook at the July, 9, 2011 meeting.

Treasurer's Report

Belgianfest: expenses were closed out. Budgeted to net \$5,800, the proceeds were in the neighborhood of \$11,000.

Cask Festival: some invoices still outstanding. Festival was projected to net \$32,900 and it's on track to net ~\$37,000.

2010 Assessments: still coming in

Audit: a number of projects are underway to prepare for the Commission audit in July, including: cleanup of accounts receivable and reconciliation of Banner Bank deposits.

Summary: YTD net is >\$10,000 over budget.

Annual Report: a suggestion was put forward to have the ED produce an Annual Report of the organization's financial status and progress on marketing goals.

Executive Director's Report

Web Site: Eric walked the Commissioners through some of the features of the newly re-designed web site, including a calendar of events; fresh news stories and brewery profiles contributed under contract with Kendall Jones; regional maps; sponsors; and festival pages that keep all content as part of the Commission site instead of linking to other sites.

Marketing Committee Report

Brew Ha map = \$1,000

Kendall Jones contract for web site content = \$3,000

Web site design = \$1,200

Logo acquisition from the WA Brewers Guild = \$5,500

WA Beer Coasters reprinted = \$0.04 each for quantity if 10,000; Commissioners recommended 50,000

Exploring: tap handle tags; marketing videos

Next meeting = 06/07/11

Festival Committee Report

12 oz. WA Beer logo glasses available for purchase; filled for 2 tokens; motion passed to invest up to \$10,000 to fund the pre-purchase of logo glassware (with idea to be able to use at other festivals too)

Director of Festival Operations Report

Cask Festival Review: there were token and glassware issues that will need to be resolved by next year.

Brewers Festival: tented seating; kids area moved; 48 WA breweries out of 64 total; 4 wines; 6-8 ciders

Bremerton: registration begins mid-May; 24 breweries; tickets on sale 06/01/11; goal is 2,000 attendees; festival date = 07/23/11

New Business

Commissioners suggested exploring code changes to expand options for revenue-generating streams

Meeting adjourned at 7:00 PM

Minutes recorded by Doug Hindman, Commission Secretary