

Washington Beer Commission / Meeting Minutes

July 10, 2012 / Big Time Brewing Co., Seattle, WA

Attendees: Doug Hindman, Mark Irvin (phone), Jason Kelly, Matt Lincecum, Janelle Pritchard, Allen Rhoades

Meeting called to order at 5:35PM

Chair's Report

- Nominations now open for two Commissioner position (Mark Irvin + Janelle Pritchard); 3 year terms; start Oct.
- Motion passed to approve minutes from March + May 2012 meetings
- Motion passed to form sub-committee (Allen, Doug, Janelle) to conduct Exec. Dir. review; recommend. by Sept.; Jason will supply draft contract language; contract must be rebid in 2013 per legislative change; could be 2 yr.

Treasurer's Report

- Currently \$100K over budgeted income; \$36K to fund up-front festival expenses returned to rainy day fund;
- Net income for first half of 2012 = \$147K
- Motion approved to follow formula and distribute excess \$100K would move \$50K to Mkt. Committee; \$21.6K to top up rainy day fund (25% operating budget); \$25K available to cover any additional staff or admin costs;

E.D.'s Report

-Eric shared his evaluation of Matt Russell's contract review; Recommendations for improvement 1) distribution of festival promotional materials; 2) managing receiving/storage/distribution festival materials; 3) refine leadership skills in dealings with park/city officials and sub-contractors. Motion approved to renew and increase Matt's contract by \$8K for coming year (to \$56K)

-Mkt. Comm. Report 1) WABL membership nearly doubled since taking it over; netting \$10K and supports \$8K to compensate Andrew DeKay's admin. work 2) web site visits hit 74K in June (=50% increase); 3) 22 videos on YouTube WA Beer channel w/ 15-20 more in pipeline; 4) SEA Mag. advertorial section in Oct. issue; WABL + mobile app sub-committees formed; logo-ed bottle caps in the works for WA brewers; E.D. doing public relation outreach to local/regional groups; sponsored AHA convention pro-tasting night.

Festival Director's Report

- WA Brewers Fest: total (17,895); paid (15,962 vs 11K in 2011); servings (151,106); new WABL (1,346)
- Bremerton/ July 21; 26 breweries; nearly doubling footprint
- Everett/ Aug 18; 25 breweries; 2,200 attendees = breakeven point
- Spokane/ Sept 21-22; same footprint + same number of breweries
- Winterfest/ same location

New Business

- Festival Committee exploring "what's next" for events in other regions w/ other themes;

Meeting adjourned at 6:50PM

Next Meeting Sept. 11, 2012 Iron Horse Brewing, Ellensburg

Minutes taken by Doug Hindman, Commission Secretary