Washington Beer Commission / Meeting Minutes  
July 10, 2012 / Big Time Brewing Co., Seattle, WA  
Attendees: Doug Hindman, Mark Irvin (phone), Jason Kelly, Matt Linsecum, 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