

## **Washington Beer Commission Meeting Minutes**

**November 12, 2013, 5:30 PM**

**Elysian Fields Brewery, Seattle, WA**

**Attendees: Allen Rhoades, Neil Fallon, Greg Parker, Doug Hindman, Matt**

**Lincecum, Eric Radovich, Matt Russell**

**Absent: Mark Irvin, Patrice Barrentine**

### **5:37PM Meeting Called to Order**

#### **Chairman's Report**

- Minutes from 9/10 meeting and Strategic Planning Retreat Approved
- Welcome and Introduction of Patrice Barrentine-WSDA Commission Representative
  - Background in small farm and direct marketing in small/local craft food industry
  - Worked on initiative for beer tastings at Farmers Markets
- Recap From Strategic Planning Retreat on 10/29 at Edmonds Conference Center
  - See Minutes from Retreat for full details
  - Continue to build relationship between Guild and Commission
  - Proposal to give back the Winter Beer Festival to the WBG
  - Guild working to higher ED, Improve administration, increase membership and education.
- Discussion of Commission Revenue Streams
  - Impact of raising BBL assessment-Must demonstrate what breweries are getting
  - Impact of removing cap on BBL assessment-Would only impact a few breweries
  - Commission has asked Eric to survey large breweries who would be impacted by the removal of the BBL assessment cap.
  - Discussion of impact on Commission Budget.
- Discussion of Centralized Location for WA Beer Commission Meetings
  - Difficult to get all Commissioners to regularly attend meetings, due to large geography of the state.
  - Meeting at breweries is difficult due to noise and inconsistency of internet and phone connectivity.
  - Guild meetings are still a good way to socialize

**-Vote:** Commission Approves that all future Commission meetings will be held at the WA Beer Commission Offices in Shoreline. Also approve funding of up to \$10K to be spent on technology to enable meetings to be video conferenced. Commissioners and public will be able to videoconference into meeting. Functional by February 2014 meeting. Commission meetings will also alternate the second Tuesday of every other month with Guild meetings. 2014 Commission meetings will take place on the second Tuesday of the months of February, April, June, August, October, December.

#### **Treasures Report 6:20 PM**

- See Packet Attachment for Budget details
- Reviewed Balance Sheet, P&L through October 31, 2013
- At year end additional \$12,000 will be added to Rainy Day fund & \$40,000 to marketing
- Reviewed 2014 Budget Draft Assumptions-5 Festivals

**-Vote:** 2014 Budget Draft approved by Commission with 5 festivals, returning the Winter Beer Festival to the WBG.

- Radovich Communications may be charged with proposing "value added" events/projects/tasks to keep current contract value if number of overall events is reduced.

**Executive Directors Report: 6:50 PM**

Festival Recap

Inland NW Craft Beer Festival

Operational event went well

Extremely windy, muddy, wet and cold event.

Weather hurt attendance, but attendees had a good time

Event will lose about \$13,500

Winter Beer Festival

New Venue Hangar 30 at Magnuson Park

50 breweries, but still have 6 on waiting list.

Food Trucks in parking lot.

Bringing in Hollywood lights for lighting

WABL lounge. Advance ticket sale have been strong.

Marketing Report

Impact of Washington Beer Wednesdays and Seattle Magazine advertorial on washingtonbeer.com website traffic.

Visits up 38.9% over 2012

Page views up 78%

WABL memberships up to about 3200.

Kate Hedstrom is no longer with Commission.

Will work to hire new employee by January 2014.

**Meeting Adjourned at 7:01pm**

**Next Meeting Tuesday, February 11 at WBC Offices in Shoreline,**