

**Commissioners Present:** Doug Hindman; Mark Irvin; Jason Kelly; Greg Parker; Janelle Pritchard; Allen Rhoades

#### Chairman's Report

-September **minutes** approved without changes

-Motion carries to re-appoint Commission **officers:** A. Rhoades/Chair; D. Hindman/Secretary; J. Pritchard/Treasurer

-**Retreat** topics reviewed:

\*Mission statement approved ("*to promote WA beer, benefit the state's breweries, & increase awareness & demand*")

\*Relationship w/ Guild: Commission to administrate WABL for marketing purposes; offer to buy logo for \$6,000

\*Fiscal Comm. considering pro/con of contracted vs. permanent staff; most small Commissions are contract based; may look at flexible contract language to build out multiple two year contract options and not necessarily the lowest bid;

\*Draft 'Policy and Procedures' manual approved as working document, subject to change as needed, but understood to reflect the Commissioners' intention as a set of principles to guide Commission dealings.

-Commissioners agreed not to produce Cask Festival in 2012

#### Treasurer's Report

-**Octoberfest** revenue was negative, due in part to increased expenses over 2010 (\$2,000 hotel; \$4,000 sponsorship shortfall); 2010 = 2200 people/\$9,700 loss; 2011 = 2900 people/\$6,400 loss

-**Current balance:** \$201,375 assets; \$67,000 net income so far for 2011

-**Allocation of surplus revenue:** Allocation of revenue: 1) rainy day fund = 25% operating costs; 2) min. 75% of gross profits to marketing, 25% to rainy day fund/growth + operations; 3) of remaining \$30,000 excess funds (over budget), direct 50% marketing, 50% rainy day (until 25% of operating costs is reached); use formulas each year for planning

-approved **2012 Budget:** \$36K net w/ \$27K to mkt.; \$6K increase staffing; \$3K slush fund; add one net-zero fest;

#### Executive Director's Report

-Executive is charged with producing an **annual report** to document status of the Commission

-**Marketing Committee Report:** 1) video shot/now editing one focused on event and one on faces of the breweries; 2) coasters printed and distribution plan being devised; 3) Homebrewer's Conf. participation (June 2012); 4) NW Food Show (April 2012): will sponsor WA Beer Pavilion and recoup 50% of funds by charging 10 participating breweries \$150 booth fee; 5) BrewHa Map re-print being negotiated; 6) smart phone apps under consideration;

-**Festival Committee Report:** 1) WA Brewers Fest contract w/ Marymoor Park being finalized; 2) looking at contract to move Belgianfest to Bell Harbor Conf. Center;

#### Director of Festival Operations Report

-**Spokane:** 3,200 is break-even point for this two-day event as currently configured

-**Winterfest:** 12/2-3 at Hale's; 32 breweries; chocolate/coffee/oysters/nut vendors;

-**Belgianfest:** Bell Harbor/Pier 66 has multiple ways to configure rooms; 9,000 sq. ft.; capacity = 600+/session; looking at 2 year contract w/ room to grow; 1,700 pay parking spots nearby;

-**Glassware** being proposed for all Commission events; will need to work into budget

#### New Business

-Look at **technology** to improve participation in meetings by out-of-area Commissioners

-Guild proposed selling WA Beer logo for \$12,000 (WABL not included); discussion tabled for time being and passed to Marketing Committee to determine how best to handle the acquisition of the WA Beer logo.

**Meeting closed** at 7:05 PM

**Next Meeting:** January 11, 2012

**Minutes recorded by Doug Hindman, Commission Secretary**