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