

Washington Beer Commission: Commissioner Meeting Minutes

Nov. 13, 2012: Elliott Bay Brewing Co./Lake City, Seattle, WA

Attendees: Becky Elias (WSDA), Neil Fallon, Doug Hindman, Matt Lincecum, Greg Parker

Chair's Report: (delivered by Eric Radovich in absence of Chairperson, Allen Rhoades)

- WBC Planning Retreat highlights (10/29/12): developed "vision statement" = *"To be universally recognized as the preferred choice of beer drinkers everywhere, respected for quality and innovation."*
- produce economic impact study of WA Beer in the state
- partnering opportunities w/ WA Brewers Guild
- contract employee needs + advent of "performance based contracting" by state requirement
- considered additional "Act of God" insurance + "crisis communication plan" for Commission festivals

Treasurer's Report: delivered by Neil Fallon

- Spokane Oktoberfest: net loss of \$10,381; ~2,500 attendees (3,000 = break-even point)
- WBC balance sheet: \$86,805 in general operating fund; \$140,640 in savings/rainy day fund (25% of annual operating budget)
- P&L: net income ~\$50,000 (does not include ~\$20,000 to the Marketing Comm. + WABL admin staff)
- 2013 Budget: estimated proceeds from festivals \$184,140; admin fees \$170,975; net \$13,365
- proposing \$32k position for additional staff in 2013 budget, primarily to administrate WABL

Festival Director's Report:

- Spokane: 23 breweries; 2,300 attendees; moving toward marketing as craft beer event vs Oktoberfest
- Winterfest: 12/7-8 @ Hale's; 32 breweries; on-line tickets available now
- Belgianfest 2/2 @ Bell Harbor; 32 breweries; early Dec. registration
- WA Brewers Fest in June @ Marymoor again Father's Day weekend; considering a few tweaks
- WABL: '12 anniv. party drew 130-140 members; grow in future to feature rare beers; ~2,700 members

E.D.'s Report:

- Audit of WA Beer Commission begins 12/12/12. Looking at records 2006-2011
- Marketing: served WA Beers at Great Amer. Beer Fest in Denver; 60k BrewHa brochures/maps again in '13; WA Beer competition proposal for 2013; coasters + bottle caps on order; new videos will launch on web site

New Business:

- none

Next Meeting: January 2013, location TBD

Meeting closed at 6:50 PM

Minutes recorded by Doug Hindman, Commission Secretary