

Washington Beer Commission- Commissioner's Meeting

Date: 4/15/14

Location: WBC Office - 5:30pm

In attendance: Neil Fallon, Greg Parker, Patrice Barrentine, Mark Irvin, Radovich Communications team.

Minutes from the 2/11/14 meeting will be approved next meeting, due to lack of quorum.

5:30pm Meeting called to order by Neil Fallon, Treasurer

Treasurer's report given by Neil Fallon

\$40,000 from savings will be moved into checking account in order to front-load Brewer's Festival.

Money will be put back in savings soon after the festival.

Executive Director's report

Eric reviewed Brewery Production in regards to 2013 Assessment payments. A total of \$23,951 was invoiced in late March. Currently nine breweries pay the at the \$1,000 cap rate. This summer would be the time to discuss changing assessment and/or any other items in the RCW. Patrice suggested that any possible changes need to be firmed up by August in order to secure a legislator to back the amendment. Crop Block Grant proposal passed first round! Invited to complete phase two, due by May 7. WBC may partner with Hops commission or others to solidify potential of receiving some grant funding for consumer research and economic impact studies. Need ways to tie this proposal to benefit the hops industry.

Marketing Committee Report

Paying Frause Group \$12,000 for strategic planning/content marketing. Final plan scheduled to be in place on May 23, 2014. Presentation to WBC Marketing Committee on April 29, commissioners will be invited to participate in this important process.

Outdoors NW Magazine interviewing Eric for story featuring Washington Brewers Festival.

KOMO radio interviews on National Beer Day (April 7).

Encouraging more breweries to use WA beer caps for bottling.

Brew-Ha! brochures have been distributed to all breweries and moving well through Certified.

Festival Committee Report

Matt reviewed Open House, event growing across state (62 breweries this year).

Brewer's Fest June 13-15 at Marymoor Park. Reduce lines by increasing security, ipads for payments, better signage, total of 88 breweries, more food vendors/trucks

Prices up to \$20/25, with Hells Belles performing on Friday night

Bremerton July 12-moving north to lower fencing cost, tickets up to \$20/25. City cooperating fully.

Everett August 16- Matt meeting with Sean Straub to revise site plan. Marketing with Everett Aquasox.

Potential Tacoma event is in the process of finding a 400-750 person venue after we were not able to secure convention center or Tacoma Dome Exhibition Hall. All commissioners in attendance support having the event this year if feasible. October/November date is to be determined.

WABL Report

3,268 current members. Ballard walking Tour was successful, 262 WABL members, 7 breweries.

Attended Cask Festival, continuing to promote WA Beer consistently via new social media outlets.

No new business

6:50pm Meeting Adjourned

Next Meeting

-Continue to enhance technology for outside attendees

Meeting Adjourned at 8:04pm

Minutes taken by Kacy Van Berkum - Marketing & WABL Manager