

Washington Beer Commission
Commissioner's Meeting Minutes
4/5/2015 1:00pm

Location: Fremont Brewing – Warehouse, Seattle

In Attendance: Eric Radovich, Matt Russell, Hayden Campbell, Meghann Quinn, Tricia Kovacs, Allen Rhoades, Heather Brandt, Ken Nabors, Dave Leonard, and Matt Lincecum

1. Chairman's Report

- a. Minutes Approved from 2/9/2016
- b. Welcome the new commissioner – Heather Brandt of Iron Goat Brewery in Spokane
 - i. Opened new 10,000 square foot taproom location in Spokane
- c. Election of WBC Officers
 - i. Allen Rhoades – Chairman
 1. Allen Rhoades has nominated himself as the Chairman
 - a. Motion carries
 - ii. Meghann Quinn – Secretary
 1. Meghann Quinn has nominated herself as the Secretary
 - a. Motion carries
 - iii. Treasurer position is vacant
 1. Provides a month by month oversight of balance sheets and bank accounts
 2. Heather Brandt nominated herself as the Treasurer
 - a. Motion carries
 - iv. Allen and Matt expire October of 2016
 - v. Ken and Meghann expire October 2017
 - vi. Heather and Dave expire October 2018
- d. George Hancock Passed
 - i. Tremendously helped with the formation of the Washington Beer Commission and facilitated legislation efforts in Olympia
 1. Celebration of his life at Pyramid Brewing on April 15
 2. Would like to create an annual award in his honor that would encompass what George did for the industry
 - a. Defender of the Industry – inspirational link
 - i. What will the award be called and what does it take to win it?

2. Treasurers Report

- a. WBC Balance Sheer through February 29, 2016
 - i. WBC has a fully funded Rainy Day fund at 118k
 1. In June we borrow 40k from the Rainy Day fund to front load the WBF moving the money into the General Fund
 - a. Motion Carries

- ii. Accounts Receivable at \$7,200
 - 1. Half of which are from Kind Snacks
 - b. Assessments 2015
 - i. Breweries pay \$.10 per barrel up to \$1,000 or 10,000 barrels
 - 1. Bills will be sent with a reminder of what the Washington Beer Commission does for that compensation
 - ii. 112 breweries brew between 0-100 barrels per year
 - iii. 102 breweries brew 100-500 barrels per year
3. Executive Directors Report
 - a. Marketing Committee Report
 - i. 100k left in the marketing budget for 2016
 - ii. \$6,700 spent to produce Brew-Ha
 - 1. 75,000 total Brew-Ha's distributed statewide and in Washington State Ferries
 - 2. 29,000 Brew-Ha's given to Certified to distribute
 - b. Open House Recap
 - i. 112 participating breweries in 2016
 - 1. 34 more from 2015
 - 2. 90% satisfaction rate from surveyed breweries
 - a. Several outlying breweries were dissatisfied
 - 3. Plan to spend 5-10k in marketing the 2017 Open House
 - a. Focus on marketing efforts in the eastside of the state
 - b. Change the name of the event for better recognition
 - i. "House" to "Brewery"
 - c. Washington Beer Mobile App
 - i. Releasing May 2016
 - ii. Launching as a mobile WABL passport and all in one Washington Beer resource
 - 1. Links will be sent to committee members to review
 - d. Washington Brewers Festival
 - i. Spent \$26,000 in total advertising in 2015
 - 1. 10k in television ads
 - 2. 16k in radio, print, and digital
 - e. Seattle Beer Week
 - i. Sponsoring for \$2,500
 - 1. Washington Beer events are highlighted on the website
 - f. Starting an I #DrinkWAbeer Because... Instagram Campaign
 - i. 5-week campaign running from May 1 – June 6
 - 1. Possibly include a local celebrity to elicit a quote for the website
 - 2. Winners will have their photos posted on our website as a local testimonial
 - g. Curating a Washington Beer Directory through Sip Magazine

- i. We would subsidize the advertising by contributing 10k to the project in order to discount the advertising rate for participating breweries
 - 1. Magazine would be released in February 2017, 20,000 total
- h. NW Beer Night Sponsorship
 - i. 101k average viewers per week
 - ii. Offers an educational look through a beer tasting format on the web
 - 1. Asking for \$8,000 to keep the show going through 2016 (\$1,000 per month)
 - a. We get to decide half of the shows and dictate the format for two shows
 - 2. Ask them to substantiate the viewership before we spend sponsorship dollars on the show
- i. Looking at doing a media event in Vancouver, WA in October
 - i. Border War style blind tasting
 - ii. Secured a waterfront venue
 - iii. A governor betting opportunity
- j. Crisis Communications Plan – Development
 - i. Marketing Committee can assist, but the impetus lies with the commissioners
 - 1. 42 incident free festivals so far
 - 2. WBC requests that we develop a phone tree to spread information
 - ii. Goal will be to have a plan by June meeting to present to the Commissioners
4. Director of Festival Operations Report
 - a. Festival Committee Report
 - i. Full committee with 9 total members
 - ii. Belgian Fest Recap
 - 1. Budgeted to make 22k and will make over 30k
 - a. Excited to grow Belgian Fest in that venue
 - b. Collaboration Festival Update
 - i. April 22-23 at the South Lake Union Discovery Center Lawn
 - 1. 8,000 square feet of tenting in case of inclement weather
 - 2. 50 breweries collaborating to make 25 unique beers
 - c. Washington Brewers Festival
 - i. 108 breweries registered with several on the waiting list
 - ii. Same layout as 2015
 - 1. On Sunday we will be adding a 5k run with the benefit of getting 30-minute early entry
 - a. Expecting 800-1200 runners
 - 2. Now will offer 8, 4oz pours for patrons and an 8oz WABL glass
5. WABL/Social Media Report
 - a. Social Media/WABL Numbers
 - b. Facebook – 7,841
 - c. Instagram – 3,668

- i. Launching the “I #DrinkWAbeer Because...” campaign leading up to the WBF
 - d. Twitter - 8,582
 - e. WABL – 2,939
 - 6. New Business
 - a. The Colorado Brewers Guild has a huge pavilion at the Colorado Airport
 - i. Making you feel that beer has a place in that state
 - ii. At SeaTac you cannot buy a bottle of Washington Beer at the airport as you leave our state
 - 1. Get Washington beer in the “Made in Washington” store
 - 2. As a marketing committee effort push to have a Washington Beer pavilion in the airport
 - b. Sierra Nevada is hosting an event in South Lake Union the week before our Collaboration Festival
 - i. An abuse of their brand and a disregard for our business
- 7. Next WBC Meeting – Tuesday, June 7, 2016