Washington Beer Commission
Commissioner’s Meeting Minutes
8/9/2015 1:00pm

Location: Fremont Brewing – Warehouse, Seattle
In Attendance: Eric Radovich, Matt Russell, Hayden Campbell, Meghann Quinn, Heather Brandt, Dave Leonard, and Matt Lincecum, Ken Nabors, and Julie Johnson

1. Chairman’s Report
   a. Approval of minutes
      i. Will be emailed at the end of the meeting for approval
   b. Tricia Kovacs (WSDA) departure
      i. Waiting to be assigned a new representative

2. Treasurer’s Report
   a. WBC balance sheet through July 31, 2016
      i. 118k in rainy day fund
         1. Fully replenished
   b. Washington Brewers Festival
      i. Made roughly 207k against a budgeted 157k
         1. Washington Beer 5k netted nearly 5,000
         a. 500 runners attended
   c. Bremerton Summer Brewfest
      i. Just on budget, netting 20k
   d. YTD Festival Financials
      i. 80k ahead of where we budgeted to be

3. WABL/Social Media Report
   a. WABL at Washington Brewers Festival
      i. Added 1,147 total members to WABL
   b. WABL at Bremerton Summer Brewfest
      i. Added 89 new members to WABL
   c. WBF merchandise sales
      i. Sold $12,697 worth of Washington Beer merch
   d. Social Media/WABL numbers
      i. WABL 3,303
      ii. Facebook 8,603
      iii. Instagram 5,551
      iv. Twitter – 9,005

4. Director of Festival Operations Report
   a. Festival Committee Report for WBF
      i. Had record attendance, 20,235, over 2015 which had over 18,00 with perfect weather
      ii. Friday – 4,783
      iii. Saturday – 8,471
      iv. Sunday – 6,980 (record for Sunday)
         1. High attendance caused long lines which will be addressed in 2017
a. Moving all 6 lines to ticket holders and constructing a separate ticket buyer’s booth

v. Looking to add another 10 breweries in 2017
vi. The goal is to sell out in advance before Memorial Day

b. Washington Beer Run
i. Advertised the festival to a new crowd and will adapt and grow that for 2017
   1. Logistics for a Sunday morning run worked well with the rush
ii. Incorporate a VIP food element with a more expensive ticket
   1. Potentially a $100 ticket on Thursday night

c. Bremerton operation update
i. Second year on the Bremerton Waterfront
   1. Added a Friday night session with about 800 attendees
      a. Took enough pressure off of Saturday that the sessions felt less crowded
   2. Saturday had 2,200 attendees
   3. No one waited more than 9 minutes to get into the event

d. Everett Craft Beer Festival
i. Similar layout as last year
   1. 34 breweries in attendance

e. Inland NW Craft Beer Festival
i. Adding kids on Saturday
   1. Extending a kid’s area in Right field with inflatables
   2. Allowing 2 Idaho breweries to attend

5. Executive Directors Report
a. Julie Johnson – Export Development Trade Specialist (WSDA)
   i. Bringing Washington beer to Japan, China, Vietnam, and South Korea

b. Marketing Committee Report
i. Have 92k left in the marketing budget to spend for 2016
   1. Will spend some additional money on the Washington Beer app
ii. Edge Multimedia did a great job with the 30k spent to market WBF
   1. Could spend more in 2017 to push for a presale sold out event
iii. Reprinting the coaster with new verbiage, social media apps, and an app QR code
   1. Potentially print two coasters with a “Home of the Hops” tag including WABL information and a “Fresh Local Award Winning” including the social media information
iv. Discontinuing the Washington Beer bottle caps
   1. Ron Gregerson as a contact for the breweries who would like to continue use of the Washington Beer bottle caps
v. Attending GABF on October 5-7
   1. All three members of the Beer Commission team will be attending as an opportunity to gather nationwide information about the pulse of craft beer

c. Crisis Communications at WBF

d. Mobile App
The bugs have been fixed and there is a plan in place to launch the app in late fall.

We have a new developer that has given us new confidence in the app moving forward.

   1. Will spend additional dollars to have an app produced that we are proud of.

New Business

   i. Online store through Brist or Kotis is in discussion.
   ii. Currently working on a WABL poster to distribute to all of the Washington breweries.
   iii. Brewers Guild now has a new President – Pam from Icicle Brewing.

      1. The Guild has asked Radovich Communications to produce Winter Beer Fest and Cask Beer Fest moving forward.

Next Meeting is Tuesday, October, 2016 at the Fremont Production Facility.