1. Chairman’s Report
   a. Minutes approved
   b. Selection of new commissioner
      i. 2 applicants are getting vetted for the open position
      1. Thanks to Neil Fallon for his time and effort
      ii. Commissioner positions will be selected at the next Commissioners meeting
   c. Final Financial numbers from 2015
      i. Spent 121k on marketing in 2015
      1. With help from the rainy day fund
   d. Move 2015 proceeds to marketing
      i. 25k from carryover proceeds to the marketing fund
      1. Approved by financial committee

2. Treasurer’s Report
   a. Annual Report for 2015
      i. Numbers have been finalized for 2015
   b. 2016 Budget Approval
      i. Approved by the state for 2016
      ii. Scheduled for an audit in 2016
   c. WBC Balance Sheet through 1/31/2016
      i. 282k in cash
      ii. Accounts Receivables down to 4k
          1. $2,500 is from 1 vendor
          2. Elysian owes $1,000
   d. Belgian Fest Financials
      i. Budgeted to make $22,100
      1. Will make $30,000+

3. Executive Directors Report
   a. What’s new for the WBC 2016
      i. Belgian Fest
         1. Moved to Fisher Pavilion from Bell Harbor
      ii. Open House
         1. Have a record 100+ breweries participating
         2. Increased marketing effort and social media promotion
      iii. Collaboration Event
1. New event on April 22-23
2. Breweries will team up and make a unique beer for the event

iv. Beer Run at WBF
   1. Adding a 5k to the beginning of the Sunday session of the WBF
      a. 30-minute early entry with your racing bib

v. Bremerton 2-day event
   1. Adding a Friday night teaser event with mostly West Sound breweries participating
      a. 4.5-hour session on Friday night

vi. Spokane adding a family element
   1. Bringing families to Spokane
      a. With additional games and play area in right field

vii. Tacoma has moved to November
   1. Tacoma event will be all indoor featuring winter style beers
      a. Taking place at the Tacoma Dome Exhibition Center

viii. Mobile App and WABL Passport
    1. Developing new mobile app
       a. Include an electronic mobile passport

4. Director of Festival Operations Report
   a. Mobile App and WABL passport Details
      i. Similar look and feel to our website with added features including brewery tour on the app
      ii. Allow brewer check-ins and keeping track of the WABL stamps electronically
      iii. Encourage people to check in integrating social media with the app
   b. Website updates for 2016
      i. Launched the new website in 2015
         1. Adding new images, new festival, adding more video to the site, and feature stories that we have a hired writer curating
   c. Belgian Fest Operations
      i. Moved to Fisher Pavilion because Bell Harbor was under construction
         1. Positive move, Seattle Center was happy to host us
         2. Increased attendance, great look and feel to the event
            a. 2 sold-out sessions with 1,200 a session
         3. Added lighting and flags to add atmosphere
         4. 44 breweries attended with a smooth load in and out
         5. A great opportunity to expand to a food and beer tasting event
   d. Festival Committee Report
      i. April Collaboration Beer Festival is April 22-23
         1. Looking for 40 breweries, 20 beers
         2. Under a tented space on the Discovery Center lawn

5. WABL and Social Media Report
   a. WABL App Details
i. Integrating passport into the app
   1. Add a WABL discount aspect to the app
b. Survey Specifics
   i. Getting information on whether or not they use similar apps, electronic check-ins, and demographic information
c. WABL events and improved WABL lounge at WBF
   i. We are moving the WABL lounge by the mansion and will be adding games, food, TV, and places to sit
d. WABL: 2,968
e. Facebook: 7,426
f. Twitter: 8,434
g. Instagram: 3,037
h. Goals for 2016
   i. WABL: 3,500
   ii. Facebook: 9,000
   iii. Twitter: 10,000
   iv. Instagram: 5,000
6. New Business
   a. Email Washington Beer Logo to all the breweries and encourage them to add the logo and link back to washingtonbeer.com
7. Next Meeting April 5, 2016 at Fremont Warehouse