

Washington Beer Commission
Commissioner's Meeting Minutes
6/7/2015 1:00pm

Location: Fremont Brewing – Warehouse, Seattle

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

1. Chairman's Report
 - a. Approval of minutes from WBC meeting 4/5/2016
 - i. Approved
 - b. Washington Brewers Guild update
 - i. Heather McClung is stepping down as the President of the WBG
 - ii. Ed Bennet is stepping down at the Treasurer
 1. Scott Holmes running unopposed as Treasurer
 2. Pam Broulat is running unopposed as President
 3. Casey Stobel running for at large – Top Rung Brewing
 4. Steve Accord running for at large – Dirty Bucket
 5. Greg Brandt running for at large – Iron Goat
 - a. Elections are June 17-24
2. Treasurers Report
 - a. WBC Balance Sheet
 - i. Moved 40k from the Rainy Day fund to the general fund to front load WBF
 1. Will be returned after the Washington Brewers Festival
 - b. Assessments 2015 update
 - i. 30k in receivables from 2015 assessments
 - c. Collaboration Festival financial report
 - i. Budgeted to make \$290.00
 1. Netted 11k pending the program printing and City of Seattle admissions tax
 - a. Will net 8k after all bills payed
3. Executive Directors Report
 - a. Marketing Committee Report
 - i. Market research is the missing piece to guide our branding and educational efforts moving forward
 - a. An internal survey was recommended to further clarify what efforts we need to be addressed in our market research
 - i. It has been recommended that we focus more strongly on the marketing efforts suggested by the diverse group of brewers in our Commission than on the recommendation of a market research firm

- ii. We have just put into place a lot of effort into brand development that will change the landscape moving forward
 - 2. Cost of research will require as much as 20k to execute
 - a. Make it a statewide effort with a budget on the backend to guide the spending
 - 3. Retail and tourism consumers and vendors need to be polled
 - a. Style and packaging preferences
 - b. Crisis Communications Plan
 - i. Need to create a phone tree
 - 1. Matt Lincecum – 206-300-9337
 - 2. Dave Leonard – 206-579-4819
 - 3. Meghan Quinn – 509-731-5922
 - 4. Tricia Kovacs – 206-499-6670
 - 5. Heather Brandt – 509-701-8244
 - c. Washington Brewers Festival marketing and numbers
 - d. New Washington Beer mobile app
 - i. Cost just under 17k to produce
 - 1. Will launch at the Washington Brewers Festival
 - a. A key time to capture 20k attendees over the weekend
 - 2. Search name “Wa Beer” doesn’t load the Washington Beer App
 - 3. Map doesn’t allow you to click on a region
 - a. Menu page froze
 - b. Logo seems distorted
 - c. It read “successfully added checkin” but didn’t reflect that on the WABL passport
 - d. Update contact information on the website
 - i. Iron Goat and Bale Breaker
4. Director of Festival Operations Report
 - a. Festival Committee Report
 - i. Washington Beer Collaboration Festival
 - 1. Friday attendance: 700
 - 2. Saturday attendance: 1,300
 - 3. Will look to change the layout or possibly the venue next year
 - a. The tent was expensive to justify for the amount of attendees
 - b. Friday is a big question mark for 2017 as the staffing is difficult for a 2-day event
 - i. Look at an indoor event in Seattle
 - 4. Need to better promote the collaboration beers on the event site
 - a. Provide signage to the breweries so that those beers stand out
 - b. Washington Brewers Festival Operations
 - i. Sold more advance tickets than we ever have so far

- ii. Washington Beer Run 5k has 310 runners for June 19th
 - 1. 720 runners to breakeven
 - a. Look at a Sunday sport day in the future
 - i. Expand to bike, kayak, run?
 - iii. 111 participating breweries in 2016
 - 1. Total Wine and More is the new presenting sponsor
 - iv. Full line up of live music on Friday, Saturday, and Sunday
 - v. 16 food trucks offering new and diverse offerings
 - c. Bremerton Summer Brewfest
 - i. Expanding to a Friday – Saturday event
5. WABL/Social Media Report
 - a. WABL at the Brewers Festival
 - i. Now offering a 10oz glass to all WABL members
 - ii. Featuring an arcade in the WABL lounge
 - b. WBF merchandise preview
 - i. All new merch this year
 - c. Social Media/WABL numbers
 - i. WABL: 2,915
 - ii. Twitter: 8,820
 - iii. Facebook: 8,305
 - iv. Instagram: 4,522
6. Adjourn – Next meeting Tuesday, August 9, 2016