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
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
      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 that 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