Washington Beer Commission
Commissioner’s Meeting Minutes
10/11/2016 1:00pm

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

1. Chairman’s Report
   a. Minutes are pending approval waiting on a quorum
   b. WBC Commissioners Allen Rhoades and Matt Lincecum have been reappointed

2. Treasurer’s Report
   a. Balance Sheet
      i. 500k in assets
   b. YTD overall financials
      i. We have an 80k surplus over budget
         1. Now generating enough revenue to make an impact with our marketing efforts
   c. Bremerton, Everett, and Spokane Financials
      i. Bremerton
         1. Budgeted at 19k
         2. Net 16k
      ii. Everett
         1. Budgeted at 23k
         2. Net 7k
         3. Heat was an issue, believe that the venue needs improvement
      iii. Spokane
         1. Budgeted at 10k
         2. Net 20k
         3. Added families for the first time this fall, 2016

3. Executive Directors Report
   a. Marketing Committee Report
      i. Asking for direction from the Commissioners now that we have a 200k marketing budget
         1. Specific plans and recommendations on where the marketing needs are
            a. Expand festival footprint around the state
               i. The Seattle beer festival need has been filled
               ii. Look to the Tri-Cities, Vancouver, and the Olympic Peninsula
                  1. Identify more underserved communities and launch a new event
            b. Tie in more agricultural partners who allow us to be here
i. Include hop and barley partners in our events
   1. All festivals should have a representative from an agricultural commission providing an educational element to the event
   c. Market to retailers and restaurant owners about Washington beer as a brand in their stores
      i. Making our website and app more accessible
   d. Educate the distributors about the importance of Washington beers and buying local
   e. Hire more WBC staff
   f. Bringing in a professional PR firm
b. Strategic Planning Retreat
   i. From 9:00am – 4:00pm at Diamond Knot MLT on November 10, 2016
      1. Held in place of a December meeting
c. GABF Update
   i. Poured beers from 9 Washington State breweries
   ii. Gave away keychains, coasters, and bottle caps to event attendees
   iii. Washington won 17 awards including gold in IPA
d. Radovich Communications/WBG agreement
   i. Looking for a WBC event photographer to photograph our events year-round
   ii. Now producing Winterfest and Caskfest for the WBG

4. Director of Festival Operations Report
   a. Festival Committee Report
      i. There is room for an additional member on the Festival Committee currently
   b. Festival Operations – Everett, Spokane
      i. Everett
         1. Had a 16k shortfall on the budgeted revenue
         2. It was a 95+ degree day which ate into the walkup
            a. No issues with heat exhaustion
         3. Provided misters and fans to fight the heat on the asphalt
         4. The event has been in the same location for 4 years’ now
            a. Time to address the venue and look for change
      ii. Spokane
         1. Largest numbers of breweries in attendance with 40
            a. At capacity due to load in and out bottleneck in left field
         2. Added a family element this year with 5 inflatables in right field
         3. Over 3k in attendance for Friday and Saturday combined
            a. Close to 100 families attended the Saturday session
         4. The ballpark is on the county fairgrounds which caused parking issues
            a. We need to further clarify where the designated parking zones are next year and communicate with the county ahead of time
         5. More Eastside advertising ahead of time
a. Done through coasters, posters, and social media efforts

iii. South Sound Craft Beer Festival
   1. Had 1,600 attendees last August during a wind storm and just after the Tacoma Beer Week and Brew-5-3
   2. Now moving it all indoor and hosting it on the first weekend of November with 40 breweries

c. Mobile App Update
   i. Still being worked on refining the logistics of the app
   ii. Will have it launched by the strategic planning retreat in November

5. WABL/Social Media Report
   a. Social Media/WABL numbers
      i. Facebook – 8,913
      ii. Twitter – 9,148
      iii. Instagram - 6,101
      iv. WABL – 3,409
         1. Sending posters to all brewers and sponsors promoting WABL
   b. Merchandise store
      i. Opportunities with Brist and Kotis to bring Washington Beer merchandise to customers year round
      ii. Kotis and Brist have both underperformed as ecommerce providers