

WBC Commission Meeting Minutes

2/11/14 - Washington Beer Commission Office - Shoreline

5:40pm - Meeting called to order by Chairman Allen Rhoades

Chair Report

- Introduction of new ipads, first meeting using the technology
- Minutes from 11/12/13 approved
- Introduction of New Marketing Manager, Kacy Van Berkum
 - Will be responsible for managing WABL and WBC social media
- Reviewed 2013 Annual Report
 - Commission's mission, vision, and goals
 - Highlights of 2013, changes/improvements made
- Neil (Treasurer) reviewed Profit and Loss in Annual Report
 - Discussed budget
 - Income and profitability growing!

Treasure Report

- As of Jan. 31, Total =278,699.52
- Reviewed balance sheet
- Discussed income of tasting festivals

Executive Director's Report

- looking for other ways to diversify income
- Able to sell merchandise at events, not on website
- Discussed writing legislation for next year to give more opportunities to make additional money
 - Start now to have by next January
- Eric met with WSLCB to discuss possibly partnering to help breweries succeed
 - more communication
 - consistency across state

Marketing Committee

- Goal is to market and promote breweries by adding more strategic social media strategies
- Room for people to join marketing committee (3 regular attendees currently)

- Selecting a firm to help develop a comprehensive content marketing strategy (\$15,000 cap)
- Contract from FusionSpark will be shared with commissioners before final selection is made
- Content management system to be operating in March (mobile app/web site/database)

Festival Committee

- Makes recommendations on when and where to hold festivals in relationship to brewery needs
- Room for people to join committee (5 regular attendees)
- Meetings are held approx. every 6 weeks.
- Increase marketing for festivals to drive attendance

Open House Feb 22

- 44 breweries signed up so far. Last year there was 55.
- Goal=60

Bremerton/Tacoma Event

- Opportunity to move event to Tacoma, or create event in Tacoma
- Eric made case for potentially moving the Bremerton event to Tacoma in July of 2014
- Public had opportunity to voice opinions (ten passionate reps from Bremerton in attendance)
- Keeping Bremerton event in July assuming that Bremerton stakeholders will agree to meeting WBC expectations for event improvements leading to increased attendance.
- Investigate creating new event in Tacoma in October/November 2014
- Will discuss all with festival committee at meeting on Thursday, February 13 at 3:30pm

Belgian Fest

- Lighting was fun, but a bit low in places
- Small % of attendees "over doing" it with these higher ABV beers
- Glasses were more than 4oz, pours were closer to 6oz. New glass?
- Food trucks and more restrooms outside next year?

WABL

- membership was 3087 at end of 2013
- membership is now 3180
- change of prizes, no longer mailing passports
- must attend event to receive prizes