Washington Beer Commission

Meeting Minutes 6/10/14

5:34pm - Treasurer’s Report, Neil Fallon

Reviewed balance sheet, moved $40,000 from rainy day fund for cash flow to pay for Brewers Festival invoices. Will be paid back in July.

Emphasized the importance of Brewers Festival -75% of annual income is from the Father’s Day weekend event.

5:37- Executive Director’s Report, Eric Radovich

Eric will prioritize strategic communication plan based on funding.

- Will get approval for decisions over $10K.

- Reviewed key items in strategic plan packet.

- New website is high priority, new event logos, and crisis communications plan.

- Eric will create phone tree for all commissioners so communication can be clear across the board if something serious were to happen.

- Website and new logos expected to launch in Jan/Feb 2015

5:51- Approval of April 15 and February 11, 2014 minutes

5:52- Changes to budget approved. To be forwarded to the State of Washington.

- Bremerton is back on, Spokane venue move, and new Tacoma event in October.

- Bremerton to stay, revision of 2013 event

- Inland NW Event moving to Avista Stadium

- Suggested that eventually make this family friendly?

- Tacoma Event indoor small hop festival. 750-900/session Oct. 18 at Union Station $30/35. Food available downstairs, and more tokens

6:31- Changes approved for budget.

6:32- Festival Operations Report, Matt Russell

- Entry for Brewers Festival changed this year, main entry move outside fence line.

- More signage.

- Hop education tent this year with hop samples.
-Suggested to have a small music stage for children next year
-Bremerton, July 12th. 30 breweries
-Everett, August 16th. Produce same event, more marketing, fruit beers.

6:50-WABL/Social Media Report, Kacy Van Berkum
- Social media following increasing
- WABL membership renewal percentage high
- Suggested to hold more WABL events

7:00- New Business- Eric Radovich
- Matt and Eric to travel to see other beer festival in Milwaukee July 26th
- Gather ideas to bring back to our own festivals.
- 3 days ~ $2,000. Approved by Commissioners

7:05- Meeting adjourned