Washington Beer Commission
Commissioner’s Meeting Minutes
1/15/2019 1:00pm

Location: Fremont Brewing - Production Facility, Seattle
In Attendance: Eric Radovich, Allen Rhoades, Dave Leonard, Julie Johnson, Matt Lincecum, Matt Russell, Tyler Allott, Madi Coulter, Spencer Cohen, Annie McGrath
Absent: Ken Nabors (vacation), Meghann Quinn (Chicago), Heather Brandt (eye surgery)

1. Chairman Report
   a. Review of minutes from WBC Meeting, November 13, 2018
      i. Could not approve due to not having quorum
   b. Discussion, nominations and vote on Executive positions for the WBC
      i. Heather (Treasurer), Meghan (Secretary), Allen (Chair) would like to maintain their executive positions
         1. Need quorum to vote - postpone to next meeting

2. Treasurers Report
   a. WBC Balance Sheets through December 31, 2018
   b. $73,000 in Operating Fund, $120,000 in Rainy Day Fund
      i. Finished ($63,000) short on the 2018 year
         1. Brewers Festival - ($30,000) Marymoor Park rental fee increase ($15K), equipment costs up ($6K), cost of wine/cider ($4K), slow merchandise sales ($5K)
         2. August BBQ – ($25,000) Late venue change, weak BBQ participants
         3. WABL – 500 more members needed to hit budget ($15K), regional t-shirts were not cost effective ($5K)
         4. Tri-Cities and South Sound were better than budgeted by about $10K total.
   c. Marketing
      1. Biggest Expenditures for 2018-19
         a. $17,000 – BrewHa (printing/distribution)
         b. $30,000 – Economic Impact Study
         c. $6,000 - WA Beer Blog Partnership
         d. $7,000 – WA Beer Website
         e. $12,000 – Mobile App
         f. $25,000 - WA Beer Neon Sign

3. Economic Impact Study Presentation: Spencer Cohen
   a. Power Point/Handout
      i. Leading Industry Metrics
         1. Looking at the Washington model and seeing how we are the outlier
            a. 90% of WA breweries that make under 2,000 bbl of beer a year
         2. Oregon, California, Colorado have a handful of big breweries producing around 100,000+ bbl per year
      ii. Economic and Fiscal Impacts
         1. Trending that more breweries are selling beer at their brewpubs
         2. Beer industry in WA creating over 6,300 jobs
iii. Interview Findings
   1. Growth outlook
   2. Distributions and sales channels and challenges
   3. Business costs and scalability

b. Questions and Comments
   i. Need to remove the average labor income
      1. Any average is skewed due to having 10% of breweries making over 2,000 barrels and 90% making under 2,000
   ii. Adjustments will be made and a final draft due before 1/28/19

4. Executive Director Report
   a. Marketing Committee Report
      i. Economic Impact Study has already been paid for - $30K
      ii. Neon Sign
         1. Work with breweries to distribute these to key accounts
         2. Initial order will include 150 signs at $165 per sign - $25K
         3. Breweries will be asked to pay $50 for each sign (limit two)
         4. Remainder will be distributed to outlets that pour WA Beer
   b. Brewer Survey Results
      i. New Festival location preference- investigating possibilities
         1. NW Washington - (Bellingham)
         2. SW Washington (Vancouver)
         3. Yakima/Central WA
      ii. WABL Discounts
         1. Added value to being a WABL member
      iii. WBC working with the Guild to create an info sheet for breweries to show what the Guild does for breweries and what WBC does for breweries (brewery cost as well)

5. Director of Festival Operations Report
   a. Festival Committee Report
      i. South Sound
         1. Looking at a possible new venue for 2019
            a. T-Dome Hall not a pretty venue, have to use in-house food vendors and Ticketmaster
            b. Possibly looking at joining the Guild in Puyallup fairgrounds in 2019 as culmination event of their Summit
      ii. Belgian Fest
         1. 10th Anniversary
         2. 32 breweries participating in 2019
         3. Have to deal with the Tunnel to Viaduct 5k morning of the festival
         4. Having a scholarship to help a brewery to attend is totally unnecessary (Matt Lincecum)

6. Mobile App/Web Site/Social Media
   a. Mobile App Numbers
      i. App Downloads: 10,427
      ii. Total Stamps Collected in 2018: 65,728
      iii. Total Stamps Collected all time: 95,828
   b. Social Media
      i. Facebook: 10,742
ii. Twitter: 9,828
iii. Instagram: 10,761

c. WABL
   i. WABL Members: 3,769

d. WABL t-shirt and prize
   i. WABL shirt going back to men/women sizes
      1. Region shirts had extra cost last year and assorted leftover
   ii. New prize for 2019 – can koozie/insulated mug with etched logo

7. New Business
   a. 2019 WBC Meeting Schedule
      i. Tuesday, March 12th
      ii. Tuesday, May 14th
      iii. Tuesday, July 9th
      iv. Tuesday, September 10th (Strategic Planning)
      v. Tuesday, November 12th (Budget)
   b. Per policies and protocol handbook, there will be a signup sheet emailed to the commissioners for one to be in attendance at all committee meetings

8. Adjourn 3:10pm - Next meeting Tuesday, March 12th, 2019 at 1pm at Fremont Brewing Production Facility