Washington Beer Commission
Commissioner’s Meeting Minutes
01/16/2018 1:00pm

Location: Fremont Brewing- Warehouse, Seattle
In Attendance: Eric Radovich, Allen Rhoades, Dave Leonard, Julie Johnson, Ken Nabors, Meghann Quinn, Matt Russell, Trish Caddy, Tyler Allott
Absent: Matt Lincecum, Heather Brandt

1. Chairman Report
   a. Approve of minutes from Strategic Planning Meeting and Conference Call
      i. Approved
   b. Welcome new Radovich Communications member
      i. Tyler Allott- Event Manager
         1. Bellevue Downtown Association prior event experience
         2. WSU grad - Knows his WA Beer and has worked our events
   c. Skagit Valley College Interns
      i. Internship are available Feb - June (18 total students)
         1. Intern event on January 31st
         2. Entry level preparation

2. Treasurers Report
   a. WBC Balance Sheets
      i. Did not make 2017 Budget, short $25K
      ii. Collaboration event and South Sound did not make budget in 2017
          1. Potential to grow/change these events
      iii. Total expenses, right on budget (cost)
      iv. Budgeting: moving numbers up by event
          1. Need 1,200 more attendees over the course of the 7 WBC events
      v. 2017 Balance Sheet
         1. Rainy day fund fully funded and marketing fund at $145K
      vi. Collaboration Fest: Moving to a BBQ event, August 2018
      vii. South Sound: Moving to November, Winter Beer Festival theme
   b. Brewers Guild Winter Beer Festival Financials
      i. Guild making about $70K!
      ii. Sold Out event at Hangar 30
   c. Bev-Mo out as Sponsor of Brewers Festival
      i. Henry’s Tavern and Flatstick Pub as potential presenting sponsors
      ii. Need new $10k in sponsorships for WBF

3. Executive Director Report
   a. Brewers Festival - Event Production RFP
      i. RFP results:
         1. Promotion Events has been contracted in the past (12 yrs)
         2. New contract partner to be signed for 2018
a. Four proposals received and reviewed
   i. Promotion Events (Brian Oster)
   ii. Orswell Events (Jeff Orswell)
   iii. And Events (Tom Anderson)
   iv. Proper Planning Team-(disqualified for poorly written proposal)
3. $40k Contract
4. Orswell Events the clear choice with And Events support
5. Festival Committee will weigh in tomorrow
b. Marketing initiatives 2018
   i. Airport, Podcast, Mobile App II, New Radio Partner, Retail Store
      1. Vino Volo - no news about Sea-Tac agreement
      2. Podcast on our website - Eric Radovich to voice/interview
      3. New Radio Partnership being investigated (Edge MultiMedia)
      4. Retail Store: grow within our space, discounted merchandise for WABL members, WABL Wednesdays
   ii. Next Marketing Meeting: January 23rd at 1pm at WBC office
   iii. Commissioners representative on Festival and Marketing meetings
c. MAST Certification- CPR/ AED is next and brewery 101 course to follow
d. WA Beer Open House
   i. 02/24/18: WABL at Crucible Brewing in Woodinville
   ii. Yakima visit for Open House and potential event in 2019
4. Director of Festival Operations Report
   a. Festival Report
      i. Winter (Guild event)
         1. 2nd year with Radovich Communications production
         2. Added snow, added lighting on walls, photo booth with Santa
         3. Carolers for an hour
         4. Sold Out event
      ii. Belgian Fest: 40 Breweries
         1. No lottery for Belgian Fest due to the number of registrants
         2. Top 25%, Commissioners, then lottery for upcoming events
b. Event Enhancements Strategy - Entertainment at our events and great beer
   c. Limiting number of Beers a brewery can bring (Festival Committee)
d. 2018 Festival Dates
   i. Belgian Fest January 27th at Fisher Pavilion
   ii. Open House February 24th
   iii. *Cask Fest (Guild Event) Exhibition Hall Seattle Center, Seattle March 24th
   iv. Tri-Cities Craft Beer Festival South Ridge Complex, Kennewick April 28th
   v. Washington Brewers Festival Marymoor Park, Redmond June 15th-17th
   vi. Bremerton Summer Brewfest Bremerton Waterfront July 20-21
   vii. Washington Beer BBQ South Lake Union Park, Seattle August 18th
   viii. Inland NW Craft Beer Festival Avista Stadium, Spokane September 21-22
ix. South Sound Craft Beer Festival Tacoma Dome Exhibition Hall, Tacoma
    November 10 (Winter beer focus)

x. *Winter Beer Festival (Guild Event) Magnuson Park Hangar 30, Seattle
    Nov 30-Dec 1

5. Social Media/ WABL update
   a. WABL 3,960
   b. Facebook 10,149
   c. Twitter 9,779
   d. Instagram 9,136
   e. WA Beer mobile downloads 5,659
   f. Total WABL Stamps Collected
      i. 29,200
      ii. Over 30,100 stamps at time of meeting
   g. New WABL t-shirt/ 20 stamp Prize
      i. This is where I WABL shirt, dad hat as prize for 20 stamps
   h. WABL Mariners Game May 31st for up to 100 WABL members
      i. 642 people took survey 17% of members, which is a great number
      ii. 41% have been members for 2-4 years, 187 members 5+ years
      iii. Recommend WABL to a friend or family 1, 2,3 scoring system: 2.7 score
            of those who would recommend
      iv. WABL member for an outing at discount
            1. 42% Mariners Game
            2. 26% Sounders
   v. Style of Beer at a festival
        1. IPA all Day
        2. Stouts and Porters
        3. Wood-Aged Beers
        4. Sour Beers, mixed fermentation
        5. Fruit Beers
   vi. More likely to attend a festival with wine or cider available
        1. 56% no
        2. 43% yes, we should have at festivals

6. New Business
   a. Washington Beer Awards - Good to go.
   b. GABF date issue (September 19-22)
      i. Guild could go but WBC will not be attending 2018 (Inland NW)
   c. Social Media: March 8th pink boots brewing- International Woman’s Day

7. Adjourn 2:30pm Next meeting March 13th, 2018