

Washington Beer Commission
Commissioner's Meeting Minutes
10/10/2017 1:00pm

Location: Fremont Brewing- Warehouse, Seattle

In Attendance: Eric Radovich, Matt Russell, Trish Caddy, Allen Rhoades, Meghann Quinn, Heather Brandt, Matt Lincecum, Dave Leonard, Julie Johnson, and Ken Nabors

1. Chairman Report
 - a. Approval of minutes from August 8 meeting
 - i. Approved
 - b. E.D. Contract approved by the state
 - i. Through October 31, 2019
2. Treasurers Report
 - a. WBC Balance Sheet through September 30, 2017
 - i. Banking transition to Umpqua
 1. South Sound event to go into new account
 - ii. Total WBC assets highest to date at \$480k (E.D. started with \$150k in 2009)
 - iii. \$119,000 in savings account if needed
 1. Eventbrite pays as we go along instead of at end, more of our money upfront helping front-load Brewers Festival
 - b. Summer Events financial recap-
 - i. Brewers Festival (WBF)
 1. Budget \$194K and made \$208,005
 2. Security at WBC (new wristband)
 - a. Electronic Bracelet; helpful system for overconsumption
 - b. Creating RFP for WBF production bids in Nov.
 1. Three bids minimum
 - ii. Bremerton
 1. Budget \$20k; Made \$22,500
 - iii. Collaboration
 1. Budget \$11k; Made \$1k
 2. Moved to August from April and numbers were down slightly
 3. Checking on SLU near MOHAI or Gas Works Park for 2018
 - iv. Inland NW
 1. Numbers still finalizing, but will net more money than last year. Approximately \$15k+
 2. Record attendance 3,908 up from 3,272 in 2016
 - a. Family friendly event; 160 kids
 - c. WABL financials
 - i. \$9,500 of net profit, with Winter Beer Fest still to come
 1. Spent nearly all money we need to, merch is in and paid for
 2. \$5k in contract services still to be paid
 3. WABL will pay for rental space at new office (\$700 mo.)
 - ii. Prize Redemptions/ Retail Store at new Seattle Office
 1. Member retention should be up plus some merchandise sales
 2. In Office redemptions Wednesday's and Thursday's (noon - 4pm)

3. Once a month a longer day (WABL Wednesday) for prize redemptions
3. Director of Festival Operations Report
 - a. LCB update: Mast Training for Beer Commission Staff and all pourers
 - i. 3-4 well trained Security Staff for WBF
 - b. Festival Committee Report
 - i. Collab Fest:
 1. 26 beers 52 breweries, 1800 attendees
 2. Presale tickets up from last year via Eventbrite
 - a. Lower walk up sales numbers
 - ii. Load in and out went well
 - iii. New venue for next year as current venue will be replaced with development
 - iv. Festival Committee torn on having another Collaboration festival
 1. An event in August at all; busiest time of year for Breweries
 - a. Collaboration Fest wouldn't be in our best interest for 2018 unless at a different time of year
 - b. Vancouver suggested a Sour fest (or mixed fermentation)
 - v. Vancouver suggest having an event in SW Washington
 1. Vancouver event possible Feb/March 2018 or 2019; Commission still wants an August event in Seattle (Gas Works park)
 - a. Research more information on Vancouver event
 - b. Spring and Fall Festivals in Vancouver are not doing the greatest
 - i. Commission doesn't think Vancouver would be our best option for a new event
 2. WBC was contacted by breweries out in Vancouver for Commission coming down to run an event
 - a. Research trip on November 7
 - b. Festival committee approved new festival early spring
 - vi. Inland NW
 1. Good security, just need more for next year
 2. Load in and load out is tough with ramp in Left Field
 3. Brewers took the event more serious
 - a. Reinforced no drinking and wristband checks
 - vii. South Sound
 1. Halloween weekend, Halloween theme
 2. Decorate booth and wear costumes
 3. Tickets are selling okay; Ticketmaster is the ticket outlet (fees)
 - c. Lottery System plan for WBC event entry
 - i. Registration in 2018
 1. Top 25% of token count gets in
 2. If you are on a Committee/Commission you will get in
 3. Waitlist from previous year gets in
 4. Last 1/3 via lottery
 - ii. Lottery system approved by Commission
 - d. WABL Glass at events
 - i. Festival Committee thought only smaller glass
 - ii. Larger Glass only at WBF seems most reasonable
 1. More WABL sign-ups happen
 2. Pour line around whole glass

3. More information needed for keeping or getting rid of WABL glass at WBF in 2018
- e. GABF Booth
 - i. Poured 10 different WA Beers
 - ii. Right by the Cheese line, busy this year
 - iii. Seeing all the new trends
 1. Brew-Ha! guide given out
 - iv. New ideas for next year
 1. Get our own WA booth not in the Guild Section
 2. End cap vs stand alone
 3. Money in the budget to have booth to greatly promote
 - a. Marketing Committee needs to approve budget
4. Executive Director's Report
 - a. WBF Request for Proposal for event production partner
 - i. Out for bid in November
 - b. Marketing Committee Report- Mobile app update
 - i. \$325 a month maintenance for mobile app
 - ii. Now have 4,525 downloads (added 1,050 in last 40 days)
 - iii. 24-hour glitch (WABL stamps) was resolved over the weekend
 - iv. Brewery visits leaderboard added to stamps leaderboard
 - c. Vino Volo at Sea-Tac Airport
 - i. In 2016 Strategic planning meeting, talked about WA beer being in airport
 1. Letter of intent signed; 2% of sales to \$500k, 4% of sales after
 2. 2 -year agreement pending
 - ii. Vino Volo approached WBC to get WA Beer in their storefront
 - iii. \$500,000 a year in sales of WA Beer
 - iv. Retail 22oz bottles to bring on plane
 - v. Signs, QR code for mobile app, refrigerated beer on site
 1. Beer on draft as well
 - vi. If Vino Volo doesn't work, the commission could investigate HMS
 - d. Strategic Planning Session 2018
 - i. Director of Agriculture is invited
 - ii. Monday November 13th 9am-4pm
 - iii. First Session
 1. Mission
 2. Review 2017
 3. 2018 Event Calendar
 4. Budget assumptions for 2018
 5. Washington Brewers Guild
 6. Public Questions
 - iv. Second Session
 1. Washingtonbeer.com
 2. WABL/Social Media
 3. Mobile App
 4. Marketing Committee Direction (brainstorming)
 5. Festival Ideas
 6. Public Questions
5. WABL/ Social Media Report

- a. Social Media/WABL numbers
 - i. Twitter: 9,727
 - ii. Facebook: 10,047
 - iii. Instagram: 9,082
 - iv. WABL: 4,090
 - b. Collaboration Fest
 - i. 56 new members
 - ii. 69 prize redemptions
 - c. Inland NW Fest
 - i. 48 new members compared to 146 last year with the big glassware
 - ii. 58 total prize redemptions
6. New Business
- a. Commissioners update: Meghann and Ken seats are up for renewal 10/31
 - b. All commissions meeting took place electronically 10/11/17 E.D. attended
 - c. Guild meeting in Yakima this Thursday; Meghann Quinn will speak for the Commission
7. Next Meeting: Strategic Planning, Monday, November 13, Diamond Knot MLT, 9am-4pm.
8. Adjourned- 2:55pm