1. Chairman Report
   a. Approve of minutes from Strategic Planning, September 11, 2018
      i. Approved
   b. Congrats to Heather Brandt and Dave Leonard for another 3-year term on WBC
   c. Rhoades and Lincecum up next October. Executive positions 2019 voted on in January
2. Treasurers Report
   a. WBC Balance Sheets through October 31, 2018
      i. Made about $30,000 less than budgeted on Brewers Festival
         1. $15,000 of that from King County Parks (after budget was submitted)
         2. $7,000 – lack of merchandise sales
         3. $8,000 – extra costs towards event equipment, wine/cider vendors
      ii. $35,000 less than budgeted for WA Beer BBQ
          1. Location changed last minute from the waterfront
          2. August is saturated with events in Seattle. No Parking.
   b. Financial report from Inland NW and South Sound Festivals
      i. Both reported record attendance
      ii. South Sound – will make money this year
      i. Belgianfest – stays on the same line (essentially sold out)
      ii. Tri-Cities – increase in attendance each year
      iii. WA Brewers Fest – move token booth, increase ticket prices after May 31
      iv. Bremerton – Encourage the peninsula brewers bring in more attendees to up attendance on a busy event weekend
      v. August Event - replace August event with work on GABF end cap (October)
      vi. Inland NW – keep growing the family aspect of the event
      vii. South Sound – continue with the Winter beer theme. Work with Guild Summit?
   d. Budget Review and Discussion
      i. August Event Discussion
         1. Reasons for not producing the event:
            a. Seattle area saturated with events in August
            b. Many Seattlitees travel during August
            c. Festival Committee agreed with not having an event in August
            d. Third event in Seattle in August that has failed to produce income
            e. Seattlitees aren’t turning out to beer tasting only festivals
         2. Reasons to keep the event/ideas:
            a. Biggest clientele for WA Beer is based in Seattle
            b. The venue makes the festival
               i. Seattle Waterfront – not available until 2022
ii. Biggest City Parks: Gas Works, Seward, Discovery
c. Needs a theme in addition to beer to separate from other activities happening in August in Seattle

ii. Vote for Budget Approval for 2019
1. In Favor – Rhoades, Quinn, Brandt, Johnson, Leonard
2. Abstain - Lincecum (wants "more of an effort on an August event in Seattle and facts as opposed to anecdotes for decisions")
3. WBC Budget for 2019 is approved

3. Executive Director Report
   a. Marketing Committee Report
      i. $15,000 left in Marketing Budget for 2018
      ii. $72,000 total in budget for 2019 with $15,000 left over from 2018 budget
   b. Economic Impact Study Update
      i. Currently reaching out to breweries to collect information
         1. CAI – No show to phone meeting with Heather at Iron Goat

4. Director of Festival Operations Report
   a. Festival Committee Report
      i. Inland NW
         1. First time having over 4,000 attendees
         2. Windy weather kept us from having record attendance on Saturday
      ii. South Sound
         1. 1,500 attendees – record attendance
         2. Winter beer theme was well received
         3. Look to buyout Aramark to get better food options in 2019
         4. Possibly work with Guild for culminating event to Summit

5. Mobile App/Web Site/Social Media
   a. Mobile App Improvements
      i. Switching to the app CRM to have all the information in one database
      ii. Making the process of signing up and renewing WABL membership easier
         1. Less manual entry on the staffing side of the process
      iii. Add new features to the app to get more involvement from the breweries
         1. Send out email early 2019 to get breweries to announce WABL deals
         2. Create a page on the app to list the current WABL deals
         3. Get the 60% of people who have downloaded the app to consider joining WABL
   b. Website Upgrade
      i. Update photos being used on the website
         1. Add video too
      ii. Rearrange content to be easier to access information
         1. Easier to see what events are going on at breweries each day
      iii. App developer is creating a new page to add on the website to make signing up and renewing WABL memberships
   c. Mobile App Numbers
      i. App Downloads: 9,947
      ii. Total Stamps Collected in 2018: 47,163
      iii. Total Stamps Collected since May 5, 2017 launch: 88,410
   d. Social Media
      i. Facebook: 10,703
ii. Twitter: 9,831
iii. Instagram: 10,571
e. WABL
   i. WABL Members: 3,835
   ii. Can koozie – 20 stamp prize for 2019
   iii. Use etched logo instead of printed on logo

6. New Business
   a. 2019 WBC Meeting Schedule:
      i. Tuesday, January 15th
      ii. Tuesday, March 12th
      iii. Tuesday, May 14th
      iv. Tuesday, July 9th
      v. Tuesday, September 10th (Strategic Planning)
      vi. Tuesday, November 12th (Budget Draft)
   b. WBG Winter Beer Festival
      i. Ticket sales steady with previous years
         1. Increased price $5 this year
      ii. Adding more winter themed décor
         1. Snow, lighted birch trees, holiday music
   c. WBG Guild Summit
      i. Create a brewer conference in the South Sound that could possibly culminate
         with the South Sound Winter Beer Festival

7. Adjourn 3:00pm - Next meeting Tuesday, January 15th, 2018 at 1pm at Fremont Brewing
   Production Facility