

Washington Beer Commission
Commissioner's Meeting Minutes
11/19/2019 1:00pm

Location: Fremont Brewing- Production Facility, Seattle

In Attendance: Eric Radovich, Allen Rhoades, Matt Lincecum, Ken Nabors, Meghann Quinn, Heather Brandt, Anne McGrath Matt Russell, Tyler Allott, Seaver Radovich

1. Chairman Report
 - a. Approval of minutes from Strategic Planning, September 10, 2019
 - i. Approved
2. Treasurers Report
 - a. WBC Balance Sheets through October 31st, 2019
 - i. \$15,029 – current balance in operating fund
 - ii. Rainy day fund still fully funded at \$120,000
 - b. Accountability Audit Results
 - i. Completed 3-week audit of 2016, 2017 & 2018
 - ii. We passed the audit with no written issues
 - iii. Recommendations made but not in official report
 1. Have a written policy for gas mileage reimbursement
 2. Neon Signs – Gifting of public funds. Not able to gift neon signs to sponsors.
 3. Keep a record of all charge receipts
 4. Assessment billings – required to bill every single brewery for assessments regardless of amount unless the RCW is changed
 5. Cannot buy an intoxicated festival attendee a Uber ride home – gifting of public funds
 - c. 2019 Financial Overview
 - i. Marketing Committee – had budget surplus from previous years, now spent
 - ii. WABL membership – has missed budget past two years
 - iii. 2018-2019 total budget shortfall = \$104,000
 1. Transfer Rainy Day fund to operating fund to get us to June 2020
 2. Leaving \$1,000 in Rainy Day fund
 - d. 2020 Budget Draft and Assumptions
 - i. Held marketing budget to \$25,000
 - ii. Adding Zeek's Pizza for a \$10,000 WABL Sponsorship
 - iii. Festival profitability has flattened, so we are looking at other ways to increase funding (sponsors, grants, increased brewery assessment)
 - iv. Note that the August event is not in 2020 Budget
 1. August event on the Seattle Waterfront
 - a. \$10,000+ net profit expected
 2. Increase event sponsorship dollars
 3. Reduce of marketing budget
 - v. Approval of 2020 Budget
 1. Unanimous Approval, 5-0
 - e. Pier 62 Event and Sponsorship
 - i. Contract not signed, but very confident in doing an event on Pier 62

- ii. Looking for \$10,000+ net profit (should be closer to \$20k)
 - iii. Negotiating the use fee to Friends of the Waterfront
 - iv. Pier 62 Grand Opening is in March 2020
 - 1. Working to get our beer tasting event listed to be part of their official launch calendar
 - v. Looking to do a 21+ event the first year and move to family friendly in future
 - 1. This is up for lively discussion. We will investigate further.
 - 2. Having kids area on-site would decrease event space on the pier
 - f. Spokane Brewers Festival
 - i. Did a survey to see if creating a brewer's festival in Spokane on Father's Day festival was intriguing
 - ii. Most of the feedback was that brewers did not want to do that festival
 - iii. More interest in doing an indoor Winter Beer Festival in Spokane
3. Executive Director Report
- a. Marketing Expenditures 2019
 - i. \$124,000 spent in Marketing in 2019
 - 1. Expenditures that we will not be doing in 2020
 - a. \$14k in mobile app update
 - b. \$39k for GABF booth
 - c. \$7.8k for Economic Impact Study
 - d. \$18k for BrewHa brochure printing and distribution
 - e. \$24k Neon Signs
 - ii. Marketing budget will come down dramatically in 2020 until we have our surplus from festival income to add to the Marketing Fund
 - 1. Will go back to more grassroots marketing to get information out
 - 2. Push the mobile app to have more updated information and deals
 - b. GABF Presentation
 - i. Amazing feedback from brewers, attendees and GABF staff
 - ii. Looking to work with the BA to get a booth discount in the future
 - 1. GABF will be on Inland NW weekend in 2020
 - 2. May look at having a GABF booth every couple of years
 - c. King 5 Beer Economy
 - i. Media segment showing the strong growth and economy of WA Beer
 - ii. Legislature reached out to the Washington Brewers Guild with positive feedback when segments like this air in the media
 - d. Cascadia Grains Conference
 - i. Will produce the tasting portion of the event
 - ii. Looking for brewery participation: ~12-15 breweries
 - iii. Invitation to WABL Members for a \$20 ticket to taste the beer
4. WBG Executive Director – Annie McGrath
- a. Guild Summit
 - i. Successful first ever Washington Craft Beer Summit
 - ii. 380 registered attendees
 - 1. 115 different breweries
 - 2. Great stabilizer for Guild
 - a. Outperformed Cask fest
 - iii. Next year's Summit
 - 1. Survey currently out to get feedback for next year

- 2. Vendors were very happy with the facetime they got with attendees
 - 3. Opportunity to network with other breweries/people in the industry
 - b. Excise Tax
 - i. Tax rates have to be reviewed every 10 years
 - ii. Looking into seeing if the tax incentive is serving its purpose
 - iii. Economic impact study is extremely helpful to back up Guild's recommendations
 - 1. Shows the state that the beer industry is worth investing in
- 5. Director of Festival Operations Report
 - a. Inland NW Recap
 - i. Attendance: steady with 2018, walkup tickets down, more buying in advance
 - ii. Some rain Friday, but turned out to be ok attendance wise
 - iii. Shifted layout with food vendors moved to infield making more room for attendees. Well received.
 - iv. Need to add staffing to kids area due to increase of kids attending on Saturday
 - v. Looking at an increase in ticket pricing
 - 1. This is not included in the 2020 budget
 - 2. Looking to do early ticket at original price
 - b. South Sound Winter Beer Festival Recap
 - i. Moved to Showplex at Washington State Fair
 - 1. Load-in/out worked great with tons of space for vendors to pull in
 - 2. Venue is a nicer looking space and able to use lighting for better look
 - ii. Attendance was down 200-250 people mostly due to moving the venue
 - iii. 28 breweries attended
 - c. Festival Committee Report
 - i. Next meeting is tomorrow, November 20th
 - ii. Will talk and brainstorm about Waterfront Festival in August
 - iii. Looking to get Belgian Fest and Brewers Festival tickets on-sale soon to hit the holiday shopping season
- 6. Mobile App/Web Site/Social Media
 - a. Mobile App Update status
 - i. Will utilize being onsite at the Guild's Winter Beer Festival in December
 - 1. We finally have a way for attendees to gift a WABL membership to a friend or family member
 - a. We will produce a postcard to give to the person receiving the WABL member
 - b. They will also receive their WABL t-shirt at the festival
 - b. Mobile App Numbers
 - i. App Downloads: 15,804
 - ii. Total Stamps Collected all time: 149,890
 - c. Social Media
 - i. Facebook: 11,887
 - ii. Twitter: 9,835
 - iii. Instagram: 13,123
 - d. WABL
 - i. WABL Members: 3,722
 - ii. 2020 WABL Prize
 - 1. 64oz growler with WABL & Zeek's Pizza logo on it

2. Zeek's will give a discount on Washington Beer growler fills to WABL Members when they use this growler
7. New Business
8. Adjourn 2:38pm - Next meeting Tuesday, January 14th at 1pm at Fremont Brewing Production Facility
 - a. WBC Meeting Schedule – 2020
 - i. Tuesday, March 10
 - ii. Tuesday, May 12
 - iii. Tuesday, July 14
 - iv. Tuesday, September 15th (Strategic Planning)
 - v. Tuesday, November 17 (Budget for 2021)