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

3. 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)