

Washington Beer Commission
Commissioner's Meeting Minutes
2/14/2017 1:00pm

Location: Fremont Brewing – Warehouse, Seattle

In Attendance: Eric Radovich, Matt Russell, Hayden Campbell, Meghann Quinn, Allen Rhoades, Heather Brandt, Matt Lincecum, Ken Nabors and Julie Johnson

1. Chairman's Report
 - a. Introduction of the new Radovich Communications employee Trish Caddy
 - b. Approval of minutes from the Strategic Planning Retreat
 - i. Minutes have been approved from the Strategic Planning retreat
 - c. WBC Commissioner appointments
 - i. All current commissioner position holders have been re-nominated and approved by the commission
 1. Will be re-voted on in November of 2017
2. Treasurer's Report
 - a. WBC Balance sheet through February 12, 2017
 - i. 301k net balance
 - b. Closing of 2016 books
 - i. surplus of \$15,000 in the rainy-day fund
 1. the Rainy-Day fund is fully funded at 133K
 - c. Selections of new bank (Key Bank, Umpqua, Wells Fargo)
 - i. Recommended that the WBC looks at Home Street Bank as an option
3. Executive Director's Report
 - a. Marketing Committee Report
 - i. 120k in the 2017 marketing budget
 1. Could be 135k if we move the surplus money in
 - ii. Rebranding as “Home of the Hops” on our coasters and website
 - iii. Working with KEXP as our radio partner in 2017
 1. 13k spent out of the festival budget
 - b. New Mobile App Developer
 - i. Brewers Marketing is working on the new Washington Beer app
 1. Will have phase 1 done by April for 10k
 2. Phase 2 will include a festival widget which will be done by June for 7k
 3. Will integrate with our website
 - c. Marketing Collateral
 - i. 50,000 coasters have been produced and will be distributed statewide
 - ii. The 2017 Brew-Ha is being developed and will be delivered by February 23
 1. Will be a booklet instead of a map in the 2017
 2. Distribution through Central and Eastern WA will be aided by Bale Breaker Brewing
 - a. Deliver Brew-Ha and coasters to Bale Breaker
4. Director of Festival Operations Report
 - a. Festival Committee Report

- i. Tri-Cities Craft Beer Festival – April 29
 - 1. Will be an indoor event in Kennewick
 - a. Similar sized venue as Winter Beer Fest at Hangar 30
 - b. Hoping to have 2,500 attendees
 - ii. Washington Brewers Festival – June 16-18
 - 1. Aiming to have 120 breweries in attendance
 - a. First 90 will be first come first served
 - b. Last 30 will be chosen through a lottery
 - 2. We want to give all breweries a fair chance at participating in the event
 - iii. Bremerton Summer Brewfest – July 14-15
 - 1. Friday night and Saturday full day event on the Bremerton Boardwalk
 - iv. Collaboration Craft Beer Festival – August 19
 - 1. SLU Discovery Center with 50 breweries in participation
 - 2. Hoping for 3,500 attendees
 - v. Inland NW Craft Beer Festival – September 22-23
 - 1. Will have families in attendance on Saturday the 23rd
 - a. Will promote that aspect of the event more heavily
 - vi. South Sound Craft Beer Festival – November 4
 - 1. Hoping to grow this event and market it more effectively in Tacoma
 - b. Festival Operations – Belgianfest, January 28th
 - i. Sold out the first session online and the second session was 100 shy of a sell out
 - 1. Raised the event price by \$5 which thinned the crowd appropriately
 - 2. Load in and out was very smooth and Seattle Center was great to work with as always
 - a. 3,500k short of budget
 - 3. To-go sales for prepackaged goods in 2018?
 - a. Sold in a booth as you exit the event or event outside of the event between sessions
 - c. Ticket Provider
 - i. Worked with Brown Paper Tickets for 6 years
 - 1. Thinking about moving towards Event Brite which adds additional marketing opportunities and mobile ticket buying capabilities
 - a. Working with them for the Tri-Cities Craft Beer Festival as a test
 - d. Open House Update
 - i. 128 individual breweries participating and 134 brewery locations participating
5. WABL/Social Media Report
 - a. Social Media/WABL numbers
 - i. Facebook – 9,319
 - ii. Twitter – 9,364
 - iii. Instagram – 7,152
 - iv. WABL – 3,381
 - b. Home of the Hops booth at events
 - i. Potentially working with Travel Yakima to work the booth
 - ii. Susan Welch from Skagit Valley Malting as a potential collaborator for the Home of the Hops booth
6. New Business - Olympia reception, state compliance, RC agreement, other

- a. Poured beer for the legislators in Olympia on February 6
- b. The Radovich Communications agreement is up for renegotiation
- c. Sierra Nevada hosts Beer Camp on June 30
 - i. Paying the WBG 10k as the licensee for the event
 - ii. Want to denote Washington breweries at the event
- d. We will be a part of Seattle Beer Week on May 4 – 14
 - i. Promote WBF during Seattle Beer Week offering a discount
- e. 2:30pm - Adjourn - Next WBC Meeting - Tuesday, April 4, 2017 – Fremont Brewing