

Washington Beer Commission
Commissioner's Meeting Minutes
3/10/2020 1:00pm

Location: Conference Call

In Attendance: Eric Radovich, Ken Nabors, Meghann Quinn, Dave Leonard, Heather Brandt, Julie Johnson, Matt Lincecum, Matt Russell, Tyler Allott, Seaver Radovich

1. Chairman Report
 - a. Approve of minutes from Strategic Planning, January 14, 2020
 - i. Approved
2. Finance Committee Report (Ken Nabors – New Treasurer)
 - a. WBC Balance Sheets through February 29, 2020
 - i. Moved the rainy-day fund into the operating budget to be able to pay for upfront bills for WA Brewers Festival
 - ii. Assessment Billings
 1. ~\$30,000 billed
 2. Expecting \$25,000 to be paid
 - iii. WA Brewers Festival Sponsors
 1. \$31,000 to be billed April 1st
 2. There is a possibility of additional sponsorship money coming in if WA Brewers Festival outlook looks good
 - iv. Additional Income
 1. Early ticket sales for WA Brewers Festival
 2. WABL memberships renewed
 - b. COVID-19, Potential Impact on WBC Festivals
 - i. Events in the Seattle area have been cancelled in March
 1. Comparable event to WA Brewers Fest that got cancelled - Taste WA
 - ii. Keeping a close eye on what happens with the virus and what the Governor decides to do with public events
 1. Not currently in a position to make a decision on cancelling future events
 2. We are optimistic that our festivals will be produced
 - a. Hoping everyone has cabin fever come June and wants to drink beer outside
 - c. Finance Committee Meeting – April 7th (WBC Office)
 - i. Get an update on the current COVID-19 situation
 - ii. Go over financials to see how we can operate with the potential of cancellation of WA Brewers Festival
 - iii. Look at different scenarios to plan for the future of WBC Festivals
 - iv. April 9th – Special WBC meeting to go over all scenarios from April 7th meeting and discuss moving forward with WA Brewers Festival
 - v. Look to renegotiate contracts with venues to deal with lower attendance if risk is apparent
3. Executive Director Report
 - a. Marketing Committee Report
 - b. Brew 62

- i. Currently in a holding pattern
 - ii. Were supposed to announce grand opening of Pier 62 in March, but are currently waiting out COVID-19 to make an announcement
 - c. WA Beer Open House
 - i. 132 brewers participated this year
 - ii. Governor Inslee signed the proclamation to make Open House Saturday officially “Craft Beer Day” in WA
 - d. Taste Washington
 - i. WA Wine Commission has cancelled Taste WA for 2020
- 4. Director of Festival Operations Report
 - a. Festival Committee Report
 - b. Cask Festival
 - i. WA Brewers Guild has cancelled Cask Fest for 2020
 - c. Tri-Cities
 - i. Will wait two weeks to get an update to see if we need to cancel this festival
 - ii. We don’t want to be the first event cancellation in the Tri-Cities area
- 5. Mobile App/Web Site/Social Media
 - a. Mobile App Numbers
 - i. App Downloads: 15,893
 - ii. Total Stamps Collected all time: 169,371
 - iii. Total WABL Stamps Collected in 2019: 56,530
 - b. Social Media
 - i. Facebook: 12,081
 - ii. Twitter: 9,834
 - iii. Instagram: 13,611
 - c. WABL
 - i. WABL Members: 3,455
 - ii. 2019 WABL Prize Redemptions
 - 1. 20 Stamp: 794
 - 2. 50 Stamp: 608
- 6. New Business
- 7. Adjourn 1:55pm – ***Special WBC Meeting – Thursday, April 9, 2020, 1-2:30pm, Fremont Production Facility**
 - a. WBC Meeting Schedule – 2020
 - i. Tuesday, May 12
 - ii. Tuesday, July 14
 - iii. Tuesday, September 15th (Strategic Planning)
 - iv. Tuesday, November 10