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. 2019 Production Assessment
          1. $36,500 to be billed Monday, March 16
          2. Expecting $25,000+ to be paid by May 1
      iii. WA Brewers Festival Sponsors
           1. $31,000 to be billed Monday, April 13
           2. Expecting $25,000 to be paid by May 15
      iv. Additional Income
          1. May ticket sales for WA Brewers Festival (June 1)
          2. WABL membership renewals (June 10)
   b. COVID-19, Potential Impact on WBC Festivals
      i. Multiple events in the Seattle area have been cancelled in March
         1. Comparable event that recently cancelled - Taste WA (wine)
      ii. Keeping a close eye on what happens with the virus and what the Governor decides to implement regarding public events
         1. Not currently in a position to make a decision on cancelling events
         2. We are optimistic that Brewers Festival will be produced
            a. Hoping everyone has cabin fever by June and will want to taste WA Beer outside with us at Marymoor Park
   c. Finance Committee Meeting – April 7th (WBC Office)
      i. Get an update on the current COVID-19 situation
      ii. Deep dive on WBC financials to see how we might continue operating with the potential of cancellation/postponement 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 financial meeting and discuss moving forward (or not) with WA Brewers Festival
      v. Look to renegotiate contracts with vendors/venues to deal with lower attendance if attendance risk is apparent

3. Executive Director Report
   a. Marketing Committee Report
   b. Brew 62
      i. Currently in a holding pattern
ii. They 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
   iii. Successful celebration by all accounts

d. Taste Washington
   i. WA Wine Commission has cancelled Taste WA for 2020
   ii. WBC was to have a booth on site with four breweries

4. Director of Festival Operations Report
   a. Festival Committee Report in packet for review
   b. Cask Festival
      i. WA Brewers Guild has cancelled Cask Fest for 2020
   c. Tri-Cities
      i. Will wait two weeks to get a virus update to see if we need to cancel this festival
      ii. Governor may make a statewide decision for us

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 (if appropriate).
   a. WBC Meeting Schedule – 2020
      i. Tuesday, May 12
      ii. Tuesday, July 14
      iii. Tuesday, September 15th (Strategic Planning)
      iv. Tuesday, November 10