1. Chairman Report
   a. Approve of minutes from Strategic Planning, November 13, 2018 and January 15, 2019
      i. Both approved
   b. Discussion, nominations and vote on Executive positions for the WBC
      i. Allen (Chair), Heather (Treasurer), Meghann (Secretary), are willing to continue in their current positions
         1. Motion to maintain current positions for 2019
            a. Approved 5-0
   c. Sign up for upcoming WBC committee meetings
      i. WBC Marketing Committee Meeting Schedule:
         1. Tuesday, April 2, 1:00PM – Heather Brandt
         2. Thursday, May 30, 1:00PM – Meghann Quinn
         3. Tuesday, July 23, 1:00PM
         4. Tuesday, Sept. 24, 1:00PM
         5. Tuesday, Nov. 19, 1:00PM
      ii. WBC Festival Committee Meeting Schedule:
          1. Wednesday, April 3, 1:00PM, Two Beers Brewing – Matt Lincecum
          2. Wednesday, May 29, 1:00PM, Beardslee Public House – Ken Nabors
          3. Wednesday, July 24, 1:00PM, Diamond Knot MLT
          4. Wednesday, Sept. 25, 1:00PM, TBD (possibly Fortside, Vancouver)
          5. Wednesday, Nov. 20, 1:00PM, Georgetown Brewing

2. Treasurers Report
   a. WBC Balance Sheets through February 28, 2019
      i. Down to $28,000 in checking account
   b. Belgian Fest numbers
      i. First session essentially sold out, second session was slightly down in attendance
         1. During the Viadoom and Viaduct run (closing of highway 99)
         2. Festival Fatigue? Seattle has multitude of craft beer options
   c. Domestic Production Numbers 2018 – WBC Assessments
      i. 11 breweries that produce over 10,000 barrels of beer
      ii. 80% of breweries make below 1,000 barrels of beer
      iii. $35,000 in total assessments to be billed
          1. Won’t be billing breweries who owe under $10
   d. Access Rainy Day Fund for expenses leading into WBF
      i. Haven’t had to touch this fund the last two years, but added expenses for 2019
      ii. Money coming in: Assessments, WABL Signups/Renewals, early ticket sales
      iii. Motion to access Rainy Day funds ($70K) for funding the 2019 WBF
          1. Approved 5-0
3. Executive Director Report
   a. Economic Impact Study – Final version review
      i. Motion to publicize Economic Impact Study to media partners and public
         1. Motion Approved pending changes below:
            a. Page 22 - Remark about taxes being more beneficial to bigger breweries
               i. Rewrite the paragraph about regressive tax structure so it doesn't seem like the “big breweries” are Fremont, Bale Breakers
               ii. Meghann will draft a rewritten paragraph to work with the Economic Impact Study company to edit that page
            b. Page 4 – Make infographic into a shareable format for social media/website
      ii. Announcement and distribution planning
         1. Once approved, Eric will reach out to PSBF, media outlets and others to release these numbers and make the full report public (by April 17)
   b. WBF
      i. King County Parks
         1. Parking
            a. KCP wants the extra income from the 1,800 carpoolers who paid $5 last year to park
            b. Will charge everyone $10 to park
         2. Meeting with Fire Department
            a. Every year there are new things that come up that are not feasible. Attempt to get codes in writing and discuss.
               i. 2018 – covering every cable with cable ramps was not feasible.
      ii. LCB
         1. Currently answering a list of questions before our permit is approved
         2. Discouraging use of wrist bands
      iii. WA Beer Run
         1. Discontinue the run
            a. $8,000 in the hole each year and not growing
            b. Early admission – some logistical issues
         iv. VIP (Premiere Ticket)
            1. More expensive ticket on Saturday only
               a. Early Entry to see WA Beer Awards
               b. Have an hour of small lines before GA gates open
               c. Specialty keg pours
               d. Own bathrooms
               e. Brats and chips
               f. Extra tokens (2)
         2. Feedback
            a. Beer run was to reach another audience – do we lose those people? 500 runners each year will likely attend
            b. Brewers who are attending WA Beer Awards are pouring at the event. Will survey brewers for feedback.
i. VIP gets in at 10:30am for end of awards, beers pour at 11, GA gates open at Noon

c. Idea for 2019:
   i. Beer dinner the Friday beforehand to pair with award winning beer and food/chefs

v. Sponsorship
   1. Record amount - $30k already for 2019
      a. Possible $10k in additional sponsorship in pipeline
   2. New Sponsors: Jimmy John – kids’ area, AT&T – Phone sponsor
   3. Previous Sponsors with raised contract prices: Redmond Bar & Grill, WA Beef Commission, Wyndham Resorts

c. Marketing Committee Report
   i. Neon Signs – Arriving in May. First 140 to pay $50 will receive.
   ii. BrewHa Beer Guide – distributing currently to Western WA breweries
   iii. GABF – approval to move forward to pour Fresh Hop Beers. $12K sponsor.
   iv. Merchandise – working to improve merchandise sales at WBF. Tokens at booth.

4. Director of Festival Operations Report
   a. Festival Committee Report
      i. Belgian Fest
         1. Session One: 1,108 Session Two: 698 (down about 300)
         2. Looking to freshening things up for 2019 – VIP ticket, add music to both sessions
      ii. Washington Brewers Fest
         1. 130 breweries signed up
            a. 110 breweries in the festival
            b. 14 on the waiting list
         2. Merchandise sales
            a. Figure out a better inventory system to speed sales up and keep track of inventory better
         3. Food Vendors
            a. 25 registered
               i. 18-19 will be selected for this year
         4. Tokens/Glass
            a. 10 3.5oz pours in 4oz glass
            b. Can buy 6 additional tokens
            c. Friday stays “unlimited” token sales
      iii. Smaller breweries at Festivals
         1. Too much cost to attend events
            a. Our festivals are a marketing opportunity and expense
            b. All the money we make from festivals goes right back to marketing for all WA Breweries
         2. Explain what the WBC does and what the WBG does
            a. Guild currently working on an info sheet
         3. Have industry nights on the Friday of the festival to get more interest in smaller breweries
      iv. WA Beer Open House
         1. 114 breweries participated statewide
         2. Sent out a survey about the event
a. Good feedback – breweries in the same area/neighborhood love the event with increased traffic
b. Looking to do different dates in different regions throughout the year
   i. Spokane, Central WA, Vancouver/SW WA

5. Mobile App/Web Site/Social Media
   a. Mobile App Numbers
      i. App Downloads: 11,058
      ii. Total Stamps Collected since May 2018: 51,229
      iii. Total Stamps Collected all time: 105,947
   b. Social Media
      i. Facebook: 10,849
      ii. Twitter: 9,822
      iii. Instagram: 10,963
   c. WABL
      i. WABL Members: 3,762

6. New Business
   a. Sea-Tac Airport Report
      i. Currently no leasing available at Sea-Tac
         1. Looking to be a popup store or mobile cart
         2. Looking to add an area to get WA Beer to go
         3. Team up with a current tenant to get WA Beer pouring
      ii. Opening Ballard Beer Hall, Capitol Hill foods & Beer and Salty’s Brewtop Social
   b. Brew-Ha Distribution
      i. Working with breweries to help get boxes of Brew-Ha’s distributed to areas with a bunch of breweries
   c. 2019 WBC Meeting Schedule
      i. Tuesday, May 14th
      ii. Tuesday, July 9th
      iii. Tuesday, September 10th (Strategic Planning)
      iv. Tuesday, November 12th (Budget)

7. Adjourn 2:47pm - Next meeting Tuesday, May 14th, 2019 at 1pm at Fremont Brewing Production Facility