Washington Beer Commission
Commissioner’s Meeting Minutes
4/4/2017 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. Approval of Minutes from February 14 Meeting
   a. Will approve during the June meeting

2. Radovich Communications Contract Update
   a. Will submit a description of work that goes beyond the negotiated scope of work
      i. Will review in May for approval of the scope change and the additional work that needs to be reimbursed

3. WBC Balance Sheet through March 31, 2017
   a. Fully funded Rainy Day fund at $118,791
   b. Assets totaling $135,000
   c. Outstanding receivables are down to $7,000

4. Belgian Fest Final Numbers - $42,000 profit
   a. Budgeted to make $35,000
      i. Budgeted the facility to be much more expensive than it was
   b. Become a consistent 40k earner

5. Selection of a New Bank – Home Street Bank
   a. A Washington born bank
   b. Moving from Chase Bank because they are not accredited by the state to handle tax payer dollars

6. Assessments Billing – 2016 Production Numbers
   a. Bill $.10 per barrel brewed up to $1,000 dollars
      i. Expecting to collect close to $30,000 up from $27,000 from last year
      ii. The average brewery pays $90 a year
      iii. Eric Radovich will distribute the 2016 BBL produced report to the commissioners
   b. There are 5,200+ craft breweries nation wide
      i. 630,000 BBLs produced by craft breweries this year
   c. Washington opened 46 breweries in 2016 and 3 closed

7. Marketing Committee Report
   a. Washington Beer Open House
      i. 134 breweries opened their doors for the 2017 Open House
      ii. Future ideas: Two-week open house
         1. Week one featuring Seattle/King Co and week two will feature the rest of the breweries
         2. Get off Hops and Props and Zwicklemania
3. Increase our marketing spend to promote the event
   iii. Coasters and Washington Beer Guides are produced and being distributed state wide
      1. Developing a criterion for supplementing the costs of regional brewery tour brochures
   iv. Changing ticket vendors from Brown Paper Tickets to Eventbrite because of the free marketing that their software offers
      1. Ticket buying is more seamless with fewer clicks
   v. Will continue to sponsor and support Seattle Beer Week

8. New Mobile App Testing
   a. Soft launch by the end of April to WABL members and committee members to make sure that their information is correct
   b. Will be adding the Commissioners to TestFlight
      i. PostDoc’s location is incorrect in the app

9. Festival Committee Report
   a. The registration for the Washington Brewers Festival filled up in 24 hours
      i. 130 breweries will be in participation
         1. The final 10 breweries were chosen off of a lottery
         2. 18 that are currently on the waitlist
      ii. Top 50 token receivers will be automatically admitted to the next year’s event
         1. Any breweries that did not participate in the previous year’s event would be in
         2. All committee volunteers would be included
         3. The rest of the spaces would be picked by lottery

    a. Tri-Cities
       i. A lot of local support for the event
          1. 35 breweries are registered for the event
          2. 80 tickets are sold currently
       ii. Budgeted to break even
    b. Washington Brewers Festival
       i. The main complaint from 2016 came from tickets holders who waited in the ticket buyer line
          1. We can now sell DD’s in advance and improve the front admission process
       ii. Adding another beer tent to accommodate the additional breweries
       iii. Selected 18 food trucks to participate in the event
          1. Diverse and approachable foods
       iv. Will be bringing back the beer run for this year
          1. Looking to grow the run to 800 attendees
       v. Booked the live entertainment for the event
          1. Pearl Jam tribute band, Washed in Black, will headline
vi. Total Wine and More is running up against their deadline to reup as the title sponsor  
c. Bremerton  
   i. Preliminary planning for the event  
      1. Reserved tents, fences, restrooms, and the park

11. Social Media/WABL  
   a. WABL – 3,452  
   b. Facebook – 9,495  
   c. Twitter – 9,463  
   d. Instagram – 7,761

12. New Business  
   a. Olympia Presentation  
      i. WBC reported on Hops and Beer tourism  
   b. Cask Festival  
      i. Winter Beer Fest was up $10,000 over the year and Cask Fest was up $15,000 from last year  
   c. Guild BBQ  
      i. May 25, 2017 will be the date at Annie McGrath’s house  
         1. A good opportunity to show support of the Guild  
   d. WABL T-Shirt Error  
      i. 200 shirts are in circulation with the 2015 list printed on them  
         1. Will be getting these orders refilled by Kotis this week  
   e. WBF Drone video/pictures

13. 2:30pm Adjourn – Next WBC Meeting – Tuesday, June 6, 2017