Washington Beer Commission
Commissioner’s Meeting Minutes
7/9/2019 1:00pm

Location: Fremont Brewing- Production Facility, Seattle
In Attendance: Eric Radovich, Allen Rhoades, Matt Lincecum, Ken Nabors, Meghann Quinn, Heather Brandt, Dave Leonard, Matt Russell, Tyler Allott, Derek Sandison, Colleen Kerr

1. Chairman Report
   a. Approve of minutes from Strategic Planning, March 12, 2019
      i. Approved
   b. Sign up for upcoming WBC committee meetings
      i. WBC Marketing Committee Meeting Schedule:
         1. Tuesday, July 23, 1:00PM – Julie Johnson
         2. Tuesday, Sept. 24, 1:00PM
         3. Tuesday, Nov. 19, 1:00PM
      ii. WBC Festival Committee Meeting Schedule:
          1. Wednesday, July 24, 1:00PM, Diamond Knot MLT – Dave Leonard
          2. Wednesday, Sept. 25, 1:00PM, TBD (possibly Fortside, Vancouver)
          3. Wednesday, Nov. 20, 1:00PM, Georgetown Brewing

2. Treasurers Report
   a. WBC Balance Sheets through June 30th, 2019
      i. Sitting on $400,000 of income
      ii. $200,000 of that will be expenses paid
   b. Washington Brewers Festival financial report
      i. Budgeted to make $187,000
         1. Projected to make $184,000
      ii. Still have to pay for ice, refrigerator trucks
   c. Year to date Financial Report
      i. Belgian Fest $6,000 below budget due to a light evening session and ViaDoom
      ii. Tri-Cities appears to be right at budget
      iii. Washington Brewers Festival projected to be about $3,000 below budget

3. Department of Agriculture Report
   a. Derek Sandison
      i. Director of Washington State Department of Agriculture
   b. Colleen Kerr
      i. Vice President of External Affairs and Government Relations & Chief Legislative Officer for WSU
   c. Grains to Glass
      i. Washington State University not working as well with breweries as they work with vineyards and wineries
      ii. New Dean at WSU who wants to support agricultural economy
      iii. Wineries say they wouldn’t be in their current position without the help of WSU
      iv. WSU is looking at helping out local breweries to connect to the agricultural supply chain in the state
      v. Washington State to be the Napa Valley of the beer industry: hops, barley, malt
      vi. 92% of our grains are exported from Washington State
vii. Brewers feedback say that grains from Washington are generally more expensive and not the best quality compared to other sources
   1. Biggest problem of trying to grow local grains
   2. WSU would come in and help test local grains to get lack of consistency resolved
      a. Without this testing, you can’t rely on local grains to produce a consistent product like other resources have
   3. Use collaborations and the small scale breweries that we have in the state to use more local grain

viii. New festival idea – All Washington ingredient beer festival
   1. Hops & grains from Washington state
   2. Create conversation between commissioners, WSDA and brewers about getting breweries to use more local ingredients and improve quality of product
      a. Connect with the WA Brewers Guild and their Beer Summit to help get breweries involved with this process

4. Executive Director Report
   a. Neon sign delivery
      i. About 15 still to be delivered
      ii. Will have about 30 left to sell
   b. Brew-Ha’s
      i. Nearly gone, about 10 boxes left
      ii. Certified Folder is restocking tourist locations and other statewide racks and will be all out of brochures by the end of September
   c. Washington Brewers Festival numbers and notes
      i. Overall numbers will come in higher than anticipated
      ii. We poured a record number of tastes!
         1. 4oz pours: 198,438
         2. Great statewide representation in the Top 10 Breweries
      iii. Signed up 650 WABL members
      iv. No more than a 10 minute wait to get into the festival
      v. Premiere Ticket sold out for the first year (300)
         1. Will be sending out a survey to see what these attendees liked/disliked
      vi. WA Beer Awards ceremony went better than normal
      vii. Brewers Keg Toss
         1. Slippery Pig Brewing
         2. First female finalist in history (Ten Pin - Lauren)
      viii. New record for sales at ticket outlets including Flatstick Pubs and breweries
   d. GABF Update
      i. 10 breweries selected
         1. Anacortes, Bale Breaker, Beardslee, Diamond Knot, Dick’s Brewing, Fortside, Iron Goat, Old Schoolhouse, Sumerian, Single Hill
      ii. Home of the Hops (hops one sheet)
         1. Booth setup will look like a hop field of dreams
         2. Will be designing the booth in Mid-August
   e. Eastside Beer Week July 12-21
      i. Breweries from Woodinville to Renton participating

5. Director of Festival Operations Report
a. Washington Brewers Festival operations
   i. Added new water coolers, which worked out great and kept people hydrated
   ii. One medical emergency
      1. Beer liaison was a volunteer EMT with immediate attention. Redmond Fire on site within 5 minutes. No transport. Incident documented.
   iii. LCB Visit on Friday night
      1. Good safe event overall - Officer Joel Widell was helpful on site
      2. Three items addressed in post-event letter from WSLCB
         a. Not supposed to sell tokens at a discounted rate
            i. We sell one token for $2 or three for $5
            ii. Will move to a $2 token going forward
         b. Found an intoxicated attendee being served
            i. They tracked down security and had them take care of the attendee. Took too long to find security.
         c. Alcohol cannot go into or out of the Brewers Lounge
            i. Security was notified and it wasn’t a problem the rest of the weekend

b. Bremerton Festival preview
   i. Ticket sales are tracking
   ii. Construction in area

6. Mobile App/Web Site/Social Media
   a. Mobile App Numbers
      i. App Downloads: 13,356
      ii. Total Stamps Collected in last 12 months: 45,727
      iii. Total Stamps Collected all time: 129,705 (since May of 2017)
   b. Social Media
      i. Facebook: 11,704
      ii. Twitter: 9,853
      iii. Instagram: 11,989
   c. WABL
      i. WABL Members: 3,927

7. New Business
   a. Hop Growth
      i. Record hop acreage projected in state for 2019
      ii. 57,339 acres which is up 4% from 2018

8. Adjourn 2:47pm - Next meeting Tuesday, September 10th, 2019 at 11am at Diamond Knot MLT. Followed by Strategic Planning 1pm - 4:30pm