

Washington Beer Commission  
Commissioner's Meeting Minutes  
9/10/2019 11:00am

Location: Diamond Knot - MLT

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

1. Chairman Report
  - a. Approve of minutes from WBC Meeting, July 9, 2019
    - i. Approved
  - b. Beer Commission Appointments
    - i. Allen Rhoades & Matt Lincecum have been re-appointed to their positions on the board. Three year terms through 2022
  - c. Executive Director RFP and contract announcement
    - i. Radovich Communications, Inc has won the contract for WBC work
      1. 3-year contract with one year extension option
  - d. Sign up for upcoming WBC committee meetings
    - i. WBC Marketing Committee Meeting Schedule:
      1. Tuesday, Sept. 24, 1:00PM – Heather Brandt
      2. Tuesday, Nov. 19, 1:00PM – Matt Lincecum, Allen Rhoades
    - ii. WBC Festival Committee Meeting Schedule:
      1. Wednesday, Sept. 25, 1:00PM, TBD
      2. Wednesday, Nov. 20, 1:00PM, Georgetown Brewing
2. Treasurers Report
  - a. WBC Balance Sheets through August 30th, 2019
    - i. \$85,908 – current balance in checking/operating fund
    - ii. Rainy day fund still fully funded at \$120,000
    - iii. \$16,000 in receivables – mostly assessments from 2018/2019
    - iv. We will work with our vendors to not have to pay all of our expenses upfront for Brewers Festival 2020 as it will create cash flow issues
    - v. Upped our credit limit to \$50,000 with Umpqua credit card
  - b. Festival Financial Performance to Date
    - i. Festival proceeds are 96% of our annual income
      1. Belgianfest - missed budget by \$10k
      2. Tri-Cities - \$1k short
      3. WBF - \$2k short
      4. Bremerton - will hit budget or make a little bit of money
      5. Inland NW – budgeted to make \$18k
      6. South Sound - new venue looking to make \$8k
      7. Currently \$10k-\$12k down from budget after missing by \$65k in 2018
3. Executive Director Report
  - a. Marketing Expenditures 2018/19
    - i. GABF booth - \$30k
    - ii. WA Beer Neon Sign - \$21k
    - iii. Brew-Ha Brochure - \$17k
    - iv. Economic Impact Study - \$12k (paid \$18k in 2018)

- v. Mobile App Update - \$12k
  - vi. Kendall Jones (WA Beer Blog) - \$6k
  - vii. Mobile App Support - \$3.7k (\$335 per month)
  - viii. Constant Contact (marketing/event emails) - \$3k
  - ix. Shopkeep (POS System) - \$3k
  - x. Seattle Beer Week Sponsorship - \$2.5k
  - xi. NW Media Group (KOMO Radio) - \$2.4k
  - xii. Z2 Systems - \$2.4k
  - xiii. Other (Banners, Events, Beer, Travel) - \$4.5k
  - xiv. Total Marketing Expenditure - \$119.5k
  - xv. Marketing budget will be reduced dramatically in 2020 until we have our festivals make extra income to add to the Marketing Fund
- b. GABF Update – Booth Design
    - i. Fresh Hop on display with Washington State icons to show it's the state not DC
      - 1. Pouring exclusively fresh hop beer from all 7 regions of WA
    - ii. Hop Sauce & Hops Air Freshener
      - 1. Giveaways for GABF attendees
    - iii. WA Brewers Festival
      - 1. Giving away a trip for two to come to 2020 WA Brewers Festival if you fill out a form at our booth and follow our social media accounts
- c. Marketing Committee Report
    - i. Emerald Downs proposal for an event
      - 1. Eric went to the event and was disappointed in the effort
      - 2. 7 WA Breweries at the event
        - a. Brewery staff couldn't pour beer, but were standing next to the pourer and were able to talk about their beer
      - 3. Not a lot of attendees at the event (less than 200)
    - ii. Seattle Parks concept
      - 1. Wanted to pour beer in parks throughout the city that don't get a lot of traffic. Marketing Committee against the idea.
      - 2. Conversation evolved into a potential event at the new Seattle Waterfront project (Pier 62/63)
    - iii. Wine and Cider at WBC Festivals
      - 1. Experimenting with wine at Inland NW this year
      - 2. Looking at how we should market alternative options to beer at our events
- 4. Director of Festival Operations Report
    - a. Bremerton Recap
      - i. 2,500 attendees in 2019
      - ii. Projected to make around \$20k
      - iii. Condo project by the boardwalk ended up not being a problem with the event
      - iv. Biggest issue was parking for staff and brewers
      - v. Festival fell on Bite of Seattle again this year
      - vi. Jaggernauts – new band for 2020? (Rolling Stones cover band)
    - b. Inland NW Preview
      - i. 42 breweries signed up
      - ii. New configuration to spread out the crowd and not have lines intertwine
      - iii. Saturday approved for all ages

- iv. Flatstick Pub will be on-site with their mini golf trailer to promote their new Spokane location opening
    - v. Ticket sales trending about 10% up from 2018
  - c. South Sound Winter Beer Festival
    - i. Moving to the Puyallup Fairground this year
    - ii. Will coincide with the WA Brewers Guild's Craft Beer Summit
      - 1. Looking to get more buzz with attendees of the Craft Beer Summit
    - iii. Registration is open and looking for about 35 breweries to attend
- 5. Mobile App/Web Site/Social Media
  - a. Mobile App Update status
    - i. New update to launch Monday, September 16<sup>th</sup>
    - ii. Updating database to all be on the app developers CRM
      - 1. Will marry the systems together and get rid of questions about WABL ID numbers, lost stamps, membership questions
      - 2. Member experience will be improved
    - iii. Will add a WABL Deals section to the app which allows breweries to offer deals exclusively to WABL members
      - 1. Located on the main menu so everyone can see what deals WABL offers
  - b. Mobile App Numbers
    - i. App Downloads: 14,116
    - ii. Total Stamps Collected all time: 143,521
  - c. Social Media
    - i. Facebook: 11,801
    - ii. Twitter: 9,846
    - iii. Instagram: 12,531
  - d. WABL
    - i. WABL Members: 3,602
- 6. New Business
  - a. Cascadia Grains Conference
    - i. Event in Olympia/Tumwater January 17-18
      - 1. South Puget Sound Community College
    - ii. Would like to partner with them to expand the event
    - iii. Looking to drive breweries to use more local ingredients to brew beer
- 7. Adjourn 12:10pm - Next meeting Tuesday, November 12<sup>th</sup> (Budget Draft Review) at 1pm at Fremont Brewing Production Facility