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  
xii. NW Media Group (KOMO Radio) - $2.4k  
xiii. Z2 Systems - $2.4k  
xiv. Other (Banners, Events, Beer, Travel) - $4.5k  

xv. Total Marketing Expenditure - $119.5k  

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 16th
      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 12th (Budget Draft Review) at 1pm at Fremont Brewing Production Facility