

Washington Beer Commission  
Commissioner's Meeting Minutes  
4/21/2015 5:30pm

**Location:** Elliott Bay Brewing, Lake City Way, WA

**In Attendance:** Eric Radovich, Matt Russell, Hayden Campbell, Neil Fallon, Ken Nabors, Meghann Quinn, Tricia Kovacs, Allen Rhoades

1. Chairman's Report
  - a. Minutes approved from 2/10/2015
  - b. Tricia Kovacs, the new WSDA Representative has been introduced
    - i. Experience with marketing and creation of Farm-to-School program with WSDA
    - ii. Has experience with regulations and legislation
  - c. Mark Irvin is departing No-Li Brewing
    - i. Will remain a commissioner because he is still being paid by No-Li as a consultant
      1. He will remain on the commission until October 31, 2015 when his term is due to expire
  - d. Radovich Communications review and potential reimbursement
    - i. Create a 3 person committee to review Radovich Communications for year 1 of a 4 year deal
      1. Rick Star, Allen Rhoades, and Ken Nabors have volunteered as committee members
2. Treasurer's Report
  - a. WBC Balance Sheet
    - i. General fund currently has 101k
    - ii. Rainy Day fund has 118k (58k was removed to increase marketing budget)
    - iii. Net income (47K) which is a typical statistic due to the Washington Brewers Fest being our largest money maker
  - b. Transfer of Funds
    - i. Neil Fallon recommends we transfer 45k to front load Washington Brewers Fest as we did last year
3. Executive Director's Report
  - a. Marketing Committee Report
    - i. The new Washingtonbeer.com site is launched and performing well on computers and mobile devices
    - ii. Developed new logos for all of our events which creates a unity with all of the festivals that we produce
    - iii. Spent 5k to be a part of Voracious on April 23, which is a food and beer event that features Washington Beer exclusively
  - b. CBC Recap
    - i. Convention Center Hospitality Reception
      1. Had over 800 attendees come over 2.5 hours
      2. Tasted beers and had cheese and crackers available for attendees
      3. Handed out invitations to our Metal Craft event

- ii. Metal Craft Event
      - 1. Had 400+ in attendance tasting 12 beers on tap and 5 beers in cans
      - 2. Would promote the event more as a note for the future
    - c. Hired Edge Multimedia as our new media buyer
      - i. Will be advertising on a variety of radio, TV, and print
      - ii. 30k budgeted to spend for Washington Brewers Fest marketing
    - d. In the process of finding a Storyteller that can write about Washington Beer from a new perspective
      - i. Looking to find more human interest stories, sharing the community and passion about Washington beer
- 4. Director of Festival Operations Report
  - a. Open House Recap
    - i. Had 72 breweries participate at the event
      - 1. WBC staff visited 10+ breweries that were new to the market
      - 2. The event continues to grow and breweries reported an increase of attendance over the 2014 Open House
  - b. 10<sup>th</sup> Anniversary of Washington Brewers Festival
    - i. A collaboration beer will be brewed on May 18 at Two Beers featuring all Washington sourced goods
      - 1. This will be a 30 bbl batch that will be poured in various locations as the festival approaches
    - ii. 105 breweries will be in attendance with close to 10 on the waiting list
    - iii. We will have a US Open golf tent with projections TVs and putt putt golf
    - iv. Entertainment
      - 1. Friday night headliner: Spike and the Impalers
      - 2. Will have a mix of country, covers bands, and alternative playing throughout the weekend
    - v. Currently at 21k out of a goal of 25k for sponsorships for the Washington Brewers Fest
      - 1. 11k coming from BevMo
    - vi. We are moving to a 6oz glass with a 3oz pour line and giving them 10 tokens to encourage them to try a larger variety of beers
    - vii. Ticket price was increased by \$5 which will cover the price of having a glass taster at this festival
  - c. Summer Festivals Overview
    - i. Bremerton, July 18
      - 1. Moving to the waterfront in Bremerton which is directly to the right as you exit the ferry coming from Seattle
      - 2. Considering doing a “teaser” night on the 17<sup>th</sup> featuring just peninsula breweries before Saturday
      - 3. Room for a max of 35 breweries
    - ii. Everett, August 15
      - 1. Made close to 30k last year
        - a. Looking to reproduce the event in Everett
    - iii. Tacoma, August 29

1. Hosted at the Tacoma Dome Exhibition Hall
        - a. Will be an indoor, outdoor event
      2. Hoping for 1,600 attendees
    - iv. Spokane, October 2 & 3
      1. Back at Avista Stadium for the second year
      2. Moved the event to miss GABF and a handful of local festivals
      3. Similar setup as last year
5. WABL and Social Media Report
  - a. WABL Members – 3,170
  - b. Facebook Likes – 5,965
  - c. Twitter Followers – 7,513
  - d. Instagram Followers – 1,113
  - e. #DrinkWaBeer Instagram Campaign launched and has doubled the Instagram followers
6. New Business
  - a. WBG Update, now accepting nominations
    - i. Financials and staffing have been a challenge for the Guild, hamstringing their efficiency
      1. How to fix?
      2. Fill the Guild nominations with all beer commissioners and create a marriage between the WBC and WBG
      3. Together, more will get accomplished by like minded individuals
    - ii. The WBC could handle the workload for the WBG
      1. Event production, membership drive, and back of house
    - iii. Option 2
      1. Get new breweries in the WBG and help the Guild progress
  - b. Produce an info graphic to help brewers in the grass roots efforts marketing of the Washington Brewers Fest
    - i. Social media, provide a pdf to share, or a Facebook message to share between breweries
7. Next Meeting – Tuesday, June 9, 2015 / Location TBD