Washington Beer Commission
Commissioner’s Meeting Minutes
03/13/2018 12:00pm

Location: Fremont Brewing- Warehouse, Seattle
In Attendance: Eric Radovich, Allen Rhoades, Dave Leonard, Julie Johnson, Ken Nabors, Meghann Quinn, Heather Brandt, Matt Russell, Tyler Allott

1. Chairman Report
   a. Approve of minutes from Strategic Planning Meeting
      i. Approved

2. Treasurers Report
   a. WBC Balance Sheets
      i. Bushnell Craft owes us $2,000
         1. Enough to have them not be included in our festivals
   b. Belgianfest Financials
      i. Will make budget
      ii. Sold out for afternoon session
      iii. Evening session lighter, but safer
      iv. Possible ticket price raise, $5 for afternoon session

3. Executive Director Report
   a. WBF - WSLCB Event Permit
      i. LCB wants to keep minors away from alcohol
         1. They don’t know events and flow of traffic
         2. Wants us to create a “Beer Garden”
      ii. Anne McGrath and Eric Radovich to set up meeting with Lt. Garza to go over the Action Plan and to meet halfway
         1. Action Plan on page 10-11
      iii. Average attendee drinks 9.1 tasters in 2.5 hours
      iv. Change from 5oz glass to 4oz glass – people won’t know the difference
      v. WABL glass down from 10oz glass to 8oz glass
      vi. Everyone pouring will be educated on glassware, taking tokens, wristbands, MAST permitted
      vii. Brewery amounts down from 140-100
      viii. Safe event, known as a “tasting” not beer garden, limit over consumption
   b. LCB Action Plan
      i. Try to meet with Lt. Garza first, then go onto Johnson if needed
         1. Johnson is reasonable guy, but has to look out for his guys
      ii. Add having kids to the festival keeps it safer. Not having kids leads to more over consumption
      iii. Meeting with Garza before the end of the month more to come
   c. Marketing Committee Report
      i. New member
         1. Troy Anderson – Old Schoolhouse Brewery
      ii. Change up WABL Wednesdays
         1. Offer 3oz pours of beer
2. Change it to Saturday to increase traffic

iii. Merchandise
   1. Female Merchandise
      a. Everything is currently unisex – create women’s apparel with
different cuts
   2. Keep the Washington Beer logo on all of the merchandise to grow our
brand

iv. WABL Sponsors
   1. Updating the Washington Beer app to show the WABL Sponsors on map
   2. Raise the cost to $500 due to more stamps being collected and more
visibility

v. Brew-Ha
   1. Upping distribution around the state
      a. Put some money into getting them on all of the WA State Ferry
routes

vi. Vino Volo
   1. Did not get their lease renewed
   2. SSP taking over the airport
      a. Created Ballard Beer Hall
      b. Every concourse has a craft beer bar
   3. WA Beer will be poured, but WA Beer logo won’t be present

vii. Podcast
   1. Kendal Jones with the WA Beer Blog created the WA Beer Pod
      a. More NPR like, not as interesting
   2. Trying to create a podcast close to Dinner Party Download

d. New WBF Sponsor – Flatstick Pub
   i. $8,000 a year for 3 years
   ii. Bringing a new element to the Brewers Festival with putting contests

e. Radovich Communications Staff Change
   i. Trish is moving on
   ii. Looking for new employee to have more emphasis on expanding the app and
merchandise store

4. Director of Festival Operations Report
   a. Festival Committee Report
      i. Added some new members to the committee
         1. Erik – North Jetty
         2. Mike - Fortside
   b. WBF Lottery results and feedback
      i. Most people are understanding about not getting
      ii. If you are on the waitlist this year, you will automatically get in next year
   c. Lottery System and Limiting number of Beers
      i. Clarifying why committee members and board members get in
      ii. There will be 500 beers poured at this event – plenty of variety
   d. Open House
      i. Biggest amount of breweries participating for this event
      ii. #WABeerOH was trending in the Seattle Metro area for a couple hours on 2/24

5. Social Media/ WABL update
   a. WABL 3,940
b. Facebook 10,307
c. Twitter 9,846
d. Instagram 9,277
e. WA Beer mobile downloads 6,411
f. Total WABL Stamps Collected 36,098
   i. Dave – send out an email to all of the breweries with Social Media & App toolkit to help increase our followers and users

6. New Business
   a. WABL Sponsors
      i. $500 a sponsor
      ii. Get 20-25 sponsors
      iii. Mobile App bringing value to being a sponsor (shown on map)
   b. Yakima visit in May
      i. Look at potential venues for 2019 event
      ii. Connect with Chad with Fresh Hop Fest to help them out on logistics
   c. Vancouver on radar
      i. Venue concerns
         1. Only outside venues
         2. Only spring season open for event and need indoor space
   d. Proclamation
      i. Congrats to WA Brewers Guild for all the work that they have done this year
      ii. Nice to have the Governor on board with Washington Beer

7. Adjourn 1:30pm Next meeting May 13th, 2018