

Washington Beer Commission  
Commissioner's Meeting Minutes  
05/15/2018 1:00pm

Location: Fremont Brewing- Production Facility, Seattle

In Attendance: Eric Radovich, Allen Rhoades, Dave Leonard, Julie Johnson, Ken Nabors, Meghann Quinn, Heather Brandt, Annie McGrath, Matt Russell, Tyler Allott

1. Chairman Report
  - a. Approve of minutes from March 13, 2018
    - i. Approved
  - b. Commissioners attendance
    - i. Must be in attendance 5 out of the 6 commission meetings per year
      1. In person or electronically
    - ii. All business on the agenda must be taken care of during the commission meetings not during external communication after meeting
    - iii. If there is a topic that a needs to be put on the agenda, it must be brought up at least a week beforehand
  - c. Guests
    - i. Norm Sturm – Badger Mountain Brewing
    - ii. Dane Williams – Iron Horse Brewing
    - iii. Annie McGrath – WA Brewers Guild
2. Treasurers Report
  - a. WBC Balance Sheets
    - i. Cash flow is always low this time of the year due to all of Brewers Festival expenses
    - ii. Accounts receivable – big number due to sponsorship money coming in
    - iii. WABL sponsors – invoiced in April due to the app update that features the WABL sponsor locations
  - b. Belgianfest Financials
    - i. Hits budget of \$43,000
    - ii. Books are closed
  - c. Tri-Cities Financials
    - i. First year – break even budget
    - ii. 33% increase in attendance in year 2
    - iii. Event made \$8,000 in year 2
  - d. Accounts receivable
    - i. About \$4,000 still out there
3. Executive Director Report
  - a. WBF - WSLCB Meeting Recap
    - i. Annie & Eric met with Lt. Garza to mend the relationship
    - ii. What LCB wants
      1. One wristband for just drinkers
        - a. Designated Drivers and Children – no wristbands
      2. WBC participates in a training
        - a. WBC, Orswell Events, Landmark Security participated in a training first week of May

- b. Gave us a review of policies about carding, over consumption
  - c. LCB will be on-site this year
- 3. New Policies
  - a. To get a beer, you must show your wristband and give a token
  - b. Wristband has 3 tabs on it for extra tokens
    - i. Must have tabs attached to the wristband when they come up to the token booth
    - ii. Limit attendees to 3 additional tokens on top of the 8 they get upon entry
    - iii. 9.1 tokens per attendee in 2.5 hours is the median
  - c. Commission thoughts on limiting tokens?
    - i. If we have to sacrifice a little bit of money from token sales to keep our event running every year, it's worth it.
    - ii. If this was a 21+ event, LCB wouldn't care as much
    - iii. Friday – no real limit on token sales
    - iv. Saturday & Sunday – limit token sales
    - v. Since pourers are MAST permitted, the trust should be put on their judgement to be aware if someone is intoxicated
    - vi. These aren't 1oz pours like at GABF. 11 tokens is a solid effort.
    - vii. Hard to promote 100 breweries and 500 beers, but your limited 11 tastes
    - viii. Finding the balance of having a safe event where attendees don't go over their limit, but also not feeling like we are restricting attendees to 11 tokens only
    - ix. Motion to move forward with the decision from the WBC staff to limit attendees to 3 additional tokens at Brewers Festival
      - 1. Motion unanimously passes
- 4. Annie McGrath – Washington Brewers Guild
  - a. Growth of Cask and Winter Beer Festival
  - b. Addition of part-time membership coordinator
  - c. LCB Enforcement
    - i. A lot of aggressive enforcement
    - ii. New Bill - Only liquor bill to pass
      - 1. Anytime you are retailing out of taproom or pouring at an event and get a citation, you are no longer having to halt production or business. Instead you get probation for pouring at events
      - 2. Wineries and Distillery are getting involved with this bill
      - 3. Only liquor bill to pass unanimously
  - d. Economic Impact Study
    - i. It helps having updated information on hand when approaching legislature
    - ii. Helps educate the Guild's message in Olympia
      - 1. Production and growth
      - 2. Economic impact on the state
- 5. Marketing Committee Report
  - a. Washington Beer Podcast

- i. First episode is coming out before Brewers Festival
    - ii. Podcast outline on page 11 in the board packet
    - iii. Going to be fast paced, 20 minute podcast that is meant to be funny and you can listen in the car or on the bus
  - b. Seattle Times – Ad Agency
    - i. Market Committee wasn't too pleased with their pitch
    - ii. Looking to still do some advertising with them, but not the whole pitch they sent
  - c. Yakima visit
    - i. May 24<sup>th</sup> & 25<sup>th</sup>
    - ii. Speaking at a Rotary meeting
    - iii. Looking for event sites in Yakima for a future festival
- 6. Director of Festival Operations Report
  - a. Festival Committee Report
    - i. Tri-Cities
      - 1. Kennewick Parks department have been great to work with and very happy with how the event has been produced
      - 2. Having a DJ helped set the mood at the event
      - 3. Would fix the lights for next year
    - ii. WBF Operations
      - 1. Orswell Events is the new contractor
      - 2. Tom Anderson & Bill Row have been with the festival for many years – back on board
      - 3. Keg toss – back on Saturday and Sunday
        - a. Flatstick Pub will be on-site to add a putting element to the keg toss – sink a putt, get another toss
      - 4. WA Beer Run is back this year
        - a. 600 runners
        - b. Attracts a different audience and allows them to get in early on Sunday
      - 5. Brewers Lounge is handed over to the WA Brewers Guild this year
      - 6. Buyers Hours – Bring in key accounts to have access to the beer and talk to the brewers
        - a. Send out an invite to come the first hour on Friday
      - 7. MAST Permit – all pourers must be MAST trained
        - a. Held liable to a civil suit if a person isn't MAST trained and gets a citation
- 7. Social Media/ WABL update
  - a. WABL 4,276
  - b. Facebook 10,336
  - c. Twitter 9,897
  - d. Instagram 9,632
  - e. WA Beer mobile downloads 7,192
  - f. Total WABL Stamps Collected 42,568
  - g. Garage Sale
    - i. Switched WABL Wednesdays to a garage sale on Saturday
    - ii. Had some success – made \$115
  - h. Mariners Game

- i. WABL Night at the Mariners Game – Thursday, May 31<sup>st</sup> vs. Texas
  - ii. 100 tickets available to WABL members
  - iii. \$20 gets you a ticket, first beer free at Flatstick Pub and chance to win prizes playing “Stick Putt”
- 8. New Business
  - a. New Merchandise
    - i. Women’s apparel
    - ii. Beer Socks
    - iii. Insulated Pint Glass
    - iv. Hats
    - v. Shirts & sweatshirts
  - b. WA Beer BBQ
    - i. Waiting for the grass to grow at Lake Union Park
    - ii. Backup plan would be to go back to the Discovery Center where collaboration fest was held
- 9. Adjourn 2:52pm - Next meeting July 10<sup>th</sup>, 2018 at 1pm