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 24th & 25th
   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 31st 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 10th, 2018 at 1pm