Washington Beer Commission
Commissioner’s Meeting Minutes
10/13/2015 5:30pm

Location: WBC Office, Kirkland, WA
In Attendance: Eric Radovich, Matt Russell, Hayden Campbell, Meghann Quinn, Tricia Kovacs, Allen Rhoades, Neil Fallon, Ken Nabors

1. Chairman’s Report
   a. Minutes approved
   b. Selection of new commissioners
      i. Dave Leonard – The Ram
      ii. Derek Sanderson
   1. Other commissioner news
      a. Mark Irvin was with the commission since 2006 and will be walking away from the position
         i. His value was immeasurable and his presence will be missed
      b. Neil Fallon
         i. Will be selling American Brewing to Pacific Malting
         ii. Will remain on the commission until the transaction will be complete from 90 – 120 days
         iii. Recommended that a letter be sent state wide searching for a replacement
   c. Executive director review and reimbursement
      i. Positive review by the commissioners
         1. Feedback
            a. Better communication with the brewers that are members by default
            b. Collaborate with the WBG to work on communication and education
            c. Will work on getting the meeting agendas out earlier
      ii. Will approve $13,050 to compensate Radovich Communications for work outside the main contract including CBC and GABF
2. Treasurer’s Report
   a. WBC Balance sheet through September 30, 2015
      i. Event schedule has concluded for 2015
      ii. Net income will be 30k in 2015
3. Executive Director’s Report
   a. WBC festivals, financial recap, and Inland NW overview
      i. Belgianfest
         1. Net income 25k
a. 2k over budget

ii. Washington Brewers Festival
   1. Net income 201k
      a. 46k over budget

iii. Bremerton
   1. Net income 16k
      a. 4k under budget

iv. Everett
   1. Net income 22k
      a. 1.5k over budget

v. Tacoma
   1. Net income (4.5k)
      a. 5.5k under budget

vi. Spokane
   1. 2,868 paid attendees through the door

b. Marketing committee report (GABF, branding campaign)
   i. 35k left to spend in 2015 marketing budget
   ii. Will put more money toward executing the crisis communications plan that was outlined by Allison + Partners
      1. Edge Multimedia will be replaced
         a. Open to suggestions for replacements
   iii. Next marketing committee meeting will be in the middle of November
      1. The marketing and festival committee minutes will be distributed after each meeting to the commissioners

iv. GABF
   1. Washington Beer was well represented pouring 9 different beers over 4 days
   2. Received an invitation to attend a collaboration event in Hawaii
      a. Connected with other state’s brewe guilds

c. November 3 strategic planning retreat (2015 review, 2016 budget, branding strategy, crisis plan, festival ideas, InBev)
   i. Goals and strategies moving forward will be reviewed
   ii. Create a crisis communications plan
   iii. How do we compete with InBev?
   iv. Will be 9:00am – 4:00pm

4. Director of Festival Operation’s Report
   a. Everett Craft Beer Festival recap
      i. Same layout as 2014
         1. No dramatic changes to the layout of the event
         2. 3rd year with that layout
      ii. Used iPad POS for the first time at admissions and merchandise
1. Improved wait times at the front gate and made accounting much easier
   iii. Weather was good, mostly cloudy with sun breaks in the afternoon
   iv. Will use the same footprint in 2016 and will keep the event at 35 breweries
b. South Sound Craft Beer Festival recap
   i. Produced 2 weeks after Everett
   ii. Scheduled to be an indoor/outdoor event and moved the event indoors due to inclement weather
      1. The event flowed well indoors
      2. Moved all the food and music inside and made for an improvement on 2014
   iii. Festival committee has recommended that we move the event to November and move the event indoors
      1. Will be more of a holiday/winterfest
c. Inland NW Craft Beer Festival recap
   i. The stadium staff and venue were great
   ii. Used a 26’ refrigerated trailer for the first time which was an improvement
   iii. Food vendors were well paced and lines were never too long
   iv. Front gate was smooth and iPad POS worked well
d. Festival Committee report
   i. Belgianfest venue will potentially be under construction
      1. Will be looking for an alternate venue like CenturyLink Exhibition Hall
   ii. Looking to add another event in April 2016
      1. A high end food pairing event that will occur in the Seattle area
e. WABL/Social Media report
   i. Twitter: 8,108
   ii. Facebook: 7,042
   iii. Instagram: 2,383
      1. Focus on giveaways
         a. Have breweries participate in seasonal, timely giveaways
   iv. WABL: 3,019
5. New Business
   a. Create more productive arrangements with the barley and hops commissions
   b. Anne McGrath is the new Executive Director of the Washington Brewers Guild
      i. Work with her on a welcome packet explaining the difference between the Guild and Commission
      ii. Trying to grow the membership of the Guild
c. Now at 296 breweries
   i. Will make an effort to visit every new brewery and include them on what the WBC does and educate them about the festivals
d. Commission meeting, locations, and times of the meetings
   i. Next meeting will be held at 1:00pm at the new Fremont facility in February
6. Next Meeting – Tuesday, November 3, 2015 – Diamond Knot @MLT