

Washington Beer Commission  
Commissioner's Meeting Minutes  
2/10/2015 5:30pm

**Location:** WBC Office, Shoreline, WA

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

1. Chairman's Report:
  - a. Minutes approved
  - b. The Annual Report for 2014 has been released and will be distributed to every brewery
2. Treasurer's Report:
  - a. Our Net Income currently sits at \$(2,766.95) for January, and the year 2015
  - b. We have officially transferred the \$58,000 in funds from the Rainy Day fund into our marketing budget
  - c. Belgianfest:
    - i. Will make over \$25,000 in 2015 with two sold-out sessions and accepted over 100 walkup ticket sales per session
      1. At least at budget and likely over budget
    - ii. 41 breweries in attendance with over 100 different beers
3. Executive Directors Report:
  - a. Marketing Committee Report:
    - i. We officially have a new suite of 7 logos for 2015
      1. Focus on unity in design, look and feel
      2. The "IPA" was dropped from the South Sound Craft Beer Festival title because it was a limiting factor for those who participated
  - b. A new Washington Beer website will be launched tomorrow, 2/11/2015
    - i. Brought in more photography to the site and highlighted the breweries, festivals, and the craft
    - ii. Still need to add updated content to the website, but the components are built for future success
    - iii. The focus was to make it mobile friendly and geared toward a visual craft beer experience
    - iv. All of the festival pages are the same with the look and feel
    - v. There is a "create brewery tour" component that will let you build your own beer itinerary
    - vi. Would like to reach out to breweries to gather quotes, videos, images, and food pairing ideas
  - c. Attended an All Commissions meeting in Yakima on December 18
    - i. Learned that we should be partnering with the grains commission and hops commission moving forward
      1. Craft beer is becoming a larger piece of the business that they do
  - d. Sponsored The Cascadia Grains Conference on January 10 in Olympia

- i. Sponsored this conference on the recommendation of the commissioners and used it as an opportunity to advertise for the WBC
  - e. Attended the Washington Restaurant Association Hill Climb Reception January 26
    - i. Poured beer for a 3 hour reception and educated the legislators about the beer that we were pouring
  - f. The WSFMA Reception February 6
    - i. Poured beer for staffers and legislators who produce farmers markets across the state and opened the conversation about Washington craft beer
    - ii. Made connections with farmers markets and their local craft breweries
      - 1. Any farmers market can do beer and wine tastings limited at 2oz per taste with no more than 4 tastes
  - g. WA Beer presence at CBC
    - i. Secured a room for a reception at the CBC that the WBC will host on 4/15 from 3:30pm - 6:30pm
      - 1. Hoping to keep the budget for 4/15 between \$7,000 - \$8,000
    - ii. Secured a warehouse owned by Metal Craft for a WBC celebration on 4/16 from 7:00 – Midnight
      - 1. Including live music
    - iii. Budgeted \$15,000 to spend at CBC from the marketing budget
  - h. Brew-Ha brochure 2015
    - i. Produce 60,000 brochures a year through certified distribution and provide brochures to breweries across the state
- 4. Director of Festival Operations Report:
  - a. Belgianfest operations recap
    - i. Financially successful event with two sold-out sessions
      - 1. Could fit 100 more people per session without feeling packed
    - ii. 41 breweries in attendance with 3 food vendors
    - iii. Load in and out were very smooth and fast
  - b. Open House
    - i. 70+ breweries are signed up for open house so far on 2/21
    - ii. Posters and flyers will be distributed shortly for breweries to advertise the event
    - iii. The event has grown over the years and has seen a strong turnout in the East Side of the state
  - c. WABL and Social Media
    - i. 29 new WABL members since 12/31/2014
    - ii. 126 new Facebook like since 12/31/2014
    - iii. 164 new twitter followers since 12/31/2014
    - iv. 116 new Instagram followers since 12/31/2014
- 5. New Business
  - a. A Beer competition event has been recommended as an opportunity to produce an additional tasting festival

- i. Is it a money maker?
    - ii. Are breweries passionate for a competition event?
  - b. Neil Fallon from American Brewing has proposed that we draft a letter and recognize Dick Cantwell for his ground breaking efforts in the Washington craft beer industry, and the leadership that he displayed by stepping down from the WBG
    - i. Possibly we could earmark some dollars to donate a scholarship in Dick Cantwell's name
  - c. The next Washington Brewers Guild meeting will be held 3/10 at 7:00pm TBD
    - i. We will draft a letter in support of Dick stepping down from the Guild
    - ii. Important for the Commission to attend the meeting and be the unified voice
- 6. Next meeting will be held on April 21, 2015 at the WBC Headquarters