

Washington Beer Commission
Commissioner's Meeting Minutes
6/9/2015 5:30pm

Location: Hellbent Brewing, Lake City Way, WA

In Attendance: Eric Radovich, Matt Russell, Hayden Campbell, Ken Nabors, Meghann Quinn, Tricia Kovacs, Allen Rhoades

1. Chairman's Report
 - a. April 21, 2015 Committee Meeting Minutes approved
 - b. WBC Meeting Schedule
 - i. August 11, 2015
 - ii. October 13, 2015
 - iii. December 8, 2015
2. Treasurer's Report
 - a. 40k was transferred from savings to the operating account to kick start the Washington Brewers Festival
 - i. The money will be returned at the end of the festival season
 - b. Accounts Receivable is currently at 33k
 - i. 29K is only 30 days out from sponsorship invoices
 1. 11k coming from Bevmo!
3. Executive Director's Report
 - a. Washington Brewers Festival marketing update
 - i. Using glass tasting glass with 10 3oz pours
 1. Selling additional tokens at 1\$/token
 - ii. Increased marketing budget to 30K
 1. Capturing digital, TV, and radio
 - a. Including live interviews and TV commercials on komo TV, king TV, KEXP & Seattle weekly
 - iii. Sold more advance tickets than we did last year in presale, 3,500 sold with a 5\$ ticket increase
 - iv. Featuring a US Open golf tent with two 62'' TV's
 - v. Water stations will be available for people to rise their own beers
 - b. WA Beer Presentations
 - i. Voracious Seattle
 1. 5 Washington breweries pairing their beer with local Seattle restaurants
 - a. Distributed magazine to 50,000 foodies with prominent logo and event schedule placement
 2. 5k to be involved in the event with Eric as the MC
 - ii. Visit Seattle Open House
 1. Focusing on Brewery tourism within the state
 - iii. Washington State Lodging Association

- 1. Bellingham based event discussing brewery tourism
 - 2. Making beer packages for the local hotels featuring a beer trail
 - iv. UK Sunday Times feature talking about Seattle as a beer mecca
 - v. Developing a relationship with WTA
 - 1. Another team focusing on tourism and what makes Washington unique
 - vi. Hired a writer to produce interesting new beer stories
 - 1. 1 story per month for 8 months with an interesting new perspective on beer featured on the Washingtonbeer.com website
 - a. 1st story will feature new breweries at their first brewers festival
- 4. Director of Festival Operation's Report
 - a. 10th Anniversary Washington Brewers Fest Update
 - i. ProMotion events hired to run the event
 - 1. 60 hired staff
 - ii. Focusing on getting people through the lines quickly with ipad POS and 6 lines to queue them in
 - iii. 105 breweries had us add 3 additional breweries to the larger tents
 - 1. Repositioned the Nano brewery tent so that it is more customer facing
 - 2. 3 total ciders will pour as well as Vessel wines in the same tent
 - iv. Kids area will be very similar to last year's set up
 - 1. One additional inflatable will be added
 - 2. Root beer garden will return with more options
 - v. Friday night entertainment will feature Spike and the Impalers
 - 1. Has a chance to really perform well with space to grow
 - vi. Brewers lounge will be the same as last years
 - vii. Focusing on making more bike racks an option and place parking on the Burke Gilman trail
 - viii. 20 food trucks with a large variety of options
 - b. Bremerton Update – July 18
 - i. Moving the event to the waterfront
 - 1. Close to the ferry terminal
 - ii. 31 registered breweries for the event
 - 1. Mix of North and West sound breweries
 - iii. The City of Bremerton is installing their own music stage at the park
 - iv. Trying to bring in food trucks as well as using local nonprofits for the food
 - v. Leaving the option to grow this event in 2016 for a Friday night south sound only night
 - c. Festival Committee Update
 - i. Looking to produce an additional event in April of 2016
 - 1. Potentially looking to host another event in Seattle featuring session beers or a food truck rodeo
- 5. WABL/Social Media Report
 - a. Facebook: 6,227

- b. Twitter: 7,702
 - c. Instagram: 1,546
 - i. #DrinkWaBeer campaign has concluded
 - ii. Doubled followers and received 1,000+ entries with the #Drinkwabeer hashtag
 - d. WABL: 3,002
6. New Business
- a. East side breweries are disappointed with the date for the Inland NW Craft Beer Festival
 - i. GABF forced the date to be later than preferred
7. Next WBC Meeting – Tuesday, August 11, 2015