

Washington Beer Commission : Commissioner Meeting Minutes

May 8, 2012 : Diamond Knot Brewing B2, Mukilteo, WA

Attendees: Jason Kelly, Allen Rhoades, Janelle Pritchard, Greg Parker (on-line)

Meeting Open: 5:35 PM

Minutes: March minutes need to be approved at July Meeting.

Chair's Report:

- Craft Brewers Conference Recap
- As number of beer festivals grow, Commissioners need to encourage the benefits of WA Beer Commission Festival Participation. Remind that money from festivals goes back to promotion of WA Beer.

Treasurer's Report:

- P&L Report
- Transferred Money from rainy day fund in order to cover operating expenses, due to not having funds from the Cask Festival this year.
- Money will be returned after WA Brewer's Festival
- E.D. is working with an Assistant Accountant once a week.

E.D.'s Report:

- Marketing Committee Update
- Transaction detail report of money spent by Marketing Committee
- \$45,000 had been budgeted, \$26,658 has been spent
- Working on new ideas for marketing funds
- Website Growth
- BrewHa Distribution
 - 65,000 printed & 11,000 distributed so far
 - Will analyze uptake when reported
- WA Beer Brand Style Guide Complete
- Mobile App has launched
 - 1,000 downloads
 - Further promotion via website and other media
- WA Beer YouTube Channel Launched
- Wait to distribute WA Beer Coasters until after WABF Coasters are distributed
- Food Service Show Recap
- Community Appearances & Presentations

Festival Director's Report:

- WA Brewers Festival
 - 60 WA Breweries 3
 - 4 additional gourmet food trucks
 - Site Plan Review
 - Ticket Sales Report (Online and Retail Outlets)
 - 10 oz beer glass again
- Bremerton Summer BrewFest
 - Expanding the site North and into a parking lot.
 - Registration sent out week of May 14-18
 - 24-28 Breweries
- Everett Craft Beer Festival
 - Logo designed and working on site plan
 - Registration week of May 14-18
- 2012 Winter Beer Festival at Hales December 7-8

New Business: None

Next Meeting: July 10, 2012 Big Time Brewing, Seattle

Minutes taken by Matt Russell, Director of Festival Operations