

## **Washington Beer Commission: Commissioner Meeting Minutes**

March 12, 2013: Fremont Brewing, Seattle, WA

Attendees: Rebecca Elias, Doug Hindman, Mark Irvin (phone), Matt Lincecum, Greg Parker, Allen Rhoades

### Chair's Report:

- Motion passed to approve January 2013 minutes
- Introduced Kate Hedstrom as new contract employee; working on WABL affairs and assisting with festivals
- Commissioners would like to see meetings continue to take place on the same day/location as Guild
- AG conference call: explored idea of contracting with a mgt. firm instead of individuals; move to 3-5 year contract with interim reviews; RFP being drafted and will circulate 1 week prior to May meeting; goes public in June; goal is to make transition by end of October

### E.D.'s Report:

- Working on 3-5 year plan + job descriptions for E.D, Festival Operations, and new position as basis for RFP for management company
- Amended language approved giving Mkt. Committee authority to spend monies w/o having to bring projected expenses back before the Commissioners. Spending limit is sum allocated to the committee annually.
- Goals for proposed economic impact study will be articulated before seeking bids
- Update on BrewHa, coasters, caps, and Washington Beer app
- \$10k spent on advertising for Seattle magazine featured beer issue
- 53 breweries took part on Washington Beer Open House
- Partnership in 2013 with KEXP
- E.D. will take part in meeting with organization seeking guidance on featuring Washington Beer at State Fairs

### Treasurer's Report:

- Annual report circulated both in print and via email
- Balance sheet presented to the Commissioners

### Festival Director's Report:

- Belgianfest sold out again; \$2500 over budget; looking to grow attendance + food offerings next year
- Winterfest: still seeking larger venue; possible move to early November
- WA Brewers Fest: after one week 32 breweries already registered

### WABL Report:

- Information + registration booth will be part of Cask Fest; currently 2600 members

### New Business:

- Dan Newhouse has been replaced by Bud Hover as Director of the Department of Ag
- Odem (beer distributor) rep was introduced and expressed interest in coordinating efforts with the Mkt. Committee to promote Washington Beer

Next Meeting: May 14, 2013; Location TBD

Motion passed closing the meeting at 6:40 PM

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*Minutes recorded by Doug Hindman, Commission Secretary*