

Washington Beer Commission
Commissioner's Meeting Minutes
8/9/2015 1:00pm

Location: Fremont Brewing – Warehouse, Seattle

In Attendance: Eric Radovich, Matt Russell, Hayden Campbell, Meghann Quinn, Heather Brandt, Dave Leonard, and Matt Lincecum, Ken Nabors, and Julie Johnson

1. Chairman's Report
 - a. Approval of minutes
 - i. Will be emailed at the end of the meeting for approval
 - b. Tricia Kovacs (WSDA) departure
 - i. Waiting to be assigned a new representative
2. Treasurer's Report
 - a. WBC balance sheet through July 31, 2016
 - i. 118k in rainy day fund
 1. Fully replenished
 - b. Washington Brewers Festival
 - i. Made roughly 207k against a budgeted 157k
 1. Washington Beer 5k netted nearly 5,000
 - a. 500 runners attended
 - c. Bremerton Summer Brewfest
 - i. Just on budget, netting 20k
 - d. YTD Festival Financials
 - i. 80k ahead of where we budgeted to be
3. WABL/Social Media Report
 - a. WABL at Washington Brewers Festival
 - i. Added 1,147 total members to WABL
 - b. WABL at Bremerton Summer Brewfest
 - i. Added 89 new members to WABL
 - c. WBF merchandise sales
 - i. Sold \$12,697 worth of Washington Beer merch
 - d. Social Media/WABL numbers
 - i. WABL 3,303
 - ii. Facebook 8,603
 - iii. Instagram 5,551
 - iv. Twitter – 9,005
4. Director of Festival Operations Report
 - a. Festival Committee Report for WBF
 - i. Had record attendance, 20,235, over 2015 which had over 18,00 with perfect weather
 - ii. Friday – 4,783
 - iii. Saturday – 8,471
 - iv. Sunday – 6,980 (record for Sunday)
 1. High attendance caused long lines which will be addressed in 2017

- a. Moving all 6 lines to ticket holders and constructing a separate ticket buyer's booth
 - v. Looking to add another 10 breweries in 2017
 - vi. The goal is to sellout in advance before Memorial Day
 - b. Washington Beer Run
 - i. Advertised the festival to a new crowd and will adapt and grow that for 2017
 - 1. Logistics for a Sunday morning run worked well with the rush
 - ii. Incorporate a VIP food element with a more expensive ticket
 - 1. Potentially a \$100 ticket on Thursday night
 - c. Bremerton operation update
 - i. Second year on the Bremerton Waterfront
 - 1. Added a Friday night session with about 800 attendees
 - a. Took enough pressure off of Saturday that the sessions felt less crowded
 - 2. Saturday had 2,200 attendees
 - 3. No one waited more than 9 minutes to get into the event
 - d. Everett Craft Beer Festival
 - i. Similar layout as last year
 - 1. 34 breweries in attendance
 - e. Inland NW Craft Beer Festival
 - i. Adding kids on Saturday
 - 1. Extending a kid's area in Right field with inflatables
 - 2. Allowing 2 Idaho breweries to attend
5. Executive Directors Report
 - a. Julie Johnson – Export Development Trade Specialist (WSDA)
 - i. Bringing Washington beer to Japan, China, Vietnam, and South Korea
 - b. Marketing Committee Report
 - i. Have 92k left in the marketing budget to spend for 2016
 - 1. Will spend some additional money on the Washington Beer app
 - ii. Edge Multimedia did a great job with the 30k spent to market WBF
 - 1. Could spend more in 2017 to push for a presale sold out event
 - iii. Reprinting the coaster with new verbiage, social media apps, and an app QR code
 - 1. Potentially print two coasters with a “Home of the Hops” tag including WABL information and a “Fresh Local Award Winning” including the social media information
 - iv. Discontinuing the Washington Beer bottle caps
 - 1. Ron Gregerson as a contact for the breweries who would like to continue use of the Washington Beer bottle caps
 - v. Attending GABF on October 5-7
 - 1. All three members of the Beer Commission team will be attending as an opportunity to gather nationwide information about the pulse of craft beer
 - c. Crisis Communications at WBF
 - d. Mobile App

- i. The bugs have been fixed and there is a plan in place to launch the app in late fall
 - ii. We have a new developer that has given us new confidence in the app moving forward
 - 1. Will spend additional dollars to have an app produced that we are proud of
- e. New Business
 - i. Online store through Brist or Kotis is in discussion
 - ii. Currently working on a WABL poster to distribute to all of the Washington breweries
 - iii. Brewers Guild now has a new President – Pam from Icicle Brewing
 - 1. The Guild has asked Radovich Communications to produce Winter Beer Fest and Cask Beer Fest moving forward
- f. Next Meeting is Tuesday, October, 2016 at the Fremont Production Facility