

Washington Beer Commission
Commissioner's Meeting Minutes
2/9/2015 1:00pm

Location: Fremont Brewing – Warehouse, Seattle

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

1. Chairman's Report
 - a. Minutes approved
 - b. Selection of new commissioner
 - i. 2 applicants are getting vetted for the open position
 1. Thanks to Neil Fallon for his time and effort
 - ii. Commissioner positions will be selected at the next Commissioners meeting
 - c. Final Financial numbers from 2015
 - i. Spent 121k on marketing in 2015
 1. With help from the rainy day fund
 - d. Move 2015 proceeds to marketing
 - i. 25k from carryover proceeds to the marketing fund
 1. Approved by financial committee
2. Treasurer's Report
 - a. Annual Report for 2015
 - i. Numbers have been finalized for 2015
 - b. 2016 Budget Approval
 - i. Approved by the state for 2016
 - ii. Scheduled for an audit in 2016
 - c. WBC Balance Sheet through 1/31/2016
 - i. 282k in cash
 - ii. Accounts Receivables down to 4k
 1. \$2,500 is from 1 vendor
 2. Elysian owes \$1,000
 - d. Belgian Fest Financials
 - i. Budgeted to make \$22,100
 1. Will make \$30,000+
3. Executive Directors Report
 - a. What's new for the WBC 2016
 - i. Belgian Fest
 1. Moved to Fisher Pavilion from Bell Harbor
 - ii. Open House
 1. Have a record 100+ breweries participating
 2. Increased marketing effort and social media promotion
 - iii. Collaboration Event

1. New event on April 22-23
 2. Breweries will team up and make a unique beer for the event
 - iv. Beer Run at WBF
 1. Adding a 5k to the beginning of the Sunday session of the WBF
 - a. 30-minute early entry with your racing bib
 - v. Bremerton 2-day event
 1. Adding a Friday night teaser event with mostly West Sound breweries participating
 - a. 4.5-hour session on Friday night
 - vi. Spokane adding a family element
 1. Bringing families to Spokane
 - a. With additional games and play area in right field
 - vii. Tacoma has moved to November
 1. Tacoma event will be all indoor featuring winter style beers
 - a. Taking place at the Tacoma Dome Exhibition Center
 - viii. Mobile App and WABL Passport
 1. Developing new mobile app
 - a. Include an electronic mobile passport
4. Director of Festival Operations Report
 - a. Mobile App and WABL passport Details
 - i. Similar look and feel to our website with added features including brewery tour on the app
 - ii. Allow brewer check-ins and keeping track of the WABL stamps electronically
 - iii. Encourage people to check in integrating social media with the app
 - b. Website updates for 2016
 - i. Launched the new website in 2015
 1. Adding new images, new festival, adding more video to the site, and feature stories that we have a hired writer curating
 - c. Belgian Fest Operations
 - i. Moved to Fisher Pavilion because Bell Harbor was under construction
 1. Positive move, Seattle Center was happy to host us
 2. Increased attendance, great look and feel to the event
 - a. 2 sold-out sessions with 1,200 a session
 3. Added lighting and flags to add atmosphere
 4. 44 breweries attended with a smooth load in and out
 5. A great opportunity to expand to a food and beer tasting event
 - d. Festival Committee Report
 - i. April Collaboration Beer Festival is April 22-23
 1. Looking for 40 breweries, 20 beers
 2. Under a tented space on the Discovery Center lawn
5. WABL and Social Media Report
 - a. WABL App Details

- i. Integrating passport into the app
 - 1. Add a WABL discount aspect to the app
 - b. Survey Specifics
 - i. Getting information on whether or not they use similar apps, electronic check-ins, and demographic information
 - c. WABL events and improved WABL lounge at WBF
 - i. We are moving the WABL lounge by the mansion and will be adding games, food, TV, and places to sit
 - d. WABL: 2,968
 - e. Facebook: 7,426
 - f. Twitter: 8,434
 - g. Instagram: 3,037
 - h. Goals for 2016
 - i. WABL: 3,500
 - ii. Facebook: 9,000
 - iii. Twitter: 10,000
 - iv. Instagram: 5,000
- 6. New Business
 - a. Email Washington Beer Logo to all the breweries and encourage them to add the logo and link back to washingtonbeer.com
- 7. Next Meeting April 5, 2016 at Fremont Warehouse