

Washington Beer Commission

Meeting Minutes

6/10/14

5:34pm -Treasurer's Report, Neil Fallon

Reviewed balance sheet, moved \$40,000 from rainy day fund for cash flow to pay for Brewers Festival invoices. Will be paid back in July.

Emphasized the importance of Brewers Festival -75% of annual income is from the Father's Day weekend event.

5:37- Executive Director's Report, Eric Radovich

Eric will prioritize strategic communication plan based on funding.

-Will get approval for decisions over \$10K.

-Reviewed key items in strategic plan packet.

-New website is high priority, new event logos, and crisis communications plan.

-Eric will create phone tree for all commissioners so communication can be clear across the board if something serious were to happen.

-Web site and new logos expected to launch in Jan/Feb 2015

5:51- Approval of April 15 and February 11, 2014 minutes

5:52- Changes to budget approved. To be forwarded to the State of Washington.

-Bremerton is back on, Spokane venue move, and new Tacoma event in October.

-Bremerton to stay, revision of 2013 event

-Inland NW Event moving to Avista Stadium

- Suggested that eventually make this family friendly?

-Tacoma Event indoor small hop festival. 750-900/session Oct. 18 at Union Station \$30/35. Food available downstairs, and more tokens

6:31- Changes approved for budget.

6:32- Festival Operations Report, Matt Russell

-Entry for Brewers Festival changed this year, main entry move outside fence line.

-More signage.

-Hop education tent this year with hop samples.

-Suggested to have a small music stage for children next year

-Bremerton, July 12th. 30 breweries

-Everett, August 16th. Produce same event, more marketing, fruit beers.

6:50-WABL/Social Media Report, Kacy Van Berkum

-Social media following increasing

-WABL membership renewal percentage high

-Suggested to hold more WABL events

7:00- New Business- Eric Radovich

-Matt and Eric to travel to see other beer festival in Milwaukee July 26th

-Gather ideas to bring back to our own festivals.

-3 days ~ \$2,000. Approved by Commissioners

7:05- Meeting adjourned