

Washington Beer Commission
Commissioner's Meeting Minutes
4/4/2017 1:00pm

Location: Fremont Brewing – Warehouse, Seattle

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

1. Approval of Minutes from February 14 Meeting
 - a. Will approve during the June meeting
2. Radovich Communications Contract Update
 - a. Will submit a description of work that goes beyond the negotiated scope of work
 - i. Will review in May for approval of the scope change and the additional work that needs to be reimbursed
3. WBC Balance Sheet through March 31, 2017
 - a. Fully funded Rainy Day fund at \$118,791
 - b. Assets totaling \$135,000
 - c. Outstanding receivables are down to \$7,000
4. Belgian Fest Final Numbers - \$42,000 profit
 - a. Budgeted to make \$35,000
 - i. Budgeted the facility to be much more expensive than it was
 - b. Become a consistent 40k earner
5. Selection of a New Bank – Home Street Bank
 - a. A Washington born bank
 - b. Moving from Chase Bank because they are not accredited by the state to handle tax payer dollars
6. Assessments Billing – 2016 Production Numbers
 - a. Bill \$.10 per barrel brewed up to \$1,000 dollars
 - i. Expecting to collect close to \$30,000 up from \$27,000 from last year
 - ii. The average brewery pays \$90 a year
 - iii. Eric Radovich will distribute the 2016 BBL produced report to the commissioners
 - b. There are 5,200+ craft breweries nation wide
 - i. 630,000 BBLs produced by craft breweries this year
 - c. Washington opened 46 breweries in 2016 and 3 closed
7. Marketing Committee Report
 - a. Washington Beer Open House
 - i. 134 breweries opened their doors for the 2017 Open House
 - ii. Future ideas: Two-week open house
 1. Week one featuring Seattle/King Co and week two will feature the rest of the breweries
 2. Get off Hops and Props and Zwicklemania

- 3. Increase our marketing spend to promote the event
 - iii. Coasters and Washington Beer Guides are produced and being distributed state wide
 - 1. Developing a criterion for supplementing the costs of regional brewery tour brochures
 - iv. Changing ticket vendors from Brown Paper Tickets to Eventbrite because of the free marketing that their software offers
 - 1. Ticket buying is more seamless with fewer clicks
 - v. Will continue to sponsor and support Seattle Beer Week
- 8. New Mobile App Testing
 - a. Soft launch by the end of April to WABL members and committee members to make sure that their information is correct
 - b. Will be adding the Commissioners to TestFlight
 - i. PostDoc 's location is incorrect in the app
- 9. Festival Committee Report
 - a. The registration for the Washington Brewers Festival filled up in 24 hours
 - i. 130 breweries will be in participation
 - 1. The final 10 breweries were chosen off of a lottery
 - 2. 18 that are currently on the waitlist
 - ii. Top 50 token receivers will be automatically admitted to the next year's event
 - 1. Any breweries that did not participate in the previous year's event would be in
 - 2. All committee volunteers would be included
 - 3. The rest of the spaces would be picked by lottery
- 10. Festival Operations – Tri-Cities, Washington Brewers Festival, Bremerton
 - a. Tri-Cities
 - i. A lot of local support for the event
 - 1. 35 breweries are registered for the event
 - 2. 80 tickets are sold currently
 - ii. Budgeted to break even
 - b. Washington Brewers Festival
 - i. The main complaint from 2016 came from tickets holders who waited in the ticket buyer line
 - 1. We can now sell DD's in advance and improve the front admission process
 - ii. Adding another beer tent to accommodate the additional breweries
 - iii. Selected 18 food trucks to participate in the event
 - 1. Diverse and approachable foods
 - iv. Will be bringing back the beer run for this year
 - 1. Looking to grow the run to 800 attendees
 - v. Booked the live entertainment for the event
 - 1. Pearl Jam tribute band, Washed in Black, will headline

- vi. Total Wine and More is running up against their deadline to reup as the title sponsor
 - c. Bremerton
 - i. Preliminary planning for the event
 - 1. Reserved tents, fences, restrooms, and the park
- 11. Social Media/WABL
 - a. WABL – 3,452
 - b. Facebook – 9,495
 - c. Twitter – 9,463
 - d. Instagram – 7,761
- 12. New Business
 - a. Olympia Presentation
 - i. WBC reported on Hops and Beer tourism
 - b. Cask Festival
 - i. Winter Beer Fest was up \$10,000 over the year and Cask Fest was up \$15,000 from last year
 - c. Guild BBQ
 - i. May 25, 2017 will be the date at Annie McGrath's house
 - 1. A good opportunity to show support of the Guild
 - d. WABL T-Shirt Error
 - i. 200 shirts are in circulation with the 2015 list printed on them
 - 1. Will be getting these orders refilled by Kotis this week
 - e. WBF Drone video/pictures
- 13. 2:30pm Adjourn – Next WBC Meeting – Tuesday, June 6, 2017