

Washington Beer Commission
Commissioner's Meeting Minutes
8/11/2015 5:30pm

Location: Elliot Bay Brewing, Lake City Way, WA

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

1. Chairman's Report
 - a. Minutes approved from Commission Meeting on 6/9/2015
 - b. Reminder of nomination for WBC to replace Mark Irvin from Spokane
2. Treasurers Report
 - a. WBC Balance Sheet through 7/31/2015
 - i. Rainy day fund has been returned to the Father's Day Festival 2016
 1. 58k in total
 - ii. Marketing budget up to 185k for 2016
3. Executive Directors Report
 - a. Washington Brewers Festival Report
 - i. 17,355 paid attendance
 1. 21,853 total attendance
 2. Record attendance on Friday night
 - a. 3,880 paid attendance
 - ii. 214,607 3oz beers poured
 - iii. Net over 200k in 2015
 - iv. Weather and operations were flawless
 1. No damage or incidents
 2. Still fits in footprint with room for growth
 - b. Bremerton Summer Brewfest Report
 - i. 3,185 paid attendees
 1. Just fell short of the goal at 3,300
 - ii. 20k net expected for 2015
 - c. Marketing Committee Report (GABF, Branding Campaign)
 - i. Create a crisis communications plan at the November retreat 2015
 1. Spend up to 6k on the crisis communications plan
 - ii. Will spend an extra 5k at Everett and Tacoma events each
 1. Looking to get an extra attendance bump with less focus on grassroots marketing
 2. Marketing with Pandora targeted adds in Snohomish and Pierce counties
 - iii. New story is posted monthly on the washingtonbeer.com website
 - iv. WABL has stalled at 3k, what is the solution?
 1. Bringing WABL to the digital age

- a. Match the demographic of the young beer drinker
 - v. Next marketing committee meeting will be held September 8 @ 3:30pm
- 4. Director of Festival Operations Report
 - a. Washington Brewers Festival Operations Recap
 - i. Stuck to a similar site plan as 2014
 - 1. Added a US Open tent near the Mansion
 - ii. Wait at the front end never got past 20 minutes
 - iii. Longest line was Sunday afternoon from 1-3pm due to the compressed schedule
 - iv. Load in and load out was smooth with 105 breweries in attendance
 - v. Few issues were with Security on Saturday with half the staff not arriving until two hours after gates opened
 - 1. Small issue with ice getting staged throughout the weekend due to a semi-truck breakdown on Friday
 - 2. Will make sure that the truck arrives with ice beforehand
 - vi. Moved to a glass taster with a 3oz pour line
 - 1. Provided each attendee with 10 tokens to encourage them to sample more beer
 - 2. Received feedback that the pour line was difficult to hit
 - a. Possibly move to a 4oz glass to enforce a physical limitation to the pour in 2016
 - vii. Hoping to improve the headliner on Friday and activate some dead space in the site plan
 - 1. WABL Lounge and US Open tent will be subject to change
 - b. Bremerton Summer Brewfest Recap
 - i. Two people suffered from heat exhaustion
 - 1. 92 degree day
 - 2. Might provide more shade tents in the future
 - ii. Security was late for the opening of this event
 - 1. Looking to create an exclusive relationship with a staffing company to make sure these issues don't occur in the future
 - iii. First year in the new Waterfront venue
 - 1. Setup and teardown was much easier without having to close the street
 - 2. Breeze off the water was a nice respite from the heat
 - iv. Potentially open the event Friday night with Peninsula and West Sound breweries as a teaser night
 - 1. Will provide live music with half the breweries open
 - c. Festival Committee Report (Everett, South Sound)
 - i. Everett Craft Beer Festival
 - 1. 32 breweries on hand
 - 2. Same site plan as 2014
 - a. Added more food vendors

- b. Hoping to get the same attendance as 2014 with 3,5004
 - ii. South Sound Craft Beer Festival
 - 1. Indoor/outdoor event for the 2nd year of the festival
 - 2. Moved the event to the Tacoma Dome Exhibition Hall
 - a. Had to go through Ticketmaster which adds 4\$ in fees for advance tickets
 - i. Discourages advance ticket sales
 - b. Looking for a heavy walkup for the event
 - 3. Need 1,650 in attendance to breakeven
 - a. This is a new market that we are developing
 - b. We had 900 attendees in 2014
 - iii. Next Festival Committee Meeting is September 9 @ 3:30pm
5. WABL Social Media Report
 - a. WABL – 2,902
 - b. Twitter – 7,920
 - c. Facebook – 6,577
 - d. Instagram – 2,059
6. New Business
 - a. Radovich Communications is moving to Kirkland off 405
 - i. Moving after Labor Day weekend
 - ii. Sharing the office space with Orswell Events
 - b. Moving to iPads to replace our cash registers at events
 - i. iPads and software were 4k upfront and 170/month
 - 1. monthly rate depends on usage and will not be charged for off months
 - 2. Check in with the CYA to define what a “significant” increase in our administrative budget would be
 - a. Represent at October meeting
 - c. Adding an April event in 2016
 - i. Tri-Cities is a potential market for a new event
 - 1. Maybe look at Yakima as an alternative
 - ii. Another option would be a food and beer event in Seattle
 - 1. High end ticket option
 - a. Pair a restaurant/food truck with a brewery
 - d. Skagit Valley College is starting an academy model program for distilling and brewing
 - i. Goal is to train entry level brewers to backfill their staff
 - ii. Intent is to expose people to brewing and educate them in the business of beer
 - iii. Will be looking for internship hosting breweries in summer 2016
7. Adjourn – Next WBC Meeting – Tuesday, October 13, 2015 at the Kirkland Location

Remaining Schedule:

Tuesday, October 13, 2015

Tuesday, December 8, 2015