

## **MINUTES WILL BE APPROVED AT 1/24/23 Meeting**

### **Washington Beer Commission - Commissioner's Meeting**

**Date: 12.7.22**

**Location: Zoom Meeting**

Madi Roy, Devon Ray, Allen Rhoades, Meghan Quinn, Ron Extract, Devon Bray, Matt Lincecum, Eric Radovich, Matt Russell,

Chairman's Report: Allen Rhoades

1:03-Meeting Begins

1:05pm – Motion for Approval of minutes from WBC Meeting, September 13, 2022

Finance Committee Report: Allen Rhoades, Eric Radovich

1:05pm - WBC Financial Detail as of December, 2022

- Winter Beer Festival made about \$33k
- Financial report in packet
- \$57,000 in bank and about \$38,000 incoming. \$95,000 in total. Sold \$89k in tickets at Winter Beer Festival.
- Need to pay down \$44,000 in credit card debt
- Have to pay about \$38,000 for Winter Beer Festivals
- Leave us with \$5k-10k in checking and savings.
- Radovich Communications contract mutually concludes 12/31/22
- Need \$2k a month in overhead to keep lights on (warehouse \$1350 mo)
- Take the risk to produce the WA Brewers Festival in June?
- Assessment invoices could go out in March of 2023-About \$25k-\$30k annually
- Volunteer from Commission would need to send out invoices for assessments
- Need an RFP for event vendor to produce brewers festival

Executive Director's Report: Eric Radovich, Allen Rhoades

1:20pm - Recommendations and plan going forward into 2023

- Various Ideas from Commissioners:
  - Keep Commission, but make it smaller, produce Brewers Festival maybe one other smaller event (Winter?)
  - What's the new goal of the Commission? How does Brewer's Festival help that?
  - What other ways to get the word out to a new audience.
  - Can the Guild do this?
  - Is WABL still viable? Does it make sense? Does it serve the mission?
  - With the increase in number of Breweries, does the Commission serve all state-wide members?
  - Festivals don't serve all breweries, if they don't distribute beer
  - Many smaller breweries are just marketing locally
  - Still confusion on difference between Guild and Commission responsibilities
  - Many more healthy craft beer markets in state
  - What more can the Commission do?
  - Smaller breweries benefit?
  - Fair compensation for breweries at festivals?

- Help coordinate breweries for out of state events?
- Other types of festivals?
- Other Passport programs with more local focus?
- Survey out to breweries?
- Demand is good, biggest threat is increased taxes (Guild responsibility)
- Funding sources for any marketing efforts? \$50k does not go very far
- Ad revenue on mobile app? Does this fit RCW?
- Commissioners would need to do some of these tasks without paid staff.
- Wine Commission succeeds based on larger assessments to its members.
- Small breweries all have different priorities
- Guild's in many states do both the marketing and lobbying
- Grains to Glass initiative? WSU?
- Collaboration with Hop Commission or other Commissions
- Need to make a decision by March on mission of Commission
- Market has changed. Breweries are more diverse in needs
- Hand the event off to Guild. Legality?
- Insurance cost for events
- Vote for Commission positions in January
- Approved Minutes from 9/13/22

Festival Report: Matt Russell

1:40pm - Winter Beer Festival overview and final thoughts

- Winter Beer Festival was logistical and financial success
- Attendance:
  - Friday: 775
  - Saturday 1<sup>st</sup> Session: 845
  - Saturday 2<sup>nd</sup> Session: 725
- Worth doing again.
- Matt's last day is 12/9/22

Radovich Communications Contract ends 12/31/22

WBC thanks Eric and Matt for their 12+ years of service

Next Meeting-Tuesday, January 24<sup>th</sup>