

Washington Beer Commission
Commissioner's Meeting Minutes
5/17/2022 1:00pm

Location: Conference Call

In Attendance: Eric Radovich, Allen Rhoades, Meghann Quinn, Devon Bray, Julie Johnson, Heather Brandt, Matt Russell, Tyler Allott

1. Chairman Report
 - a. Approve of minutes from March 15, 2022
 - i. Approved
2. Finance Committee Report
 - a. WBC Balance Sheets through April 30, 2022
 - b. Financial Details as of May 16, 2022
 - i. \$90,829 in the bank
 - ii. \$15,373 owed on credit card
 - c. King County Revive & Thrive grant
 - i. \$30,000 for Brewers Festival if we qualify
 - ii. Still pending
 - d. Financial Committee Meeting
 - i. Ken has retired from Mac & Jacks, but is allowed to stay on the board as Treasurer until a replacement is found
 - e. Radovich Communications contracts
 - i. Radovich Communications went 15 months without pay from WBC
 1. \$25,750 x 15 months = \$371,250
 2. Working at 30% capacity (media spokesperson, social media posting, all WBC accounting, WABL, virtual WBF event, preparing for possible events, meetings)
 3. Owned \$111,375 based on 30%
 4. Received \$80,000 in PPP relief funding (70% paid to Radovich Communications team)
 5. \$5,300 in Umpqua Bank credit card points redeemed
 6. Radovich Communications determines \$26,075 owed
 7. Radovich Communications suggests, Financial Committee agrees to one month of Back Pay
 - a. \$24,750
 8. Motion to approve one month of Back Pay to Radovich Communications
 - a. Motion carries unanimously
 9. Timing of payment to be determined with Washington Brewers Festival expected to Net \$150,000+
3. Executive Director Report
 - a. WA Brewers Festival Development
 - i. Ticket Sales
 1. Currently at 6,500 tickets sold
 2. Pricing: \$35 in May, \$40 at the door
 - ii. Outlets
 1. Tickets are available at our ticket outlets for a discounted price of \$30
 2. Flatstick Pubs, Postdoc Brewing, Big Block Brewing, Black Raven Brewing, Bale Breaker & Yonder Cider Taproom, Beer Authority

- iii. Merchandise
 - 1. New Merchandise has been ordered!
 - a. Trucker hat, zip up sweatshirts, t-shirts, tank tops, tuck & throw bags
 - iv. Glass Order
 - 1. Event glassware has been ordered
 - a. New sponsors – WA Lottery
 - 2. Specialty WABL glasses have also been ordered
 - a. Hoping the WABL glass will bring back WABL members
 - b. Mobile App Update
 - i. Update has arrived!
 - 1. Update launched on Monday, May 9th
 - 2. New look and easier functionality of the app
 - ii. Issues
 - 1. Android users are having some issues with downloading the update and resetting their WABL passport password
 - 2. Working with app developers to fix the app in Google Play Store and get all login issues fixed before WA Brewers Fest
 - iii. Brewery Logins
 - 1. Working to get as many breweries as possible to register their brewery page on the app to be able to update information
 - a. Hours, beers on tap, brewery events and photos of the brewery
 - 2. Great way to market each brewery all in one place
 - c. Updated Schedule of WBC Events for 2022
 - i. Washington Brewers Festival – June 17th-19th, Marymoor Park
 - ii. Bremerton Summer Brewfest – July 22nd-23rd, Bremerton
 - iii. Vancouver Summer Brewfest – August 13th, Vancouver
 - iv. Inland NW Craft Beer Festival – October 21st-22nd, Spokane
 - 1. Will have a fresh hop theme
 - a. More breweries will have fresh hop beer at that point
 - 2. Will dress up the fairgrounds to make it look like what we do for Winter Beer Festival at Magnuson Park
 - v. Washington Craft Beer Summit – November 3-4th, Puyallup
 - vi. Winter Beer Festival – December 2nd-3rd, Seattle
 - vii. New in 2023 – Washington Beer Fresh Hop Festival, September 29th-30th, St. Edwards State Park
 - 1. St. Edwards State Park has reached out wanting to host a beer festival
 - 2. With our busy festival season upon us in 2022, we hope to bring a great festival in 2023 with more time to plan and market the event
 - viii. Motion to approve 2022 Festival schedule and addition of Fresh Hop Festival
 - 1. Motion approved unanimously
- 4. Festival Committee Report
 - a. Festival Committee Meeting – May 4th
 - i. Washington Brewers Festival
 - 1. Posters/Coaster – Will be delivered to all Seattle area participating breweries and sponsors by end of this week
 - 2. Both have QR code on them to purchase tickets to WBF
 - ii. Bremerton Summer Brewfest
 - 1. Registration just was sent out
 - a. Currently sitting at 12 participating breweries

- b. Looking to have at least 16 breweries on Friday and 24 breweries on Saturday
 - 2. Will be using stamp cards instead of tokens due to Kitsap County Health concerns with tokens
 - iii. Vancouver Summer Brewfest
 - 1. Working on a marketing plan to get past attendees to come to the festival now that WBC has taken over ownership
 - 2. Working on getting people in Portland come to the festival
 - 3. North Bank Brewers spreading the word to brewers to participate in this festival
 - a. Will help promote the event to mailing lists, customers
 - b. WABL
 - i. WABL members are back over 1,100 members
 - ii. Pushing for new members to sign up at Washington Brewers Festival
 - 1. Get perks of two extra tasting tokens and WABL glass
 - iii. New app – working on getting new members signed up with no issues
 - c. Social Media - Staying Engaged
 - i. WABL Members: 1,160
 - ii. Facebook Followers: 12,569
 - iii. Twitter Followers: 9,420
 - iv. Instagram Followers: 14,913
 - v. All time App Downloads: 6,451
 - vi. All time Stamps Collection: 237,131
5. New Business:
 - a. WBC Meeting Calendar 2022:
 - i. Tuesday, July 12
 - ii. Tuesday, September 13 (Strategic Planning)
 - iii. Tuesday, November 8 (Budget Draft for 2023)
6. Adjourn 2:02pm – **WBC Meeting Calendar: July 12, 1pm - 2:30pm, Fremont Production Facility**