



Washington Beer Commission – Commissioner’s Meeting

Date: 7.26.22

Location: Zoom Meeting

Chairman’s Report: Allen Rhoades

1:00pm - Approval of minutes from WBC Meeting, May 17, 2022

1:05pm – Call for Nominations

Finance Committee Report: Allen Rhoades, Eric Radovich

1:10pm - WBC Balance Sheet through June 30, 2022

1:12pm - Financial Detail as of July 26, 2022 - \$10,235 in bank, \$25,913 owed on credit card

1:15pm – Accounts Receivable - \$77,787 (mostly in unpaid assessments)

1:20pm – Washington Brewers Festival - \$101,529 (still \$49,000 in invoices from credit card and RC)

1:30pm – Bremerton Summer Brewfest – Approximately \$14,000 in net proceeds

1:35pm - King County Revive & Thrive grant \$30,000 was granted in late June

Executive Director’s Report: Eric Radovich

1:40pm – Washington Brewers Festival overview

1:50pm – Bremerton Summer Brewfest overview

1:55pm – Looking ahead to WBC Events August - December

2:00pm - WABL /Social Media

2:05pm – Importance of Strategic Planning Meeting September 13

WBC Meeting Calendar 2022:

Tuesday, September 13 (Strategic Planning)

Tuesday November 8 (Budget Draft for 2023)

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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 grant 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. Owed \$111,375 based on 30%
 4. Received \$80,000 in PPP relief funding (70% paid to Radovich Communications team members)
 5. \$5,300 in Umpqua Bank credit card points redeemed
 6. Radovich Communications determines \$26,075 owed by WBC
 7. Radovich Communications suggests, Financial Committee agrees to one month of contract 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 help 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* (Covid willing)
 - 1. Will have a fresh hop theme
 - a. Many breweries will have fresh hop beer by that date
 - 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 (Guild event)
 - 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 ownership
 - 2. Working on getting people in Portland come to the festival
 - 3. North Bank Brewers spreading the word to brewers to participate
 - 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 26
 - ii. Tuesday, September 13 (Strategic Planning)
 - iii. Tuesday, November 8 (Budget Draft for 2023)
6. Adjourn 2:02pm – **WBC Meeting Calendar: July 26, 1pm - 2:30pm, Zoom**



STATE OF WASHINGTON

DEPARTMENT OF AGRICULTURE

P.O. Box 42560 • Olympia, Washington 98504-2560 • (360) 902-1800

NOTICE – CALL FOR BEER COMMISSION NOMINATIONS

August 3, 2022

TO: **ALL WASHINGTON STATE BEER PRODUCERS**

FROM: Megan Finkenbinder
Commodity Commission Program Administrator

As beer producers, you have the opportunity to nominate candidates to represent you on the Washington Beer Commission. Two appointments expire October 31, 2022:

- Position 5 – Currently held by Mat Lincecum, Fremont Brewing Company, Seattle, WA
- Position 6 – Currently held by Allen Rhoades, Rockfish Grill & Anacortes Brewery, Anacortes, WA

How do I nominate someone?

Send a letter to the Washington State Department of Agriculture which includes the name and address of the nominee, the position for which you are nominating the candidate and, if known, a current phone number and e-mail address of the nominee. **E-mail nominations to mfinkenbinder@agr.wa.gov by August 26, 2022**

Who is eligible to be nominated?

Positions 5 and 6 are to be filled by “producer members.” Nominees must:

- Be a citizen and resident of Washington State;
- Be over the age of 21 years; and,
- Be engaged in producing beer, and must, during his/her term of office, derive a substantial portion of income from the production of beer, or have a substantial investment in the production of beer as an owner, lessee, partner, or the manager or executive officer of such a corporation.

The nominee or his/her employer must also be licensed under Title 66 RCW to produce beer within Washington State.

These qualifications must continue throughout the term of office.

What is the term of office?

The term of office for positions 5 and 6 will be from November 1, 2022 to October 31, 2025.

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2:02 PM

07/25/22

Accrual Basis

Washington Beer Commission

Balance Sheet

As of June 30, 2022

	Jun 30, 22
ASSETS	
Current Assets	
Checking/Savings	
Umpqua Savings	1,034.81
Umpqua Checking	107,226.33
Total Checking/Savings	108,261.14
Accounts Receivable	
Accounts Receivable	76,075.75
Total Accounts Receivable	76,075.75
Other Current Assets	
Tills	1,449.50
Undeposited Funds	8,000.00
Total Other Current Assets	9,449.50
Total Current Assets	193,786.39
Fixed Assets	
Furniture and Equipment	1,422.41
Total Fixed Assets	1,422.41
Other Assets	
Other Assets	3,000.00
Total Other Assets	3,000.00
TOTAL ASSETS	198,208.80
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	17,641.87
Total Accounts Payable	17,641.87
Credit Cards	
Umpqua Visa	-461.04
Chase Ink	444.19
Total Credit Cards	-16.85
Total Current Liabilities	17,625.02
Total Liabilities	17,625.02
Equity	
Retained Earnings	50,539.93
Net Income	130,043.85
Total Equity	180,583.78
TOTAL LIABILITIES & EQUITY	198,208.80

12:17 PM

07/26/22

Accrual Basis

Washington Beer Commission

Balance Sheet

As of July 26, 2022

	Jul 26, 22
ASSETS	
Current Assets	
Checking/Savings	
Umpqua Savings	1,034.81
Umpqua Checking	9,200.27
Total Checking/Savings	10,235.08
Accounts Receivable	
Accounts Receivable	77,787.15
Total Accounts Receivable	77,787.15
Other Current Assets	
Tills	1,449.50
Total Other Current Assets	1,449.50
Total Current Assets	89,471.73
Fixed Assets	
Furniture and Equipment	1,422.41
Total Fixed Assets	1,422.41
Other Assets	
Other Assets	3,000.00
Total Other Assets	3,000.00
TOTAL ASSETS	93,894.14
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	1,322.18
Total Accounts Payable	1,322.18
Credit Cards	
Umpqua Visa	-30,461.04
Chase Ink	444.19
Total Credit Cards	-30,016.85
Total Current Liabilities	-28,694.67
Total Liabilities	-28,694.67
Equity	
Retained Earnings	50,539.93
Net Income	72,048.88
Total Equity	122,588.81
TOTAL LIABILITIES & EQUITY	93,894.14

11:51 AM

07/26/22

Cash Basis

Washington Beer Commission

Profit & Loss Budget vs. Actual - WA Brewers Festival

January through December 2022

	Jan - Dec 22	Budget
Ordinary Income/Expense		
Income		
Event Registration	29,250.77	37,000.00
Event Sales	458,427.37	636,000.00
Total Income	487,678.14	673,000.00
Cost of Goods Sold		
Beer	57,080.50	90,000.00
Beverages Other	3,660.91	7,000.00
Merchandise	7,839.30	25,000.00
Total COGS	68,580.71	122,000.00
Gross Profit	419,097.43	551,000.00
Expense		
Admin/Operations	11,934.55	11,950.00
Advertising	2,802.14	21,500.00
Banking and Interest Fees	-0.12	5,000.00
Contract Services	93,173.18	120,080.00
Entertainment/Music	13,926.43	25,000.00
Event Printing	4,557.43	4,500.00
Facilities and Equipment	144,548.56	150,000.00
Festivals Materials	44,985.75	38,000.00
Other Types of Expenses	842.00	1,000.00
Travel and Meetings	798.16	2,500.00
Total Expense	317,568.08	379,530.00
Net Ordinary Income	101,529.35	171,470.00
Net Income	<u>101,529.35</u>	<u>171,470.00</u>

Eric Radovich

From: Matt Russell <matt@washingtonbeer.com>
Sent: Tuesday, July 26, 2022 11:42 AM
To: Eric Radovich
Subject: Vancouver Brewery List

Brothers Cascadia Brewing	Vancouver
Loowit Brewing Company	Vancouver
Victor 23 Craft Brewer	Vancouver
Hellbent Brewing Company	Seattle
Fortside Brewing Company	Vancouver
Grains Of Wrath	Camas
Vice Beer	Vancouver
Reuben's Brews	Seattle
Plaid Skirt Brewing Company	Vancouver
Bale Breaker Brewing	Yakima
Headless Mumby Brewing	Olympia
Heathen Brewing	Vancouver
The Heavy Metal Brewing Co.	Vancouver
54-40 Brewing Company	Washougal
Single Hill Brewing Company	YAKIMA
Fremont Brewing Company	Seattle
Wild Man Brewing Company	Raymond
Varietal Beer Company	Sunnyside
Laht Neppur Brewing	Waitsburg
Ashtown Brewing Co.	Longview
Georgetown Brewing Company	Seattle
North Jetty Brewing	Seaview

Matt Russell
Director of Operations
Washington Beer Commission
matt@washingtonbeer.com
206-941-7271

WABL/Social Media Update - January 18, 2022

	July 26, 2022	January 9, 2020	January 15, 2019	2020 Goals
WABL Members	1,715	3,640	3,835	4,000
Facebook	12,718	11,926	10,742	12,500
Twitter	9,422	9,838	9,828	10,000
Instagram	15,024	13,341	10,761	15,000

Facebook compared to other leading Guilds

	WBC	Colorado BG	San Diego BG	Oregon BG
Followers	12,718	7,360	19,609	12,278

Twitter compared to other leading Guilds

	WBC	Colorado BG	San Diego BG	Oregon BG
Followers	9,422	6,276	6,685	10,300

Instagram compared to other leading Guilds

	WBC	Colorado BG	San Diego BG	Oregon BG
Followers	15,024	5,337	37,900	4,317

WA Beer Mobile App Downloads Since May 2017: 22,806

Total WABL Stamps Collected Since May 2017: 190,757

Total WABL Stamps Collected 2019: 56,530

20 Stamp Redemptions 2021: 167