

MINUTES OF BEER FEST PLANNING MEETING 06/23/22

Attendees:

Bernie Hill
Jim Martin
Grant
Ron Grey
Katie
Nanci
Lane
Trish
Steve Dark
Steve Fried
Ryan Fried
Rob Young
Karen Young
Karen Young
Kennedy Washington

Meeting called to order at 5:30 pm

Bernie:

- Doug couldn't make it today and Amanda had an emergency.
- There will be 6 walkie-talkies available for the Beer Fest
- Still in the process of working out a trolley schedule
 - Is trying to get the same driver as last year
- 80 rooms have been paid for already at \$146/night plus tax
- Construction is ongoing; Amanda knows what we need
- Members can pick up tickets to sell. Jim is going to different places throughout Pensacola to distribute to members
- Bernie is making job assignments as he see members at events
- The Chiefs and Trent will be helping the Knights of Columbus break down
- Plans to have the street cleared out by 3:00 pm
- Zap's have cut out the chips donations; he is trying to negotiate with them
- Suggests we reach out to members we haven't seen or heard from in awhile to make sure they are alright
- Encourages sending in ideas for the newsletter. We need to promote the Beer Fest.
- After Beer Fest, we will be planning events for the rest of the year

Jim Martin:

- VIP tickets will be sold out by the middle of July
- Outlets want them and have most of them sold
- All outlets will have tickets by the middle of next week

Steve Fried:

- There will be a barley-wine judging this year at the BF. We need judges
- Beer Yards with Craftathon wants to participate on Saturday. Bernie will check

Steve Dark:

- We still have T-shirts and merchandising from last year

Lane:

- Penske and Ready Ice for ice – will do same as last year

Trish:

- Has a 6 x 10 ft. trailer to set up and put taps in for BF and beach

Grant:

- VIP room is for ticket-holders ONLY. We will need to enforce this.

Jim Martin:

- Ticket sales are going great so far as we started early. Half of the VIP tickets are already gone.

Rob Young:

- He needs to get with the chef at Seville to discuss VIP room food
- Plans to have pretty much the same menu as last year
- Needs a list of the beers we will be offering in VIP room. Would like to be able to provide a typed sheet with the beer style, description, etc. for folks to look at to decide what to try

Ryan Fried:

- Website stats – last 30 days:
 - Went from 300 visits to 800 per month
 - 400 from social media
 - 211 from organic search
 - 158 direct
 - Registration - 22 brewers and 25 beers
 - Devices – 607 mobile; 200 desktop; 24 tablet
 - Facebook ticket raffle for promotional – 1,000 viewed; 103 entered; 11 shares
- Facebook page:
 - 2,400 followers, 2300 “likes”
 - Event – 20,000 reached; 229 going; 1,800 interested; 2,000 responded
 - Added history of Beer Fest
- Instagram – 116
- Tickets – 61 total sold online with 42 VIP. Can scan QR code
- Doing a complete overhaul of the website, using beach themes with turquoise and blue
 - Doing a slide show of beer logos
 - Will add a beer brewers page with brewer details and beers registered
- TV ads in Seville – talked to Tim, the graphic designer at Seville

- Put ticket raffle on website for promotional value
- **REQUESTS:**
 - Need newer and higher-quality images
 - Check to make sure the website is accurate
 - Help test website on Apple devices
 - Pensacola Bay Brewery declined to co-host; St. Michael's Brewery and Spahr still pending
 - Need photographers for BF – ask for volunteers
- **TO DO:**
 - Registration on the day of event
 - Redo web app
 - Add free ticket winners to website

TRAINING CLASSES: August 30th and 31st; September 6th and 7th at Seville at 5:30 pm.

NEXT MEETING JULY 21ST AT 5:30

Next meeting will be held July 21st at 5:30 at Seville