

**OFFICE OF THE
WASHINGTON STATE LIQUOR CONTROL BOARD
Board Meeting Minutes – March 23, 2011**

Chair Foster called the regular meeting of the Washington State Liquor Control Board to order at 10:04 a.m., on Wednesday, March 23, 2011 in the Boardroom, 3000 Pacific Avenue SE, Olympia, Washington. Members Kurose and Marr were also present.

Approval of Minutes

The minutes from the March 16, 2011 meeting were approved.

Board Adoption - Spokane Alcohol Impact Area

Jo Ann Sample, Management Analyst, recommended the adoption of the amended banned products list which was presented to the Board for consideration at the March 9 meeting. Member Marr made a motion to approve the list; Member Kurose seconded the motion. All were in favor.

Public Hearing – Draft LCB Wine Strategy

Debi Besser, Purchasing Director, presented the draft wine strategy to the Board for consideration. The draft covers five high level components which includes product selection, store staff expectations and training, schematics product assortment, merchandising and marketing, operations. Written comment was previously provided by Katie Jacoy, California Wine Institute, who expressed concerns regarding Washington wines having a location based preference, and that revenue would be negatively impacted by this. Member Marr commented that it appears the greater impact would be on imported wines; Ms. Besser concurred with that assessment. Jean Leonard, Washington Wine Institute, thanked staff for looking at this issue. The concern of the Washington Wine Institute is that shelf space will be reduced and they believe that selection should be 70 percent Washington wines at every price point, not just over \$11.99. Ally Magnano, also provided public comment on behalf of DRAW. She thanked staff for their hard work on the proposal and indicated that DRAW supports the strategy. DRAW provided some minor wording edits to the strategy. Member Kurose thanked staff for their hard work and efforts in creating this strategy. Member Marr inquired as to the timeline for the strategy. Ms. Besser indicated that all feedback would be received by March 31 and the strategy will be finalized by April 13, 2011. Some items will be implemented immediately, however, others will need to be prioritized with other agency needs.

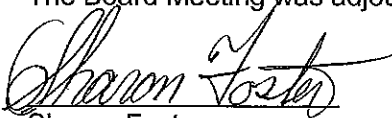
New Business

There was no new business.

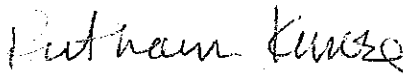
Old Business:

There was no old business.

The Board Meeting was adjourned at 10:22 a.m.



Sharon Foster
Board Chair



Ruthann Kurose
Board Member



Chris Marr
Board Member