

**OFFICE OF THE  
WASHINGTON STATE LIQUOR CONTROL BOARD  
Board Meeting /Wednesday, October 1, 2008**

Board Chairman Lorraine Lee called the regular meeting of the Washington State Liquor Control Board (LCB) to order at 10:00 am, on Wednesday, Wednesday, October 1, 2008 in the boardroom, 3000 Pacific Avenue S.E., Olympia, Washington. Board Member Roger Hoen and Board Member Ruthann Kurose were present.

**Director's Office** – Deputy Administrative Director Rick Garza introduced Uriel Iniguez, Executive Director of the Washington State Commission on Hispanic Affairs. Mr. Iniguez explained a six month pilot program in development between the Commission and KDNA radio station in the Yakima area. The program is spelled out on the attached document from the Commission. The proposed program would air two one-hour segments a month in an effort to improve efforts of state regulatory and licensing agencies to reach out to the Hispanic community of Washington State. Each show would cover a different topic, and each host agency can select the topic they wish to cover. Mr. Iniguez will be at each airing. The concept is 30 minutes of information provided by the host agency with the balance of time for questions from the public to be answered on the air. The long term goal is to expand the program to Western Washington.

Chairman Lee asked the percentage of listeners and how many Spanish speaking stations Washington has. The Yakima area is 45% Hispanic and KDNA has approximately 90,000 listeners. KDNA is the only local Spanish speaking station; the rest are from California.

Board Member Kurose is familiar with KDNA from prior foundation work and asked if they partnered with KCTS. There are steps toward this. Board Member Hoen noted that the Board had been involved with a number of Hispanic programs before and was concerned what effort was being made to get the right people tuned in to the program. Mr. Iniguez has been on the station every morning for the past two years and will start talking about this program tomorrow.

Board Member Roger Hoen moved for approval. Board Member Ruthann Kurose seconded the motion, and it passed unanimously.

**Purchasing Services Division –**

- **Potential New Listings/Rejections** (memo dated 9/26/08)
- **Potential Delistings** (memo dated 9/26/08)
- **Potential Wine Listings/Delistings** (memo dated 10/1/08)

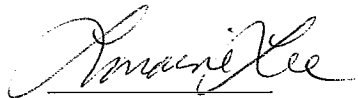
Debi Besser, Director of Purchasing, made recommendations as explained in the attached New Listings/Rejections and Delisting memos. Of the products recommended for rejection, one product is a one-time-only purchase being watched and might be returned for listing later. Board Member Ruthann Kurose moved for approval. Board Member Roger Hoen seconded the motion and it passed unanimously.

On the recommended delistings, none of the products are selling well. The question came up as to whether a local product is weighted differently in the selection process. Local appeal is considered but not in written policy. Administrative Director Pat Kohler asked if the Board would like to look at setting criteria for consideration of local products. They were interested in a broad way. Oregon and Utah are both promoting local products. Director Kohler and Ms. Besser will look at policy and bring it back to the board for consideration.

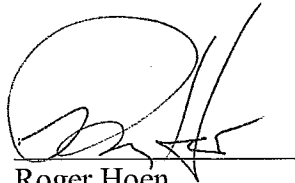
Wine Program Manager Steve Burnell made recommendations on wine listings and delistings per the attached memo. Several items were suggested for holiday sales. Board Member Hoen noted that the August special of chardonnay seemed to go quickly. Mr. Burnell explained that there were supplier issues. Board Member Ruthann Kurose moved to accept the recommendations, Board Member Roger Hoen seconded the motion and it passed unanimously.

**Meeting Minutes** – The Board unanimously approved the minutes from the meeting dated September 3, 2008.

**The Meeting adjourned at 10:50 am.**



Lorraine Lee  
Chairman



Roger Hoen  
Board Member



Ruthann Kurose  
Board Member