

Canadian Fair Trade Network – February 27th, 2017 Board Meeting Minutes

Meeting time: 9:00am – 12:00pm Atlantic time – In-person, Halifax

Meeting location: The Prince George Hotel, Balmoral Meeting Room

Attendees:

Board Members: Erin Bird, Avery Gottfried, Keslyn Ayow James, Ivy Mckee, Bev Toews, Kyra Moshtaghi Nia, Maria Aman, Eric St. Pierre, Loïc de Fabritus, Mike Allan

Advisory Council Members: Zack Gross

Staff: Sean McHugh, Torrye McKenzie

Regrets: Duane Nicol

*Start time: 9:20 am EST

Meeting Minutes:

#	Item
1	<p>Governance</p> <ul style="list-style-type: none"> a) Annual General Meeting - General comments <ul style="list-style-type: none"> a. Ended on time, got some good discussions on the floor. b. Next time talking about the importance of participation, and potentially moving the time of the meeting into the middle of the conference. c. Fairtrade Canada member meeting was important, but next year we should maybe take that time slot. d. From the middle of the third day on people are traveling back home. b) New Bylaws <ul style="list-style-type: none"> a. New bylaws have passed, but they still need work b. We can break out to different committees this year and make further changes c) New Terms of Reference <ul style="list-style-type: none"> a. Main changes: mostly a clean-up and update and changes in terms of formatting. b. Advisory council is an important part of our organizational structure, but we will continue to work through this part of the board. Companies may want to participate, but there is not a formal procedure of adding members to the advisory council. d) Board Meeting Schedule for first half of 2017 <ul style="list-style-type: none"> I. Online: March, April & May <ul style="list-style-type: none"> i. Monthly calls, 5 pm on the west coast. Does this work? ii. Everyone is comfortable moving it to starting 4 pm west coast. iii. We will stick with the monthly calls, and we will structure separately when looking at specific issues. <ul style="list-style-type: none"> 1. March 27th – 4pm PDT 2. April 24th – 4pm PDT 3. May 29th – 4pm PDT II. In-person: June <ul style="list-style-type: none"> i. In-person in June, usually in Toronto, which is very valuable in terms of cost. Fairtrade Canada will be having their AGM in June, so it may make sense to over-lap these weekends. They had discussed mid-month, in Ottawa. ii. June 10th – 11th potentially – Toronto or Ottawa (Ivy can talk to Carleton about space)
2	<p>Board Roles and Structure</p> <ul style="list-style-type: none"> a) 2017 Executive <ul style="list-style-type: none"> a) Strategy is still under development, however, we should build committees around what exactly we know we will have to do.

	<ul style="list-style-type: none"> b) Zack will remain on the board as an advisory member for 2-months. c) Filling executive roles: <ul style="list-style-type: none"> I. President <ul style="list-style-type: none"> i. Avery Gottfried is taking over the role of President. II. Vice President - If Avery is not at a meeting, the Vice-President would fill his role. <ul style="list-style-type: none"> i. Erin is comfortable filling this role. III. Treasurer: <ul style="list-style-type: none"> i. Rita could potentially take over the role of Treasurer, which would be good to have in Vancouver with Sean. ii. Might have to appoint someone to sign on our behalf iii. Kaan can continue filling this role until we find someone else. iv. Mike is comfortable filling this role until Rita returns to Vancouver. IV. Secretary could review the minutes, which could be taken by a staff member, and then sent to the rest of the board. <ul style="list-style-type: none"> i. Ivy is comfortable filling this role, after May d) Current Vacancies & filling them <ul style="list-style-type: none"> I. One seat remains open e) Longer Term Future members <ul style="list-style-type: none"> I. Eileen from Windsor expressed interest. f) Advisory Council – additions/subtractions <ul style="list-style-type: none"> I. Zack is the newest Advisory Council member. II. We should invite John Forsyth g) Terms and 2018 Elections h) Taking roles aligned with the strategy (forming committees) <ul style="list-style-type: none"> I. Form Conference committee, <ul style="list-style-type: none"> i. Next year: How do we get people on board early? ii. Decide by early April, final decision by our April meeting on the 24th. Erin Calgary and Rita Vancouver. II. Governance/executive committee <ul style="list-style-type: none"> i. As we grow and have more staff, how do we support them? III. Fundraising committee - Helping with budget and membership IV. Other committees will focus on what exactly we are working on within the Strategy.
<p>3</p>	<p>Budget</p> <ul style="list-style-type: none"> a) Current state <ul style="list-style-type: none"> a. Have not got a projected budget out to everyone, b. Good shape, McConnell money is providing a good base. c. This will be coming to an end soon-ish. d. Need to get a grasp on the situation soon. e. McConnell retreat is taking place in April, Sean will be attending. Hope to re-apply for the grant. b) Looking forward, 2017 -18 <ul style="list-style-type: none"> I. Contracts (Service) <ul style="list-style-type: none"> i. Fairtrade Canada contract, is being worked on. II. Foundations <ul style="list-style-type: none"> i. Have been in contact with the Mclean foundation. ii. Last month Sean met with the Gate's Foundation. They provided EWB with a million dollars iii. Lush Grant, has been worked on. iv. Tried to hire someone, however, it did not work out. Will be looking for someone else to

	<p>fill this role. If you know of interested people, please pass their name along.</p> <p>v. Loic would be interested in sitting down and working through some proposals. Could partner with the Quebec organization to create a very strong proposal.</p> <p>III. General discussion</p> <p>i. As a national organization, we are unable to apply for funds provincially.</p> <p>ii. SFU as a partner needs to be solidified. We could communicate this relationship with the rest of the network. Maybe there is room for growth in this area into other campuses. Oliver from McGill expressed interest.</p> <p>iii. We need to have grant proposals completed in the next four weeks.</p> <p>iv. Have a current budget, financial plan ready for the April 24th meeting.</p> <p>v. Know exactly where we are financially by the in-person meeting in June.</p>
4	<p>Strategic Plan</p> <ul style="list-style-type: none"> • Lots of little tweaks and edits will be made to the strategy from the conference. • How do we get more producer input in our work, is this inviting someone onto the Advisory Council? We don't need input on all the work we do, but some. Origin Trips are a great area to get input from producers. • How do we include out new position on certification into our work? Need to work the certifications into Action Plans. A conversation to approach later in the year. How do we have these conversations? And who exactly will be in these conversations? • Some of these topics should be discussed at our in-person meeting in June. • Between March 1st and June, maybe we should have a sub-committee to look into the strategic framework specifically to bring up at the June 1st meeting. • We get a lot of support from Fairtrade Canada, but not any from the others? There is no money, staff, or materials. This is not going to change. • Support comes from the companies who use these different types of certifications. If we brought a proposal to Just-Us, Camino etc., I am sure they would commit money to the programs. • We are contributing to these programs that is not coming from Fairtrade Canada, and this is why we feel comfortable to include these diversity of certification. • We need to be thinking about what we are working towards, in terms of a National fair trade standard? Do we want four vibrant labels in this country? Something to keep in mind when approaching the subject of certification. France has gone about it in a certain way, presented fair trade certifications that meet standards. • Could be a blend of organic and fair trade certifications. • Consider listing the differences between certification systems • Should pull in targets and deadlines. • Partners in programs should be mentioned. • EWB, Meal Exchange, Association, Fairtrade Canada • Hear from people by March 10th in regards to Strat Framework feedback.
5	<p>Conference Debrief</p> <ul style="list-style-type: none"> • Best conference yet, we would able to bring up and talk through things that would have not happened last year. • Gavin shocked people, it set a tone for the conference. • James and Andres were great. • The sessions were thought out, months in advance and aligned with our strategic framework. • Hotel was great, venue was good, everything went smooth. • We still lost money on the conference, but all our board and staff costs are included. • Maybe we should talk through conference funding strategies for students and campuses.

- Final budget came out around \$65,000, with around 225 delegates.
- Can't have a bunch of free people come, due to food costs etc.
- It would be nice to have students come and participate.
- This year we didn't do any flight sponsorship, but gave out registration codes.
- Good to communicate real registration costs for companies etc.
- Currently the registration cost is low.
- Building in signing up membership within conference registration.
- It was nice to see a growing sophistication at the conference; the conversations were not starting at the beginning again.
- People in the audience had so much information to share within the sessions.
- It would be nice to include key note speakers into meetings in Ottawa.
- Having a conference in Ottawa when we are planning to engage the government. 2019 Ottawa?
- Survey should be very concise, only 10 questions instead of 25.
- EWB conference had an app, which allowed people to give feedback following each session. The App is called Podio, integrated into SCHED. Mike has background information on this app.
- Session descriptions were not always accurate this year. Some people left the sessions because of this.
- Adding on a sub component into the EWB contract to include use of this app. Mike will look into this opportunity.
- Students that came with Eric, there was a component of an introductory piece missing.
- 101 and program overviews were missing.
- Need for a few 101 sessions.
- Sessions: Programs 101, stars next to knowledge levels needed for levels.
- Equifruit wants to do a proper sale workshop (Jenni - Equifruit)
- Should have a call out for session idea's
- Panel discussions worked well.
- Push the speakers to being more interactive.
- Breakout sessions worked in sessions, but there was not enough time.
- Could be listed as workshops versus lectures.
- The conference schedule could be structured differently.
- Businesses were interested in a day specific to their interests.
- Should the conference be longer-shorter? 2.5 days?
- Don't want more than 3 topics per breakout
- Domestic Fair Trade needed a specific outcome
- Need to have the topics out early, which can be discussed with the Conference committee.
- Days could be themed, with the first day being educational, second day building off the first.
- It would help to at the end of the conference there is an action point for everyone to act on.
- We need to find a way to bring people together who don't agree to facilitate rational and impactful discourse. Maybe there is a speaker out there to address this issue.
- A disclaimer at the beginning of the conference to open up a meaningful and respectful conversation.
- The change labs within the EWB conference were interesting.
- Mentioning the different views within the movement and how the conference is bringing a more inclusive conversation.
- Next conference may be the time to find strong speakers, versus sourcing people who may be interested.
- We respect everyone's opinions, and maybe this is something we engrain into our vision/mission.
- Having someone to talk to if people are going through mental emotion issues.
- Facilitation of bilingualism in between the sessions.

- Boils down to how we allocated conference resources. Need to bring more money in.
- Could plant board members in sessions to be the devil's advocates.
- More participation in sessions from Board Members.
- Have board members facilitate the sessions
- Have a conference MC
- Need more French content. Eric can lead this. Need to have at least one session in French.
- Session notes can be translated.
- Registration happening earlier – Tier pricing? Incentive for registration?
- Name tags – double sided
- Student could do fundraising. Students are members of a larger Fair Trade Campus group, could structure funding proposals around that.
- Budget: \$13,000 in registration – 32 professions, 12 students, and some professional stuff.
- Ideas for next year's conference.
 - 2018 Location & date
 - When is the best date?
 - Beginning of March? 9th - 10th -11th
 - Vancouver or Calgary
 - Need of local input

Meeting adjourned at: 11:25am