

Canadian Fair Trade Network – March 27, 2017 Board Meeting Minutes

Time: 4pm – BC | 5pm – AB & SK | 6pm – MB | 7pm - ON & QC | 8pm Atlantic Canada

Board Members: Avery Gottfried, Keslyn Ayow-James, Kyra Moshtaghi Nia, Loïc de Fabritus, Maria Aman, Mike Allan

Advisory Council Members: Zack Gross

Staff: Sean McHugh, Torrye McKenzie

Regrets: Duane Nicol, Eric St. Pierre, Bev Toews

Absent: Ivy McKee

Meeting was unofficial, quorum was not reached until the end of the meeting.

*Start time: 4:08 pm PST

Meeting Minutes:

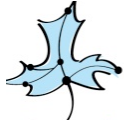
	#	Agenda Item	Human Resource	Date
Operations	1	Meeting Agenda 1. Review & approve a. Discussed, all approved. No changes	Avery	Mar 27
	2	Meeting Minutes 1. January 9 th , 2017. Review and approve a. Carried over to next meeting 2. February 26 th , 2017 – AGM. Review a. Carried over to next meeting 3. February 27 th , 2017. Review and approve a. Carried over to next meeting	Avery	Mar 27
	3	Governance 1. Director Changes (Form 4006) filed with Industry Canada. CFTN Website Updated. a. Director changes, all outgoing directors needed to go off and new directors needed to come in. 2. Insurance Renewed – Office & Directors a. Commercial insurance and office/directors insurance good to go. 3. Members sent AGM Minutes 4. Advisory Council additions made: Zack Gross, John Forsyth & Gavin Fridell added. Website updated a. We talked about Zack and John, but Gavin was also interested. b. Sean: please add new members to the directors Dropbox folder. c. Pull a short list together on who exactly everyone is on the advisory council and how they fit in (i.e. focus areas) 5. Treasurer – Kaan staying on for now. Mike acting as interim a. Kaan is staying on for now, and Mike has been added onto emails. b. Avery did some research on signing authority, and he has found ways around needed someone directly in Vancouver.	Sean Sean Sean Sean Sean, Mike Sean Avery	

	<ul style="list-style-type: none"> c. Have eliminated most of paper financials. 6. Strategic Framework – Final edition coming out on Tuesday. On our website. Out through our newsletter. Printed and mailed to partners & funders <ul style="list-style-type: none"> a. Sean heard from a lot of people post conference, and compiled a 6-page document. b. Will have a final edition out tomorrow and it will get sent around to everyone once it's ready. 7. Board Committees: Strategy, Fundraising, Certification Analysis, Conference <ul style="list-style-type: none"> a. Avery and Sean want to work through re-organizing the board. b. There are area's that would be good for the board to explore. c. Avery will draft up what he is thinking while Sean is away. d. Draft goals that each committee would like to reach by the end of the year. e. Maybe a HR sub-committee, to ensure employees have good working conditions. Perhaps designate a few board members who are responsible for any issues that arise. Sean and Avery will bring back something for the next meeting. f. Conference committee should include people from other parts of the Country other than BC and Ab, as we are expecting applications from Vancouver and Calgary. Zack is interested in being involved. Maybe the last two conferences help with the review of future conference applications. g. Please bring forward any issue you wish to work on in the next year. 8. In-Person Meeting Plans <ul style="list-style-type: none"> a. Sean had been hesitant to move forward with these plans until our financials are more stable. b. This meeting will probably be in the \$8,000 range. c. A date will be decided on post-easter. d. Please try to keep this weekend free (June 16th), we may do smaller regional things if a larger meeting does not work. 		
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<p>4</p>	<p>Financial Management</p> <ol style="list-style-type: none"> 1. CFTN Balance Sheet – March 24, 2017 <ol style="list-style-type: none"> a. Exciting this is pulled together in one spot. b. We have been running a multi tap excel sheet, took until this week to clean everything up. c. Have planned until December, and prospective funds for 2018. d. \$44,000 in the bank, and then expenses get standardized after this next month. e. This will carry us through the year, but we are trying to grow our cash flow. 2. Contracts: Fairtrade Canada, SFU <ol style="list-style-type: none"> a. SFU contract is committed until June, hoping to have it continue until late fall. b. Trying to push overall dollar amount to Fairtrade Canada, so this will be the dame amount as last year. 3. Foundations (Engaged): Lush, McLean, Donner, Max Bell, Cadillac Fairview <ol style="list-style-type: none"> a. We have put forward letters of inquiry to the above, which also included our annual report. b. It is hard for us to bring in an external person to take on grant writing, this person needs to be up to speed with our thinking, work and approach. Now that the strategic framework is in place it is a lot easier to apply for these grants. c. Sean met someone over the weekend who might be able to plug away on a few of these. 4. Foundations (Prospective): Vancouver Foundation, Vancity <ol style="list-style-type: none"> a. These foundations are in the works, and Vancouver Foundation might be perfect for the Conference. b. Should look for funding from religious communities or faith groups. This could be something we could look at. Loic will send along what he finds. c. Please send along any other foundations you know of. 5. Business Engagement Plan <ol style="list-style-type: none"> a. Sean and Jennifer have been chatting, and she is currently working on a proposal. b. Jennifer is working off of the strategic framework and will be working though a draft with Sean in the next few days. 	<p>Sean</p>	
<p>5</p>	<p>Travel</p> <ol style="list-style-type: none"> 1. March 28 – 31, 2017 – Louisville, Kentucky – FTF Conference 2. March 31 – April 16 – Sean away on Holidays (In Colombia) 3. April 21 – SCAA, Seattle <ol style="list-style-type: none"> a. Coffee association day trip 4. April 30 – May 12 – Prairie Road trip 5. BC May 1, AB May 2/3, SK May 4/5, MB May 6-11 <ol style="list-style-type: none"> a. Torrye might join Sean on this, trying to schedule around 	<p>Sean</p>	

		20 meetings during this trip 6. June 15 – July 1 – Ottawa, Toronto, Halifax		
	6	Communication 1. Newsletter – March 28, 2017 a. If there is anything you want to see, please send along tonight/early tomorrow.		
	7	Programs 1. Core Programs: a. Annual Renewal Coming Up b. Town - Webinar i. A way to get more towns involved – maybe add this onto the next meeting agenda. ii. Selkirk will have their application in next month. iii. Hoping to get to the Federation of Canadian Municipalities – c. Campus i. Silver/Gold Standards • Going to develop a mix of mandatory and optional standards. ii. MacEwan, St Paul’s, Kings University College • Will be designated in the next coming weeks iii. School • Two new applications in the works 2. Ancillary: a. Event, Workplace & Faith b. Ambassador i. First training held ii. Next training in July 3. Webinar Wednesdays a. Zack sending along contact information from fair trade phone presentation. b. Information in our newsletter and soon to be online	Torrye	
	9	Campaigns 1. Fairtrade Month 2. World Fair Trade Day 3. Ben & Jerry’s Free Cone Day a. Will be sharing these campaigns through our social media accounts. b. Is there a giant national spreadsheet to compile what is going on across Canada? c. We have an event calendar on the CFTN’s website, but it has not been used. This may be a way to engage more people. Maybe a free bag of coffee for adding an event? d. Maybe we could build in Storify into our website, it would definitely capture what people are doing across	Torrye	

		the movement.		
	10	Fair Trade Magazine 1. Production <ol style="list-style-type: none"> Erik start some preliminary work, but it is pretty early on. Please send along content idea's, hoping to wrap things up in the middle of April, and printing in the middle/late July. 	Erik, Sean	
	11	National Conference 1. Recap Report complete <ol style="list-style-type: none"> Wrote out a lot of notes, had around 15% of delegates respond with helpful feedback. It is fairly comprehensive, and it is available online on the website. Photos and PowerPoint slides online Around 15/20 sets of PowerPoint slides. 2. 2018 Host City <ol style="list-style-type: none"> Details are online for the bid process, which has gone out to a bunch of cities. We will have a decision on by our next board meeting (late April). Loic is currently translating some of the articles of the magazine, and will be putting them in the newsletter. Sean and Loic will talk about this further. 	Sean	
Integrity	12	Integrity 1. Certification Evaluation and Analysis 2. Fair Trade vs. Direct Trade <ol style="list-style-type: none"> We have talked about this for a long time, and it is coming up a lot right now. This issue is coming up all the time, every day or two. There are a lot of things being said that are completely incorrect. It is time that we get something written up, either an internal or public thing. Sean will be writing a piece on this and will be sending this along for people's comments. Mostly smaller companies that are trying to differentiate themselves by claiming direct trade. Writing something about this is great, but is there someone who could be on a circuit and speak to business people about this topic. 	Sean	



Business	13	<p>For Business</p> <ol style="list-style-type: none"> 1. Origin Trips <ol style="list-style-type: none"> a. Ecuador November 11 – 19, 2017 b. Plug was pulled on Nicaragua, we didn't get enough people on time. c. All efforts put toward promoting Ecuador. d. Maybe it is one longer, bigger trip per year, with a few smaller trips for buyers. 	Sean, Jennifer	
Advocacy	14	<p>Broader Vision</p> <ol style="list-style-type: none"> 1. Global Affairs Canada <ol style="list-style-type: none"> a. With bringing on Gavin, we will be able to get the doors of Global Affairs Canada open. Exciting! 		
	15	<p>Regional Updates</p> <p>Keslyn – Lots of plans to connect over the summer on campus, hopefully working through the Fair Trade Campus designation at Dalhousie.</p> <p>Loïc – two new campuses in Quebec announced on the 13th, they are launching a promotional campaign with Equiterre called “choose fair trade”. New educational videos will be uploaded on the website.</p> <p>Mike – will be finding out in the next few days if Western's Fair Trade club is approved. With King's University College getting their designation, they will be working to increase product availability.</p> <p>Zack – Selkirk will be handing in their application next month. They took a bus full of kids to local businesses, coffee shops etc. A school in Selkirk is working on their designation. MBL is willing to sponsor some community engagement events. Kyra is working with the University of Manitoba again so hopefully something happens there. Another credit union may be working on their workplace designation.</p> <p>Maria – Had a fair trade event last Saturday for the SDG's, got a lot of people engaged and interested, so hopefully see a few more of those around Regina. Working on an Instagram page and getting more resources available.</p>	Everyone	
	16	<p>Next Meetings:</p> <ol style="list-style-type: none"> 1. April 24th 2. May 29th 3. June 17/18 – Ottawa (Tentative) <p>Avery will be sending around a doodle to try and find a better meeting date for everyone.</p>		