

Canadian Fair Trade Network – August Board Meeting

Meeting Minutes for – **Tuesday August 13th, 2013**

Meeting time: (90 Minutes)

- 5pm – BC | 6pm – AB & SK | 7pm - MB | 8pm - ON & QC | 9pm Atlantic Canada | 9:30pm Newfoundland

Call-in Information:

Please join the meeting: <https://global.gotomeeting.com/meeting/join/921449613> | Use your microphone and a headset. Or, call in using your telephone. Canada: +1 (647) 497-9391 | Access Code: 921-449-613 | Audio PIN: Shown after joining the meeting

In attendance:

1. Kaan Williams (BC)
2. Nancy Allan (SK)
3. Zack Gross (MB)**
4. Bruce Morton (ON)
5. Nadia Berger (ON)
6. Shirley Fagnen (QC)
7. Sasha Caldera (QC)
8. Sophie Henderson (Atlantic Canada)

*Sean McHugh (Ex-Officio)

** Zack Gross chaired meeting and solicited all motions.

Regrets: Bev Toews, Kelly James, and Dustin Johnson.

Agenda (Meeting underway 8:07pm EST)

- 1. Approval of the Agenda**
 - a. *Nancy moved the agenda, Nadia seconded. Agenda approved 8:09pm EST.*
- 2. Review and approval of board meeting minutes from June 24th 2013**
 - a. *Nadia moved the minutes, Nancy seconded. Minutes approved 8:10pm EST.*
- 3. Regional Updates**
 - a. *Kaan (British Columbia) Went to Fair Trade Vancouver events. UBC is making plans for FT Campus Weeks along with SFU.*
 - b. *Sean (British Columbia) Kwantlen University College is planning a FT symposium on October 29th. In planning stages. James Milligan brought 10K in funding for this event.*
 - c. *Sean (Alberta) Edmonton will become Canada's 17th FT Town. Media announcement will happen later in August.*
 - d. *Nancy (Sask) Expressed frustration in trying to get USask to write and complete the FT Campus application. Sean recommended sending the FT Campus Guide to Nancy and motivating Saskatchewan.*

- e. Zack (Manitoba) Both UManitoba and UWinnipeg moved to become FT Campus, but problem is main supplier has dropped their FT certification. The student union, FT Manitoba may offer to pay the licensee fees to maintain their FT certification. Re-branding FT activities and re-doing website with a whole new set of marketing tools. Brandon is close to becoming a FT Town.
- f. Nadia (Ontario) Posting for new roles within the FT Toronto executive team during September along with setting up their board. Someone might be creating a FT app. Possibility to prototype for Toronto and expand beyond.
- g. Bruce (Ontario) Dropping off copies of the magazine, and mailing copies to city councillors who were involved with the FT Towns designation. Report was prepared by a teacher in Thunder Bay, and going to city hall. Peterborough has been quite active holding a FT event at a blues bar. Two most active FT advocates Mark and Paula have accepted overseas positions, so a change of hands will have to happen.
- h. Shirley (Quebec) Team is still busy in selecting a date for l'Association de Commerce Équitable Event, slated for November. Dario has questions for Sean. l'Association could possibly offer support for the next edition of the magazine. Matthieu from NAVTI foundation is in charge of leading a FT campus designation in Laval.
- i. Sasha (Quebec) Distributed magazine to two non-profits
- j. Sophie (Atlantic Canada) Dalhousie is close to FT Campus status. Aim is to have designation in March.

4. Fair Trade Magazine:

- a. July edition updates
 - i. Everything went smoothly. 191 drop points and 22,000 copies printed. 44 shares on Facebook. Bryce sent documentation for feedback.
 - 1. **Action Item – complete feedback form and submit to Bryce**
 - ii. Zack asked whether more copies can be distributed. Sophie wanted copies as well. Sean made note of these demands.
 - iii. Sasha asked about metrics and Sean mentioned that all impressions, website reads are being monitored by Bryce.
 - iv. Overall costs were higher than expected. Bryce is looking at final numbers.
 - v. Cost per unit was about .35-.40 cents for printing and .15 cents for distribution.
- b. January 2014 edition
 - i. Aiming for 25 to 30K copies for next edition. Content plan is coming together. Topics can focus upon metals, Africa, and sugar.
 - ii. French edition for Quebec and New Brunswick, EWB translation team is keen working on it. Moreover granting opportunities could be procured to cover these additional copies. Will be distributed at AGM in Jan 2014.

5. Strategy and position paper updates

- a. Sophie asked whether FINE strategic intent and definition will guide the CFTN. We had attempted to write what already had been established globally.
- b. Zack asked whether these definitions can service discussion at January's CFTN AGM, hopefully be ratified during the AGM and generating lots of discussion.
 - i. **Action Item – Sean and Bryce to complete edits and re-submit both documents for review and discussion in Toronto in October**

6. In-person Board meeting : October 6th and 7th 2013

- a. Few complications as EWB Presidents Retreat is happening that same weekend.
 - i. **Action Item: Send Flight information to Sean by Sept 16th**
- b. Have advisory members attend strategic planning session.
 - i. **Action Item – Sean and Zack to draft in person board meeting agenda and send to board**

7. CFTN National Conference

- a. Sean put two pages together highlighting sessions, and ensuring that sessions don't overlap with EWB Conference Team. January 8th-10th
- b. Zack mentioned an AGM subcommittee is would be best to start.
- c. Sean brought on a project manager to lead the development of the agenda.
- d. Nadia, Kaan, Zack and possibly Dustin are interested in joining.
 - i. **Action Item: Friday August 23rd for comments**
 - ii. **Action Item – Sean to send working draft to board for review**

8. Operational and Budgetary review

- a. Projected revenues are \$113,000 and the CFTN is still in the green. Directors' insurance being looked at for next year. Ongoing expenses are lower than expected. Healthy in terms of a bank account. Magazine expenses were higher than anticipated.
- b. In terms of process things are looking better as Kaan reviews cheque requisitions each month. An accountant is coming to help get off excel and into QuickBooks.
- c. Zack mentioned how we can become sustainable financially.

9. 2014 funding proposals/planning

- a. EWB, Fairtrade Canada, Corporate engagement, Conference sponsorship, Magazine, McConnell Foundation
 - i. Sean is planning on sending the corporate engagement document to the board, focusing upon how we can include companies who want to support us.
 1. **Action Item – Sean to complete first draft and send to board for review**
 - ii. Zack mentioned that CIDA is seeking proposals for multi-year engagement. Perhaps provincial councils can incorporate FT into their proposals.

10. Program Development

- a. FT Campuses – guide and forms, Campus week, design templates
 - i. Re-launched FT Campus Guide and Forms. Bryce is slimming the guide down so the guide can be available digitally and in-print.
 1. **Action Item – Review campus draft and submit comments by August 16th**
 - ii. Campus week is coming along well.
 - iii. New design templates along with a FT Campus logo and posters could be rolled-out by September.
- b. FT Towns – Guide and forms, website template
 - i. Bryce will be leading the charge with online website template.
- c. FT Schools – Lush Partnership

- i. *Everything is moving ahead. CFTN is now a charity pot partner and visible in 191 stores in North America. Sean met with Lush buyers who are interested in sourcing FT products from all over the world.*
- ii. *Zack mentioned that teachers can help develop the concepts behind the curriculum materials.*

11. Partner Engagement

- a. Fairtrade Canada governance, B-Corporation, Sierra Youth Coalition, website update
 - i. *Uncertainty, and stalls within the FT Canada governance committee. Hopefully changes will be ratified.*
 - ii. *CSO involvement along with licensees could be eligible to become members of the organization and possibly participate within the board.*
 - iii. *Sophie asked whether spending report can be more transparent. Sean said he brought this concern up, and feels that more transparency can happen.*
 - iv. *Conversations with B-Corporation and Sierra Youth Coalition, focusing on how we can collaborate.*
- b. FT USA – Conversation with CEO Paul Rice
 - i. *Sean asked questions with regards to Fair Trade USA's departure from the system. Hopefully questions can be sent out tomorrow for feedback from the board.*

1. Action Item – Sean to complete and send FT USA working doc to board for review

12. Review of Action Items

Board:

Complete and submit magazine feedback form to Bryce
Send flight info to Sean by the 16th - knowing that the Fair Trade awards are on the 3rd, the Canadian Health Food Association show is on the 5th and the CFTN Board meeting is on the 6th and 7th of October.
Send conference thoughts and ideas to Sean by the 23rd
Review and provide comment on the Campus guide by the 16th

Sean:

Complete first draft of corporate engagement strategy for review
Send the first draft of the national conference outline document for review
Send FT USA letter/questions document

Sean and Bryce:

Complete edit on strategy and position papers for comment and review

Sean and Zack to:

Complete the first draft of the in-person board meeting agenda and send for review and comment

Next meeting: Sept 9th 2013 5pm PST/8pm EST.

Meeting Adjourned at 9:30pm EST.