

Canadian Fair Trade Network – December 15th, 2014 Board Meeting Minutes

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

Please join the meeting from your computer, tablet or smartphone: <https://global.gotomeeting.com/join/812191901> | you can also dial in using your phone: Canada (Long distance) +1 (647) 497-9379 | **Access Code:** 812-191-901

In attendance:

1. Zack Gross (chair)
 2. Bev Toews
 3. Kaan Williams
 4. Sean McHugh
 5. Nadia Berger
 6. Bruce Morton
 7. Sasha Caldera
 8. Kyra Moshtaghi Nia
 9. Dustin Johnson
- *Sean McHugh (Ex-Officio)

Regrets:

1. Krista Pineau
2. Nancy Allan

Meeting Minutes:

*Meeting Called to order at 8:04pm EST

#	Item	Action Item
1	Approval of the Agenda <ul style="list-style-type: none"> • Moved by Bruce – 8:04pm est • Seconded by Kaan • No additions or changes, Approved by all 	<i>none</i>
2	Review and approval of board meeting minutes from November 12th, 2014 <ul style="list-style-type: none"> • Moved by Kaan – 8:05pm est • Seconded by Kyra • No Additions or changes, approved by all 	<i>none</i>
3	Governance and Strategy: <ol style="list-style-type: none"> a) AGM <ol style="list-style-type: none"> a. Agenda for AGM looks good. Discussion around online access and that we need to ensure go-to-meeting is setup b. Roles and responsibilities <ol style="list-style-type: none"> i. Zack – chairs report ii. Sean – staff report iii. Kyra – run through annual report iv. Facilitator – Tim Reeve v. Introduction – Ian Hudson vi. Check in members – Bev and Kyra b) Member Email – Notice and documentation sent to entire member list. Discussion around adequate notice, agreement that the organization has met the requirements c) Call for Directors – still needs to happen 	<p><i>a. Run through process with Tim</i></p> <p><i>b. none</i></p> <p><i>c. Zack and Sean to reach</i></p>

	<ul style="list-style-type: none"> d) Annual report <ul style="list-style-type: none"> a. Tight timeline for putting things together. Put into design with a 14 page report and a front/back cover. b. Will go online this week or next week with about 150 hard copies planned for conference e) Pre conference meeting <ul style="list-style-type: none"> a. 7:30pm dinner meeting will be planned b. Zack, Kyra and Nadia to help out the afternoon before f) Post conference meeting <ul style="list-style-type: none"> a. We will grab 20 minutes on Friday afternoon during the trade show for a quick meeting. 	<p>out to prospective board members</p> <p>d. Please send final comments to Sean</p> <p>e. Sean to follow up on time and location</p> <p>f. Zack will lead on this</p>
4	<p>Operations:</p> <ul style="list-style-type: none"> a) Year-end wrap up <ul style="list-style-type: none"> a. Sean working on pulling everything together to wrap up the year, with aims of completing everything by Friday the 19th b) Staffing and capacity <ul style="list-style-type: none"> a. Nothing to report due to limited financial resources. 	<p>a. none</p> <p>b. none</p>
5	<p>Finance and Accounting:</p> <p>Productive, but tight financial year. Balanced books, with good carry over to start 2015</p> <ul style="list-style-type: none"> a) 2014 Financial Report – now complete, will be a part of annual report <ul style="list-style-type: none"> a. Money in the bank as we carry over this year. b) 2015 Budget Projections <ul style="list-style-type: none"> i. Budget will be reduced as a result of EWB contract not coming through. ii. Tough time looking ahead and budget is conservative. iii. Sean and Bruce are engaging with Cadbury’s and the company asked for a proposal. There’s interest in advertising, and providing chocolate. iv. Van Houtte gave \$1000.00 for sponsorship. v. MCIC is looking to acquire a large fundraising database. Potential to be able to glimpse available grants. b. 2015 Fairtrade Canada contract proposal – \$50,000 <ul style="list-style-type: none"> i. Still working through final details c. EWB contract proposal – \$0 <ul style="list-style-type: none"> i. A new proposal has been submitted d. Magazine Advertising: <i>Target \$12,000 + \$12,000</i> e. Conference sponsorship/registration fee – <i>Target: \$25,000</i> <ul style="list-style-type: none"> i. Sponsorship currently at \$17,000, Registration fees at \$5,000 f. Membership – <i>Target: \$1,500</i> g. Heritage Canada project grant – <i>Target: \$5000</i> <ul style="list-style-type: none"> i. Total: \$105,500 c) Grants and Foundations <ul style="list-style-type: none"> a. McConnell Foundation – <i>Target: \$150,000</i> <ul style="list-style-type: none"> i. We have heard back, so will report on next steps b. Food systems strategy and funding proposal – still being discussed c. Office of consumer Affairs – still waiting on opportunities to open up d. Corporate engagement strategy 	<p>a. none</p> <p>b. none</p> <p>Sean to finalize</p> <p>Awaiting feedback from EWB</p> <p>On track</p> <p>On track</p> <p>On track</p> <p>c. none</p> <p>Zack, Dustin and Sasha</p>

		<i>to meet to discuss</i>
	e. Heritage Canada – long term funding	
6	<p>National Conference (January 14, 15 & 16, 2015):</p> <ul style="list-style-type: none"> a) Registration <ul style="list-style-type: none"> a. Logistical plans are in place with hotel and travel. Work needs to be done to finalize sessions. A logistical plan still needs to be finalized b. 91 people registered right now. b) Sponsorship & ticket sales <ul style="list-style-type: none"> a. \$5000.00 in ticket sales and \$17,000 in sponsorship c) Sessions – facilitators, panelist, outline, objectives, notes al coming along d) Collaterals plans – folders, agendas – plans are in the works e) French – materials and simultaneous translation plans are in the works f) Hotel – Delta - rooms have been booked g) Travel <ul style="list-style-type: none"> a. Subsidies (travel, food, and hotel) on an adhoc basis, just contact Sean. h) Food – Oliver is leading and things are looking good i) Logistics – room setup, a/v, evening events <ul style="list-style-type: none"> a. McGill has generously provided free room and logistics set-up. j) Tradeshow <ul style="list-style-type: none"> a. Jess has put together a 1pager re: companies. Last year’s tradeshow was quite good and will be hard to top. 	<p><i>a. All board members to push their contacts</i></p> <p><i>b. none</i></p> <p><i>c. Sean will be reaching on session setup</i></p> <p><i>d. none</i></p> <p><i>e. none</i></p> <p><i>f. Sean will be sending confirmations by end of week</i></p> <p><i>g. none</i></p> <p><i>h. none</i></p> <p><i>i. none</i></p> <p><i>j. none</i></p>
7	<p>Fair Trade Magazine:</p> <ul style="list-style-type: none"> a. Publication <ul style="list-style-type: none"> a. Magazine has progressed very well. Bryce has ran through all of the articles. Ready to head to print. b. Revenue is a little lower than expected (\$12,000) as opposed to (\$14,000). b. Distribution plans 	<p><i>a. none</i></p> <p><i>b. All board members to send order info to Sean</i></p>
8	<p>Communications</p> <ul style="list-style-type: none"> a. Website – French side now live! <ul style="list-style-type: none"> a. Krista and Kaan did a fantastic job of rallying French chapter members together. All new content and key information on website is now in French. b. All new content is being automatically being translated into French on a select basis. c. General webpage hiccups where the server says, “out of memory”. It’s an ongoing process and we are working our way through it. 	<p><i>a. ongoing work by Kaan</i></p>
9	<p>Programs:</p> <p>Key materials are now in French! Much of the documentation has now translated.</p> <ul style="list-style-type: none"> a. Town – French materials (town guide + docs), Re-design and print plans for conference in the works, with new Fairtrade Canada fonts and graphics b. Campus – French materials now up, Re-design and print plans, UNBC Application in, UCalgary expected c. Event – d. School – Guide and Requirements nearly complete 	<p><i>a. none</i></p> <p><i>b. none</i></p> <p><i>c. none</i></p> <p><i>d. none</i></p>
10	Projects:	

	<p>a. Certification evaluation work is ongoing, being led by Marta</p> <p>b. Future of the movement paper</p> <p>c. Fair trade as national standard, working paper also currently being written</p> <p>d. National retailer List is being compiled</p> <p>e. Handicraft buyers guide is in the works, being led by Lhazin</p> <p>f. Fairtrade products buyers guide – local Roasters – idea for next year</p> <p>g. Fair trade 101 handbook – idea for next year</p>	<p>a. Sean to circulate once ready</p> <p>b. none</p> <p>c. Sean to circulate once ready</p> <p>d. Sean to send out regional lists</p> <p>e. none</p> <p>f. none</p> <p>g. none</p>
11	<p>Events:</p> <p><u>Recaps</u></p> <p>a. Nov - 29/30 The fair trade show in Toronto</p> <p>a. Nadia, Sasha, and Bruce weren't able to attend the fair trade show in Toronto, but it seemed to have gone well</p> <p><u>Upcoming</u></p> <p>a. January 16 to 18th – EWB National Conference</p> <p>a. Sean will be facilitating one session at NC 2015.</p>	<p>a. none</p> <p>b. none</p>
12	<p>Regional updates</p> <ul style="list-style-type: none"> • Dustin – Two people from DAL are heading to conference. Hopefully they can get FT Campus back on track. Conversation with MUN and UNB ongoing • Nadia – Been doing a part-time Master's, so will provide an update from FT Toronto soon • Bruce – Will be at the mayor's brunch. In liquor stores, there's several brands of FT wines, and the selection is growing. Guelph, Thunder Bay, Woodstock and Center-Wellington have gone quiet of late; however, they might pick things up. Bruce had the opportunity to connect with the folks at the Canadian Teachers Federation in Ottawa, and there are opportunities for further engagement next year • Kyra – FT Winnipeg. Had their first meeting since event, where they started working through next steps. The folks at the University of Manitoba are looking at an event for Valentine's day • Zack – Sean and Darryl Reed have agreed to be part of a national webinar about Fairtrade Certification. Hope to get some schools involved and also doing some local events. Hoping to do something at the University of Winnipeg. Fair trade Friday's are happening in Brandon. Hopefully Brandon will be selling FT Vodka. • Bev – Looking at sourcing fair trade bags for upcoming student conference. Bev recently visited Zack in Winnipeg. FT Olds committee handed FT candy canes. Ethical Bean is providing coffee for youth leadership conference. Bev visited the Fair Trade Red Deer committee, they're excited to get things moving in the New Year. Bev is off to China for Feb/Mar • Kaan – has been working on the technical side more of late • Sean – Christmas Party was hosted last week by Marianne Pemberton and Sean McHugh. 20 people attended total. FTV continues to meet monthly. Looks like a good FT Vancouver contingent at conference. Nakusp and Revestoke conversations are ongoing. 	<p>none</p>
13	<p>Next Meeting – TBD</p> <p>Meeting adjourned at 9:27pm est</p>	