

Canadian Fair Trade Network – March 11th, 2015 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/580052525> | you can also dial in using your phone: Canada (Long distance): +1 (647) 497-9380 | Access Code: 580-052-525

Attendees:

- Present: Kaan, Avery, Zack, Kyra, Lia, Eric, Krista, Dustin
 - Staff: Sean
- Regrets: Bev, Sasha
- Absent: Bruce

Meeting minutes:

Start time 8:07pm eastern time

#	Item	Action items
1	Approval of the Agenda - moved by Avery, seconded by Kaan *add on date for auditing 2014 finances All in favour (8:08)	
2	Review and approval of board meeting minutes 1. Board Meeting - February 11 th , 2015 - moved by Avery, Seconded by Kaan, All in favour (8:09)	Sean to send updated minutes and agenda
3	Financial Management – short term <ol style="list-style-type: none"> a. 2014 taxes - everything in order for the secured funding b. Audit 2014: not necessary (expensive) but potential to do a 'statement' <ol style="list-style-type: none"> i. need to determine if it is necessary or not ii. Zack will contact FT Manitoba to see what the rules are <ol style="list-style-type: none"> 1. 2015 financial plan – 2015 Fairtrade Canada contract + additional commitment <ol style="list-style-type: none"> a. FT will provide another 15 000\$ on top of their original contract - CFTN looking for conversation more longer-term <ol style="list-style-type: none"> i. FT business program? - Revenue generating? ii. Build the business case to show returns engaging Fairtrade Canada, Fair Trade companies, food services, etc. iii. Prove value of independence b. 3 years of funding from McConnell c. funding ideas <p>Funding Ideas:</p> <ol style="list-style-type: none"> 1. Corporate/Business/Intuitional Membership. Follow LOCO pricing model - can get \$10,000 with medium effort. Would need an ongoing Business engagement plan. 2. Add Value request/Business Model/Business Case - FT Canada - licensing fees from FT Uni sales, or Chartwells extra product sales, FT Schools program. Make goal of # of new schools as target. 3. Approach companies: Salt Spring Coffee, Level Ground, Fairware, Natures Path (others that don't pay licensee fees? Chartwells, Aramark), Discovery Organics, Other Contacts? Need business case for what we are giving them for funds 4. Oxfam Canada - Integrate with Canadian programing? 5. General member fundraising campaign - need online platform (or buy one) and can get one going? Need ideas, etc. 6. Kick starter Program for magazine to launch it into its own business 	Committee on 2014 audits: Zack, Avery, Kaan Business model-plan committee: FT Canada – Tom, Mark, John CFTN - Sean, Jess, Éric, Lia, Avery, Zack Biz engagement program – Zack, Dustin and Sasha Preparing committee meeting - Sean

	<ul style="list-style-type: none"> 7. Trade and Development grants - would require and international partner (Build FT Organizations in South America?) 8. Heritage Canada Opportunities – short and long term 9. Fee for designation established – town, campus, school 10. Partnerships with other orgs, EWB, Oxfam, etc. 11. Campus food systems proposal - go after larger money 12. Provincial council partnerships? <ul style="list-style-type: none"> a. Time frame? FT Canada board meeting mid-April - business model drafted 	
4	<p>Financial Strategy – long term</p> <ul style="list-style-type: none"> 1. 2015-17 Strategy and Projected Budget <ul style="list-style-type: none"> d. Current budget \$100,000 and half already spent on magazine, conference, operations, etc. c. Budgeting for growth: \$400,000 organization with 4 employees working full time on FT campus and schools by 2017 2. McConnell Foundation – follow up proposal submitted 3. Fairtrade Canada – long term strategy, as discussed above 4. Corporate Engagement Strategy (working with and role of business) 	
5	<p>Partnerships – long term</p> <ul style="list-style-type: none"> 1. Fairtrade Canada 2. EWB Canada 3. Meal Exchange - works with FT campuses and foods - potential to have further partnership, possibility to build out long term strategy to 2020 by bringing together the organisations working on campuses and having both Meal Exchange and CFTN focusing on different organisations <ul style="list-style-type: none"> a. develop more aggressive strategy to get funds from big businesses 4. Fair Trade Federation – (Handicraft sector) <ul style="list-style-type: none"> a. Sean going to FTF conference and discussions scheduled 	
6	<p>Campaign and Event Planning</p> <ul style="list-style-type: none"> 1. March 11th webinar – labelling and certification <ul style="list-style-type: none"> a. postponed b. need host of the webinar c. presentation perspective - must be addressed as concepts - fair trade and certifications/labelling and then diving into more specifics - need more prep time 2. March 18th webinar – Fairtrade Month and World Fair Trade Day <ul style="list-style-type: none"> a. 2pm PST b. promotion of FT flowers for mother day - try to make it appropriate c. send ideas to Sean with what to talk about d. bananas - building off conference talks 	Zack
7	<p>Calendar and Planning: Travel Plans and Upcoming Events</p> <ul style="list-style-type: none"> 1. March - Fair Trade Federation Conference – California 2. coffee association in Seattle - April 10-11 3. March - Fairtrade Australia Visit 4. April - SCAA – Sean attending 5. April – CHFA – Sean attending 6. April - CCSE - Canadian conference on social enterprise 3. May - Prairies 	
8	<p>Program Updates</p>	

	<ol style="list-style-type: none"> 1. Guelph Application - approved - small follow-up commitment (20th FT town - CONFIDENTIAL) 2. University of Calgary Application – needs additional work 3. UQAT Application - Eric following up - need more information 4. Montague Secondary Application - magasin du monde for 3 years , application sent in with 20 supporting documents, teachers including FT in classes <p>(French material - redesign and translation on the guides pretty much done, pamphlets almost done, Schools - next week with supporting docs at the end of next week - 10 days from now should all be done).</p>	
9	<p>National Conference</p> <ol style="list-style-type: none"> 1. Recap Report - 18 pages 2. 2016 location – Bid Process <ol style="list-style-type: none"> a. Winnipeg? - Already started looking into hotels, dates, etc. strong committee and interest in place b. Dustin sent out communications re: hosting conference? Looking into venues, hotels, etc. - selling point = building civil society in Atlantic Canada c. Committee - evaluation criteria to pick hosts (all board members send in ideas) d. Possibility of looking at next 2 conferences (mimic Olympics so the conference 2 years from now comes to next year's) 	
10	<p>Fair Trade Magazine</p> <ol style="list-style-type: none"> 1. Content Plan for July edition <ol style="list-style-type: none"> a. Recipes! b. What products have we not done yet? - spices, vanilla, textiles (based of FT Vancouver event) c. South-south trade d. article on Impacts of FT e. FT ice cream (summer edition!) the "flavours of Fair trade" - spices, ice cream, vanilla, f. submissions for May g. everyone contribute Jan-June Canada updates h. book review - In defense of Small producers i. Lia interested in writing an article 	<p>Krista - send abstract to Sean</p> <p>Everyone</p> <p>Zack - book review</p>
11	<p>Discussion Items</p> <ol style="list-style-type: none"> 4. Working with SPP, FTF and WFTO 	
12	<ol style="list-style-type: none"> 3. Regional updates <p>Atlantic - coffee in the Java Blend university Qc - April 2nd 6-8 - UQAT and high school announcements - Eric - invited to speak at We Day Montreal 24th in English 25th of March in French (2000 + people with mostly high school students) - Cegep Ste Foy - contacted NAVTI and CFTN for speaker at their campus</p> <p>Ontario - World Fair Trade Day event - textiles still an issue for the Ottawa campus - presentations for continuing education for retired</p> <p>Manitoba - FT Winnipeg: sub groups have started meeting - one of which is working on a bid for the 2016 conference</p>	

	<ul style="list-style-type: none"> - liquor - wine tasting for liquor marts - FT tours - Peru next November - government agency, schools, etc to participate in tours BC: FT cotton night 65 people, MEC, Ethical profiling, professor talk, Arcteryx, - similar event - Gold in April with a panel - movie screening in March - 5 year renewal in May - party and re-engagement of government 	
13	<p>1. Next Meeting: Doodle: http://doodle.com/7f32cca78qw84gcy</p>	Zack

Meeting adjourned 9:43pm eastern