

Canadian Fair Trade Network – March Board Meeting

Meeting Minutes for – **Monday March 25th, 2013**

Meeting time:

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

Call-in Information:

Please join the meeting: <https://global.gotomeeting.com/join/285353141> Please use a microphone and a headset. Or, call in using your telephone: Dial +1 (647) 497-9350, Access Code: 285-353-141
Audio PIN: Shown after joining the meeting. Meeting ID: 285-353-141

In attendance:

1. Sasha Caldera (BC)
 3. Nancy Allan (SK)
 4. Zack Gross (MB)
 5. Bruce Morton (ON)
 6. Nadia Berger (ON)
 7. Shirley Fagnen (QC)
 8. Dustin Johnson (ATL)
 9. Kelly James (AB)
- *Sean McHugh (Ex-Officio)

Meeting Minutes:

Meeting got underway at 5:09pm PST

Primary Agenda:

1. Approval of the Agenda

(Bruce approves, Nancy seconds at 5:09pm PST) - Meeting underway at 8:10pm PST.

2. Review and approval of board meeting minutes from Feb 25th 2013

(Kaan approves, Shirley seconds. All minutes are approved).

3. Sasha Caldera moves from Vancouver, B.C. to Montreal, Q.C.

Sasha accepted job in Montreal and will be relocating there as of May 2013. Sasha is committed to staying on the board. Sasha notified the board in advance, and based on the email message, requested to serve as a Quebec representative. Shirley moves to retain Sasha on the board. Nancy seconds. All approved.

4. Sean's travel to Ontario and Quebec

Sean is looking to travel in Ontario and Quebec leaving on April 13th and in Toronto from April 14th to 21st with a single day in Montreal. Sean plans to head back into Vancouver on the 26th. There's a possibility for Bruce to connect with Sean in Ontario and in B.C.

5. General updates

- a. Regions

- Dustin – trialed FT Coffee at the SUB on Campus where educating people on campus; moreover, FT Campus is moving along with an audit of foodservice providers. Designation could happen in May. Has five or six people working on FT.
- Shirley -- does not have too much news regarding “expose manger, santé”. Great advertising of the Quebec FT Association. EWB Montreal Network is thinking of doing a big member learning regarding Fair Trade. Sasha offered to investigate contacts in Montreal regarding FT designation.
- Nadia -- Toronto is very close to FT Towns designation, on April 3rd budget is anticipated to be a \$300,000. Motion was already passed through the General Management Committee. FT Toronto will be at the Green Living Show. Sean asked about PR, and Bruce and Nadia are ball-parking WFTD at the Green Living Show. Toronto is the 4th largest city in North America, so the designation will be significant. Bruce gave a talk at Ryerson about FT and the city of Guelph is interested in Fair Trade Towns designation. Bruce has meetings with both organizations. Peterborough has Trent University and is very close to FT Campus designation. Mark Soares may be interested in leading.
- Zack -- Manitoba just finished its FT One Month Challenge. There was a big social media drive. The One Month Challenge increased local businesses significantly (really good effort). Coffee cupping event featuring a professional cupper. Winnipeg is preparing for Jennifer Williams’ visit.
- Nancy -- Saskatchewan seeking to raise awareness regarding ethical investment. SCIC ...
- Kelly -- Alberta – First FT Calgary meetup, the group decided to hold a documentary screening. Kelly is meeting tomorrow with university representatives as UofC FT Campus designation application. Kelly mentioned there are a few last minute hang-ups; however, the application is indeed ready. A common roadblock are suppliers carrying flavoured FT coffee options.
- Sean -- In B.C., things have been a little quiet. FT Vancouver is rolling along behind the scene, and is ready to re-launch with a new team. AGM is slated to happen in early May. UBC and SFU are continuing to push the envelope. Mark McLaughlin is exerting pressure on Tim Hortons and Starbucks.
 - b. Campus updates
- Five Campuses are close.

6. Campaign updates

- a. Karma
 - Michael from FT Canada is leading the design/microsite of the FT Karma Campaign. CFTN can put together a series of events in which people can run with.
 - b. Fair Mobs
 - Fair Mobs were tried last year. Some people are trialing it on March 28th, and May 12th. Aim is for people to ask for FT that day. No specific retailers are targeted; however, board members agreed that this approach is best. SFU is jumping on board with this initiative. Bruce mentioned a focused approach in maximizing impact. Zack mentioned the notion of “buy-cotting” as opposed to “boy-cotting”.
 - c. Introducing Ethics
 - FSDS is open for consultation from NGOs until June 14th 2013. We got lots of time on our hands in developing a proposal based upon our Rio+20 research efforts and sending it to FT Towns Groups for one massive submission. Leora Wise is working on a public story which can go out around the same time.

7. Governance

- Business cards – all good

- GST/HST Number – need for each director’s social insurance number
 - i. Sean to follow-up with CRA on this.
 - 1. SIN numbers are require for all corporation directors
 - 2. Part of identification process
 - b. Working with business – broader conversation of what and how CFTN works with business and how business contribute to CFTN without formal membership
 - i. Conversation deferred

8. Operations/ New Hire – Bryce Tarling

- After reviewing the operations document, directors happy with the level of detail.
- Sean to work through additional changes and present updated version for each board meeting.
- Yearly Budget – overall looking good.
- Future Discussion around revenue and the future.
- Sean described how the CFTN is ready to hire a part-time communications lead to manage all social media applications, PR, and lead the Fair Trade Magazine Publication.
- Sasha motion to hire Bryce Tarling as a Communications Coordinator, responsible for the FT Magazine at 6:32pm, seconded by Kelly – 6:32pm. All approved.

9. Remainder of agenda to be picked up next time

- a. Discussion around agenda management
 - i. Sean suggest reverse flow of proposed items at every second meeting
 - ii. Zack suggested Sean and Zack to work together in order to optimize the agenda

The board decided to post-phone the following items below until next meeting:

- 10. Financial Management
 - a. Accounting
 - i. QuickBooks
 - ii. Committee
 - iii. Signing authority
 - b. Charitable status
- 11. Grants and Foundations
 - a. Service Canada
 - b. Lush
 - c. Techsoup
- 12. Research
 - a. FAQ’s/Q&A’s
- 13. Longer term planning:
 - a. Fair Trade Magazine – July Edition
 - b. CFTN Conference and AGM 2014
- 14. Outstanding Items
 - a. Communication/discussion system developed
 - b. Certification Matrix

15. Meeting adjourned at 6:39pm PST. Next Meeting April 29th 2013.