

## Canadian Fair Trade Network – March Board Meeting

Meeting Minutes for – **Wednesday, March the 5<sup>th</sup>, 2014**

### *Meeting time: (90 Minutes)*

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

### *Call-in Information:*

Please join the meeting. <https://global.gotomeeting.com/meeting/join/872055909>. Please use a microphone and headset. Or, call in using your telephone. Canada: +1 (647) 497-9372 | Access Code: 872-055-909 | Audio PIN: Shown after joining the meeting | Meeting ID: 872-055-909

### *In Attendance:*

1. Kaan Williams (BC)
2. James Wattam (SK)
3. Zack Gross (MB)\*\*
4. Kyra Moshtaghi Nia (MB)
5. Sasha Caldera (ON)
6. Krista Pineau (QC)
7. Dustin Johnson (Atlantic Canada)
8. Nadia Berger (ON)
9. Bruce Morton (ON)

\*Sean McHugh (Ex-Officio)

\*Bryce Tarling (Staff)

\*\* Zack Gross chaired meeting

### Regrets:

1. Bev Toews (AB)
2. Kelly James (AB)
3. Nancy Allan (SK)

### *Minutes:*

Meeting got underway at 8:04pm eastern standard time

Approval of the meeting agenda moved by Kaan Williams and seconded by Bruce Morton – all in favour – approved at 8:05pm eastern standard time

Approval of the previous meetings minutes moved by Kaan Williams and seconded by Dustin Johnson – all in favour – approved at 8:06pm eastern standard time

### **Section 1 - Discussion Items (long):**

1. Fair Trade Towns
  - a. New guide, application, tools and resources
    - i. Bryce explained the focus of the guide in its entirety.

- ii. For a timeline Sean and Bryce will be finalizing when they want to finish the documents.
  - iii. Bryce suggested we can have until Monday, March 10<sup>th</sup> to review the document.
  - iv. Completed documents will be available online for serve as a resource.
  - v. Nadia asked about the purpose of the proposal. Bryce described that the proposal serves as an interim M&E piece where the CFTN and groups can track progress accordingly.
  - vi. Discussion about whether the proposal should act as a project plan.
  - vii. Zack invited everyone to send comments.
  - viii. Bryce invited people to share the document with outside experts provided we make sure we mention that this is a working document.
    - 1. **ACTION – Send all comments back to Bryce**
    - 2. **Responsibility/Lead – Bryce**
2. Campaigns
- a. The Power of You
    - i. Lisa and Marika are putting together draft designs for this campaign.
  - b. Fair Trade Fortnight – Co-op visit contest
    - i. Ideas for FT fortnight were discussed, digital media campaign recommended
    - ii. Discussion about moving FT fortnight to February/March to align with the UK and the school year
  - c. World Fair Trade Day
    - i. May 10<sup>th</sup> 2014; however, not much happening yet, potential partnership with Villages in the works. Bruce recommended a flag raising at designated towns
      - 1. **ACTION - send any and all ideas to Sean**
3. Heritage Canada
- a. Long Term – Bilingualism and hiring a French speaking employee to liaise with French speaking Canada
    - i. Applications submitted last year were rejected.
    - ii. Rejection happened due to tardiness
    - iii. Sean mentioned we can put together a small working group to put together these same grants for 2014
  - b. Short Term – FT Campus, FT Towns + Magazine
    - i. Krista, Kaan, and Sean are interested in working on grants for translation on these documents.
      - 1. **ACTION – Sean to send past applications to Kaan and Krista**
      - 2. **Responsibility/Lead – Sean, Kaan and Krista**
4. Member Engagement and Growth
- a. Post conference Momentum
    - i. Zack asked brought up the issue of engagement and how to maintain it throughout the year.
    - ii. Sean mentioned that we have 90 registered members.
    - iii. Have updates regarding regions on fb and twitter.
  - b. Delegation within the board and working staff
    - i. Getting people to sign-up into small subcommittees as agenda items are becoming ambitious.
    - ii. Discussion about merits of list.
    - iii. Have minutes reflect actions taken by people in a separate section.

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## Section 2 - Discussion Items (short):

5. Charitable status
  - a. General feeling is that it's not suitable to pursue.
  - b. At this point – we can rely upon EWB to issue charitable tax receipts if we need it.
6. Fair Trade T-shirts
  - a. Zack spoke to Darryl Reed and Bill Barrett about bringing t-shirts from India.
  - b. Demand for t-shirts is high, yet supply and distribution capacity is overwhelming.
  - c. 10,000 shirts would entail about \$8-\$10 range per shirt.
  - d. Planet Bean was interested in doing shipping and distribution.
7. Fairtrade Canada Partnership
  - a. Fair Trade Towns, Campuses and Schools Management working agreement coming together
8. Finances: General cash flow update, 2013 Taxes and T4 Preparation, Office of Consumer Affairs, McConnell Foundation
  - a. Sean is fully caught up on finances.
  - b. T4 were submitted on time
  - c. Office of Consumer Affairs should get back to us within the next few weeks
  - d. Jess is working on McConnell grant
  - e. Bryce and Sean submitted paperwork for 1% of the planet

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## Section 3 - Updates (brief):

9. Chartwells Training Module – first draft complete
10. National Conference 2015 – Montreal – McGill
  - a. Conference planning has started with Oliver
11. Insurance – Directors and Office
  - a. Insurance is being taken care of for the year
12. Fairtrade Canada Governance
  - a. Proposal for membership on behalf of FT Canada has been sent to members.
13. Tradeshows and Conferences: CCUFSA, CAUBO, International Symposium, International FT Towns, FTF, SCAA, FCM
  - a. 1.5 hour presentations on at CCUFSA and CAUBO will be at Niagara Falls and Victoria
  - b. The International Symposium, and International FT Towns conferences are being held in Japan and Sean will be presenting at both
  - c. The Fair Trade Federation conference is being held in Indianapolis and Sean will be presented there as well
14. Fair Trade Magazine Updates
  - a. Next edition will focus on sports balls and wine.
  - b. The next edition is expected to be released during the elimination round of the World Cup.
15. Project pipeline
  - a. Research on Impact – Alix and Divyani making considerable progress
  - b. Fair Trade Schools – Up next. Dustin interested in joining committee
  - c. Certification Evaluation – waiting on grant funding

## Regional Updates

- **Atlantic Canada** - Dustin working on switching coffee and speaking with Just Us!

- **QC** - Krista is looking to have a meeting with Marise May from the Quebec Association, while things continue to develop well at Laval
- **ON** - Nadia started a project called “The Sugar Project” to transform all sugar served in Toronto to FT sugar.
- **ON** - Bruce mentioned that Niagara, Guelph, London, Thunder bay and Ottawa are all very active, working towards FT towns designation, while there is lots happening at Ottawa U, U of T and York
- **MB** - Zack mentioned that Manitoba is working on becoming a FT Province. Skype call happening with FT Scotland soon.
- **MB** - Kyra changed their approach with to the University of Manitoba food strategy in partnership with the sustainability office. Speaking with some recreational groups.
- **SK** - James is concerned about the lack of progress happening within the student union, however a meeting is in the works for next week
- **BC** - Sean met with people at UBC. Sean gave a training session with Starbucks staff at SFU. Starbucks is facing some pressure from other universities.

**Next meeting** - A doodle to be sent out to set time for next month’s meeting

**Meeting Adjournment** – 9:40pm eastern standard time