

## Canadian Fair Trade Network – May 4<sup>th</sup>, 2015 Board Meeting Minutes

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

Please join the meeting from your computer, tablet or smartphone: <https://global.gotomeeting.com/join/326206101> | you can also dial in using your phone: Canada (Long distance): +1 (647) 497-9371 | Access Code: 326-206-101

### Attendees:

**Present:** Zack, Bev, Krista, Avery, Kaan, Kyra, Eric | Staff: Sean

**Absent:** Dustin, Sasha, Lia, Bruce

\*Meeting called to order by Zack Gros at 8:08pm EDT

### Meeting Agenda:

#	Item	Action Items
1	<b>Approval of the Agenda</b> <ol style="list-style-type: none"> <li>1. Approval of this agenda: Moved by Bev , Seconded by Eric All in favour (8:08pm EDT)</li> </ol>	
2	<b>Review and approval of board meeting minutes</b> <ol style="list-style-type: none"> <li>1. Board Meeting – March 11<sup>th</sup>, 2015, not resent out</li> <li>2. Board Decision Process – March 30<sup>th</sup>, 2015 (national conference in Winnipeg decision)</li> </ol>	
3	<b>Governance</b> <ol style="list-style-type: none"> <li>1. June 11: CFTN-FTC meeting:           <ol style="list-style-type: none"> <li>a. Three possible scenarios: a) CFTN may cease to exist because of lack of funds, b) FTC absorbs CFTN as part of program or c) (ideal) FTC funding 25-49% and the rest from elsewhere</li> <li>b. How to scale up CFTN, in other words more staff and expanding programs - projected budgets sent to FTC</li> <li>c. CFTN should a) prepare reports on CFTN's value-add and b) clearly define responsibilities and communication strategy between FTC-CFTN</li> <li>d. Going forward: meeting June 11 in Toronto to clarify things and go over a joint strategy</li> </ol> </li> <li>2. June 12/13: In Person Board meeting Plans:           <ol style="list-style-type: none"> <li>a. Meeting space               <ol style="list-style-type: none"> <li>i. Where to stay? EWB house maybe (Bev, Krista and Zack potentially have places to stay)</li> <li>ii. Meeting will be downtown</li> </ol> </li> <li>b. Meeting Agenda to be developed</li> <li>c. Attendees               <ol style="list-style-type: none"> <li>i. Board members: Kaan (yes 12-13), Avery (maybe 11th, yes 12-13-14), Bev (yes 12-13-14 (late Sunday)), Zack, Kyra, Sasha, Lia, Eric (yes 12-13 maybe 11 and 14)&amp; Krista (yes 11-12-13, flying out of Toronto 13th at 10:30pm)                   <ol style="list-style-type: none"> <li>1. (unable to attend: Dustin and Bruce)</li> </ol> </li> <li>ii. Staff: Sean &amp; Jess (invited to participate in meetings-waiting for response)</li> <li>iii. Advisory council members: Karimah, Mark, Robert &amp; Darryl</li> <li>iv. Partner organizations:                   <ol style="list-style-type: none"> <li>1. Fairtrade Canada: John, Hughes, Lisa &amp; Melissa</li> <li>2. FT Show/FTF: Rafik, Ash &amp; Ann</li> </ol> </li> </ol> </li> </ol> </li> </ol>	All - send travel info to Sean

	<ul style="list-style-type: none"> <li>3. Meal Exchange: Dana has been invited</li> <li>4. EWB Canada: James has been invited</li> <li>3. June 15: FTF/Business association building meeting               <ul style="list-style-type: none"> <li>a. Meeting in the works with Rafik, Ash and Robert. Maybe Ann from FTF. All CFTN board members welcome</li> </ul> </li> </ul>	
4	<p><b>Strategy</b></p> <ul style="list-style-type: none"> <li>1. Overview of who we are and what we do needs to be developed           <ul style="list-style-type: none"> <li>a. Revisiting and revamping the 2020 vision document might be needed</li> </ul> </li> <li>2. Potential directions for the organization to go need to be outlined</li> <li>3. Funding Scenarios need to be developed, discussed and decided upon</li> <li>4. Business Model Development needs to form the base of future proposals</li> <li>5. Corporate engagement</li> </ul> <ul style="list-style-type: none"> <li>• FT international and FLO-CERT ...bigger discussion of where Fairtrade International stands regarding small producers on its Board, etc.           <ul style="list-style-type: none"> <li>○ CFTN should have better representation/participation with FT international</li> <li>○ FLO Fairtrade-a-glance document in the works</li> </ul> </li> </ul>	
5	<p><b>Financial Management – short term</b></p> <ul style="list-style-type: none"> <li>1. Conference, Magazine and contract revenue in</li> <li>2. Waiting final approval from Fairtrade Canada on extra \$20k</li> </ul>	
6	<p><b>Financial Strategy – long term</b></p> <ul style="list-style-type: none"> <li>1. Fairtrade Canada – Updates from Zack from meetings with John and Mark           <ul style="list-style-type: none"> <li>a. Departure of Tom Smith, Temporary replacement: Hughes Tshibemba</li> </ul> </li> <li>2. McConnell Foundation – Conversation with Beth Hunter, awaiting decision now</li> <li>3. Lush – Conversation with Reggie Tikka           <ul style="list-style-type: none"> <li>a. gave \$20k 2 years ago they are interested in participating again</li> <li>b. project based</li> </ul> </li> <li>4. Heritage Canada – project base bilingualism funding</li> <li>5. Office of Consumer affairs – nothing open currently</li> <li>6. Granting opportunity list – broad list being compiled by Selina</li> <li>7. Broad Food Systems Proposal – Meal Exchange/EWB Partnership, the Real Food Challenge           <ul style="list-style-type: none"> <li>○ bringing the organizations together and searching for larger funding</li> </ul> </li> </ul>	
7	<p><b>Partnerships – long term</b></p> <ul style="list-style-type: none"> <li>1. Fair Trade Federation           <ul style="list-style-type: none"> <li>a. Handicraft Buyers Guide being worked on (see 12.1)</li> </ul> </li> <li>2. Toronto Fair Trade Show           <ul style="list-style-type: none"> <li>a. 2 day period, similar to the Montreal Show during Conference (over 5200 now 'attending')</li> </ul> </li> </ul>	
8	<p><b>Calendar and Planning: Travel Plans and Upcoming Events</b></p> <ul style="list-style-type: none"> <li>1. Prairie trip – May 8 to 24 – Sean off across BC, AB, SK and MB</li> <li>2. Ontario – June – Board meeting, etc.</li> <li>3. Kelowna – late June - CCUFSA</li> <li>4. Bristol – early July – International FT Towns Conference</li> <li>5. Ontario/Quebec/Atlantic Canada – September – FT awards and CHFA East</li> <li>6. Australia – September – working with their national network and FLO body on civil society engagement and broader movement strategy</li> <li>7. Manitoba – October</li> </ul>	

9	<b>Campaign and Event Planning</b> <ol style="list-style-type: none"> <li>1. Fairtrade Month           <ol style="list-style-type: none"> <li>a. Retailers engaged across the country</li> <li>b. Alberta student leadership conference happening in May. Fantastic array of products from Freeset Global, FT Brokers, Fable Naturals, etc.</li> <li>c. FT town/campus fund needs to be set up to allow for small grants to community groups, even \$30k per year would go a long way</li> </ol> </li> <li>2. World Fair Trade Day           <ol style="list-style-type: none"> <li>a. Events happening across the country</li> </ol> </li> <li>3. Advocacy and campaigning webinar – June 2 (info to come)</li> </ol>	<p>All All</p> <p>Sean, Zack &amp; Melissa</p>
10	<b>Program Updates</b> <ol style="list-style-type: none"> <li>1. Guelph announcement – May 12 event in the works. Canada’s 20<sup>th</sup> FT Town</li> <li>2. Hudson moving along quickly, but no application yet.</li> <li>3. University of Calgary – almost met standards, then switched food service providers</li> <li>4. April 27th - first Fair trade high school: In attendance; town reps, deputy rep (June 5th will announce the school designation in the National Assembly)</li> <li>5. Manitoba school interested – Stonewell High – Cathy Chalmers</li> </ol>	
11	<b>National Conference</b> <ol style="list-style-type: none"> <li>1. Location &amp; Accommodation – Fort Garry Hotel, Winnipeg, Manitoba</li> <li>2. Dates: February 18-20</li> <li>3. Initial Planning and Ideas           <ol style="list-style-type: none"> <li>a. Full array of meetings set for when Sean is in Manitoba with Zack and Kyra</li> </ol> </li> </ol>	Zack & Kyra
12	<b>Fair Trade Magazine</b> <ol style="list-style-type: none"> <li>1. Editorial – Spices, fair trade 2.0, system change, fair trade cotton impact, cross Canada update, book review, recipe, publishers letter</li> <li>2. Advertising – May 12<sup>th</sup> deadline approaching</li> <li>3. Print and distribution – working with the same printer</li> </ol>	Everyone to send cross Canada updates
12	<b>Projects</b> <ol style="list-style-type: none"> <li>1. Handicraft Buyers Guide – being developed as a collaborative project between CFTN and FTF</li> <li>2. Product Buyers Guides – drafts now complete</li> <li>3. Fairtrade-at-a-Glance document – being worked on with FTC</li> <li>4. Fair Trade 101 Power Point and Handbook – first drafts complete</li> <li>5. Producer visit trip (April 2016 - 9-10 day trip to Peru organised by former Camino CEO - 12-15 people esp. in business and procurement - funding from DFATD and Manitoba gov't so priority to Manitobans)</li> <li>6. Fair Trade Province standards – back burner for now</li> <li>7. Retail database development – back burner for now</li> </ol>	
14	<b>Discussion Items (carried forward to June)</b> <ol style="list-style-type: none"> <li>1. Endorsement Policy</li> <li>2. Future of fair trade</li> <li>3. Fairtrade Canada Governance and AGM</li> </ol>	
15	<b>Regional updates</b> <ol style="list-style-type: none"> <li>1. Producer trip - Coco cooperative in Ghana by a university student in BC (late May)</li> <li>2. Fair trade Gold talk by UBC professor and PhD students who have worked with setting fair standards in African gold mines</li> <li>3. Fairphone! launching in a new country soon – tba</li> </ol>	
16	<b>Next Meeting – In-person June 12/13</b>	Zack

Meeting adjourned 9:34pm EDT