

Canadian Fair Trade Network – November Board Meeting Minutes

Meeting Minutes for – **Monday November 4th, 2013**

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/889879277> | Use your microphone and headset. Or, call in using your telephone: Canada: +1 (647) 497-9372 | Access Code: 889-879-277 | Audio PIN: Shown after joining the meeting | Meeting ID: 889-879-277

In Attendance:

1. Kaan Williams (BC)
2. Bev Toews (AB)
3. Nancy Allan (SK)
4. Zack Gross (MB)**
5. Nadia Berger (ON)
6. Sasha Caldera (QC)
7. Dustin Johnson (Atlantic Canada)

*Sean McHugh (Ex-Officio)

** Zack Gross chaired meeting

Regrets: Shirley Fagnen and Bruce Morton – Kelly James (Bev as proxy)

Agenda (Meeting underway at 8:04 EST)

- 1. Approval of the Agenda**
 - a. Moved by Nadia and seconded by Nancy – 8:05pm EST – all in favour
- 2. Review and approval of board meeting minutes from October 6th/7th 2013**
 - a. Moved by Dustin, and seconded by Kaan 8:08pm EST – all in favour
- 3. In-Person Board Meeting Review – October 6th/7th in Toronto**
 - a. Review and Feedback
- 4. Vision and Strategy**
 - a. General agreement that the vision and strategy accurately covered conversations had in Toronto.
 - b. Agreement that the vision document needs to be a living document that is re-visited annually – in the fall of each year and then presented on at each AGM.
 - i. It was noted that metrics and success indicators should be reviewed and content and focus looked at to ensure we're on track.
 - ii. Stats Canada says 40% of people know/understand the FT Mark.

- i. Zack proposed that we place a motion on table, and board members send an email indicating whether they are comfortable in ratifying the vision over the next few days.
- iii. **ACTION – Prepare vision and strategy for presentation at AGM**
- iv. **ACTION – Complete “final” copy and update content on website, also add for download**
- v. **ACTION – Have in print at AGM**
- c. Motion presented by Zack Gross to officially endorse the vision and strategy as presented.
 - i. Moved by Kaan Williams – 8:18pm EST.
 - ii. Seconded by Dustin Johnson – 8:18pm EST.
 1. All in favour - Motion approved.

5. Fair Trade Magazine:

- a. Cover Branding options – Retail engagement
 - i. Most of the articles are now in editing stages. Advertising is at approximately \$7000.00.
 - ii. Board needs to put some thought into the cross-Canada section. Deadline for submission is November 20th
- b. Distribution
 - i. Newsletter is going out tomorrow in launching the new edition.
 - ii. Looking at cover branding options, where retailers can incorporate their own content for the cover itself. Whole Foods, Thrifty’s are potential choices.
 - iii. There could be a flap, or additional piece attached to the cover.
 - iv. Base costs are \$50.00 plus \$10.00 per case.
- c. Translation update – Heritage Canada Grants
 - i. Kaan and Sean completed a \$100,000 grant over 3 years for French Fair Trade Content for advocacy and translation.
 - ii. Grant is expected to start next year.
 - iii. Smaller grant of \$5000.00 is another grant for French translation in the immediate future.
 - iv. Zack enquired about French translation. Sean mentioned that if we are successful for this grant, it would entail full translation for all resources including conference.
 - v. It was discussed whether we should have the magazine in two languages; however, board members decided that having a magazine featuring content in just one language is best.
 - vi. **ACTION – Send Bryce Regional Updates**
 - vii. **ACTION – Push Distribution upon launch via Newsletter**
 - viii. **ACTION – Sean to send Retail Branded sheet upon completion**

6. CFTN National Conference

- i. \$23,000 in sponsorship accrued thus far.
- ii. Nadia provided a good question, “What do you think the difference is between last year and this year?”
- iii. Tom connected with Sean in discussing governance reforms.

- iv. Zack suggested we need to get beyond what we did last year for businesses. Board members were in agreement.
- v. Sean mentioned having our board meet the FT Canada board.
- vi. Quite a few people have signed up for conference since the original invitation was sent out.
- vii. Up to \$300.00 stipend for each person's flight, and \$50.00 stipend for accommodation.
- viii. **ACTION – Please register for conference**
- ix. **ACTION – Please push CFTN membership**
- x. **ACTION – Spread the word!**
- xi. **ACTION – All Board Members to send preferred flight days and times to Sean**

7. 2014 planning

- a. Calendar of events
 - i. National Conference, Intl FT Towns, FTF conference, CHFA, CCUFSA, FCM, CHFA, Usual visits. Sean is being offered to visit an International FT Towns group event in Japan.
 - ii. Board discussed scheduling an in-person board meeting this upcoming summer.
- b. Grants and contracts
 - i. Fairtrade Canada 2014, EWB 2014, Sponsorship, Advertising, Office of Consumer Affairs, McConnell, Heritage Canada, Corporate Engagement program
 - 1. EWB and FT Canada sponsorship looks stable for the year.
 - 2. Office of Consumer Affairs, McConnell, Heritage Canada, and Corporate Engagement Program are on the right trajectory for grants.
- c. 2013 Budget update
 - i. Looking good this year. As an observation, Nancy mentioned that our budget descriptions might be too specific, and recommend grouping items together.

8. Campaigns

- a. Fair Trade Campus week recap
 - i. Members discussed FT Campus Week activities across the country. Halloween was quiet this year.

9. Other business

- a. Fairtrade Canada AGM recap
 - i. Exciting event where FT Canada board members were elected for the next year.
 - ii. Larry Reid 10 proxy votes.
 - iii. John Kay 2 proxy votes.
 - iv. Stephanie Wells 1 proxy votes.
 - v. FT Canada is committing to a new governance model come January.
- b. Departure of Michael Zelmer
 - i. Michael is leaving FT Canada and it's unfortunate to see him go.
 - ii. Michael's departure will be loss for the FT community.
 - iii. Sean is seeking to place a blog in his honour.
- c. Organizing a Co-op visit trip to Latin America
 - i. Jennifer Williams is thinking of conducting a tour for Canadians to visit coffee growers.

- d. Green Bean Coffee Imports and the developing situation with U of W, U of M and Diversity Foods
 - i. Sean, Michael, and Zack were in a meeting with owner operators of a non-certified Roaster.
 - ii. Opportunity for food service providers to provide food for both campuses.
 - iii. Meeting did not go so well and left bad tastes in people's mouths.
 - iv. Michael sending out an email to stakeholders in order to clarify things.

10. Regional Updates

- a. Last weekend SMU had a panel on Alternative trade.
- b. Nadia – not too much to report. FT Toronto. Doubled the amount of people in its core teams. Focus on developing a FT Finder app; however, people are suggesting that it's very difficult to keep the app updated.
- c. Manitoba – met with the mayor of Brandon. Monica Furl will do a webinar on the impact of FT coffee.
- d. Saskatchewan – not much happening given deadlock at USask.
- e. Alberta – Olds, Middle School on FTTs. Took a bunch of kids for a multicultural camp. Really caught on to the message. They are going to start serving FT Coffee.
- f. B.C. – Kwantlen held its FT Symposium, and brought well over 100 people. Vicki Wakefield, Andrea Reimer, Sean spoke at this event.
- g. FTV has an event tonight in reaching out to the community. Andrea Reimer wants to connect the businesses with institutional procurement.

Next meeting Dec 3rd 5:00pm

Please review all necessary documentation and provide any and all feedback prior to this meeting in order to best contribute to the discussion.