

Canadian Fair Trade Network – September 23rd, 2014 Board Meeting Minutes

Meeting Minutes for – **Tuesday, September 23, 2014**

Meeting time: (90 Minutes)

- 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/960589597> | Please use a microphone and a headset. Or, call in using your telephone | Canada: 1 (647) 497-9350 | Access Code: 960-589-597

Attendance:

1. Nadia Berger (ON)
 2. Zack Gross (MB)
 3. Bruce Morton (ON)
 4. Kaan Williams (BC)
 5. Sasha Caldera (ON)
 6. Bev Toews (AB)
 7. Dustin Johnson (Atlantic Canada)
- *Sean McHugh (Ex-Officio)

Regrets:

1. Nancy Allan (SK)
2. Krista Pineau (QC)
3. Kyra Moshtaghi Nia (MB)
4. James Wattam (SK)

Meeting Minutes:

*Meeting Called to order at 8:08pm EDT

| # | Item | Action Item |
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| 1 | <u>Approval of the Agenda</u> <ul style="list-style-type: none"> • Moved by Bruce • Seconded by Kaan • All in Favour – 8:08pm EDT • No additions | <i>none</i> |
| 2 | <u>Review and approval of board meeting minutes from August 18th, 2014</u> <ul style="list-style-type: none"> • Moved by Dustin • Seconded by Bruce • All in favour – 8:09pm EDT • No additions | <i>none</i> |
| 3 | <u>Governance:</u> <ol style="list-style-type: none"> a. Advisory Council Additions – Darryl Reed, Monica Firl, Randy Hooper <ul style="list-style-type: none"> ○ Sean explained that it's time to add people to the committee. ○ Darryl Reed, scholar and university professor who is well connected with CLAC. ○ Monica Firl, is the head of co-operative coffee based in Montreal and very close to the movement. | <i>A – Sean and Zack to reach out to all three about sitting on the council</i> |

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| | <ul style="list-style-type: none"> ○ Randy Hooper, managing director of Discovery Organics and has lots of experience working with producers and knowledgeable about certification. <p>b. Current council members: Karimah Hudda, Mark Abbott, Michael Zelmer</p> | <p><i>B – Board to consider additional members and send them to Sean</i></p> |
| <p>4</p> | <p><u>Financial Management:</u></p> <p>a) 2014 budget update – Balanced and on track</p> <ul style="list-style-type: none"> a. After working through a few cuts in our 2014 budget, we’re on track to balance the books for this year. Additional expenditures are coming up, but we have found budget to take care of them. b. Budget planning for 2015 is underway, along with contracts and opportunities to carry us through 2015. In the short term Heritage Canada and Fairtrade Canada have come through to help ease the cash crunch. <p>b) 2015 EWB Contract Proposal</p> <ul style="list-style-type: none"> a. The proposal was finalized and submitted last week, seeking a total of \$30,000 in funding for 2015. Discussions went well, though there is still uncertainty on behalf of EWB about what next year looks like. <p>c) 2015/16 Fairtrade Canada Contract Proposal</p> <ul style="list-style-type: none"> a. This is a draft proposal and still needs considerable work before submission <p>d) McConnell Foundation</p> <ul style="list-style-type: none"> a. McConnell will be updating the CFTN very shortly as we have a new contact is in charge of our portfolio <p>e) Food Systems Strategy and funding Proposal</p> <ul style="list-style-type: none"> a. Most grantors are seeking to fund coalitions and the CFTN is seeking a joint grant with about 5-8 different organizations. <p>f) Office of consumer Affairs</p> <ul style="list-style-type: none"> a. We are waiting on the launch of this grant opportunity, Jess will be leading on it once it’s public <p>g) Corporate engagement strategy</p> <ul style="list-style-type: none"> a. Work has begun on a church and state document, which will outline our work with companies. We hope to have this pulled together by the end of the year, so we can begin engaging companies <p>h) Heritage Canada</p> | <p><i>A – none</i></p> <p><i>B – none</i></p> <p><i>C – none</i></p> <p><i>D – none</i></p> <p><i>E – send thoughts to Sean</i></p> <p><i>F – none</i></p> <p><i>G – Sasha, Zack and Dustin to collaborate on this</i></p> <p><i>H – Sean and Kaan to collaborate on this</i></p> |
| <p>5</p> | <p><u>National Conference (January 14, 15 & 16, 2015):</u></p> <p>a) Sponsorship</p> <ul style="list-style-type: none"> a. Package nearly complete. Bryce working on the design of the conference logo, while Sean is working commitment from Fairtrade Canada before finalizing. Jess to begin reaching out soon. <p>b) Agenda</p> <ul style="list-style-type: none"> a. After a good deal of discussion, consultation and feedback, a new draft agenda is ready for comment. b. Focusing on producer impact and having producers there was identified as a key this year. Zack suggested that Darryl Reed knows Marco Coscione who was planning a book tour might work as well. c. Speakers – discussion around leads, facilitators, etc. and that they need to be outlined and engaged for these sessions | <p><i>A - Sean to send sponsorship list to board. Board to send comment on package and agenda to Sean</i></p> <p><i>B – Board to send ideas for speakers</i></p> |

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| | d. Registration – We hope to launch next week! | |
| 6 | <p>Fair Trade Magazine:</p> <ul style="list-style-type: none"> a. Media Kit launch <ul style="list-style-type: none"> a. Media kit and calendar will be launching tomorrow. Deadlines and distribution dates are detailed. b. Content outline for Jan 2015 edition <ul style="list-style-type: none"> a. Flowers and Coffee will be the emphasis. | <p>A – none</p> <p>B – none</p> |
| 7 | <p>Communications</p> <ul style="list-style-type: none"> a) Position paper – future of the movement – FT USA <ul style="list-style-type: none"> a. Over the past three years, an array of meetings, conferences and discussions have been carried out centred on the growing concern for the direction that FT USA is taking the movement. In January of 2013 a decision was made to focus Canadian programs on FLO, which effectively made FT USA an unaccepted certifier in Canada. As the movement has grown in Canada, this has come up more and more often, including an array of emails from FT USA staff. Emails have gotten aggressive, as blame has been placed on the CFTN for causing harm, when in actuality, it has been FT USA who has caused this problem. b. Over the past week or so, consultation with an array of stakeholders from across Canada has been completed and a statement has been completed. c. The CFTN board supports Sean and the working team on this and was approving of the statement as it was presented. General consensus was that is to the point, but also diplomatic. d. It was also noted that a one or two page document comparing certs would be useful e. Further, a session at conference has been dedicated to this discussion | <p>A – Sean to complete and send statement to Paul Rice and FT USA</p> <p>B –</p> <p>C –</p> <p>D –</p> <p>E –</p> |
| 8 | <p>Programs:</p> <ul style="list-style-type: none"> a. Town <ul style="list-style-type: none"> a. Annual Renewal and the re-issue of certificates in the works. Through discussion with Zack and Bruce, the renewal form will see a few edits to help soften the language b. Guelph passed their purchasing standards today, which should mean that they're done b. Campus – Annual Renewal, re-issue certificates <ul style="list-style-type: none"> a. Recent meetings with York, U of T and Ryerson. Constantly inspired by the activity happening on campuses. Sean attended meeting with various university campuses and things look impressive. b. Certificates are being re-issued with respect to designation renewals. c. Event – ongoing work with the Canada Games and the upcoming event in Brandon d. School – program coming together well | <p>A – Sean to follow up with new town renewal form</p> <p>B – None</p> <p>C – none</p> <p>D – none</p> |
| 9 | <p>Events:</p> <ul style="list-style-type: none"> a) Recent events <ul style="list-style-type: none"> a. Fairtrade awards - recently held in Toronto, the awards brought together around 120 people from businesses, towns, campuses, brokers, distributors, advocates. SFU names top campus, Brandon top town, | <p>A – none</p> |

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| | <p>Mireille (Brandon) Fairtrade all-star, Alex Hockin (UWestern) outreach, Ethical Bean top licensee and merchandising, Federated co-op and Choices</p> <ul style="list-style-type: none"> b. Marketing meeting – Fairtrade Canada held a marketing meeting which saw 4 people last year and a full house this year. They presented their new brand package c. CHFA – 30 or so companies were in town for the tradeshow, making for an excellent networking event <ul style="list-style-type: none"> b) Sept 22 to 26 – Fair Trade Campus Week – is on now, with over 30 campuses participating c) Sept 27th – Brandon Fair Trade Celebration is happening this Saturday, which will be the formal launch of Brandon as a Fair Trade Town d) Oct 5th to 8th – NACAS – Montreal <ul style="list-style-type: none"> a. Sean will be presenting at the NACAS conference on a panel. e) Oct 15th – Fair Trade Winnipeg launch <ul style="list-style-type: none"> a. Launch happening at the Canadian Museum of Human Rights. Event should be pretty amazing. f) Oct 24th – Fairtrade Canada AGM in Ottawa g) Nov -29/30 Fair Trade Show in Toronto | <p>B – recap report to be completed C – none D – none E – none F – none G – none</p> |
| 10 | <p>Regional update</p> <ul style="list-style-type: none"> a. Atlantic Canada – Dustin – events happening for Fair Trade Campus week. Dustin will be pushing Dalhousie on Campus status, while working to re-engage the region after a summer away b. Quebec - c. Ontario – Bruce, Nadia and Sasha – Updates from Niagara on the lake, Centre Wellington, Guelph, Thunder Bay and Barrie. New Executive Directors coming in at Fair Trade Toronto d. Manitoba – Zack – energy has been focused at the Fair Trade Winnipeg launch event, while Zack has plans to begin reaching back out to communities e. Saskatchewan - f. Alberta – Bev – after a quiet summer, meetings are happening and planning for the fall is underway g. BC – Sean – Fair Trade Vancouver hosted Chief Adam Tampuri at an event last week, SFU hosted Adam as well at an event on campus which saw the award for top campus being delivered to the campus president. UBC, UNBC and UBC-O all busy on campus. Activity in Nakusp, Golden and Nelson of late | <p>A – none B – none C – none D – none E – none F – none G – none</p> |
| 11 | <p>Next Meeting – late October/Early November</p> <ul style="list-style-type: none"> a. Doodle link: http://doodle.com/mqw8utn8grb3w8i | <p>Everyone to complete doodle</p> |

*Meeting adjourned at 9:30pm EDT