

## Canadian Fair Trade Network – October In-person Board Meeting Minutes

Meeting Minutes for – **Sunday October 6<sup>th</sup> and Monday October 7<sup>th</sup>, 2013**

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

- Oct 6<sup>th</sup> - 830am EDT to 530pm EDT | Oct 7<sup>th</sup> 830am EDT to 3:00pm EDT

### *In Attendance:*

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

\*Sean McHugh (Ex-Officio and Staff)

\*Bryce Tarling (Staff)

\*Sal Alajek (EWB – Guest and facilitator)

\*Michael Zelmer (Fairtrade Canada – Guest)

Regrets: Nadia Berger (ON) Shirley Fagnen (QC) and Kelly James (AB)

### *Agenda (Meeting underway at 9:03am EDT)*

1. **Approval of the Agenda**
  - a. Moved by Kaan Williams and seconded by Dustin Johnson – 9:03am EDT
2. **Review and approval of board meeting minutes from September 9<sup>th</sup>, 2013**
  - a. Agenda moved by Dustin Johnson, and seconded by Kaan Williams 9:04am EDT
3. A complete round of introductions kicked off the meeting where folks introduced themselves, their backgrounds and how they ended up working on fair trade
4. Discussion was carried out around what is fair trade, what are its ideals, principles and purposes. This was to help shape the conversation around two things:
  - a. Where the CFTN stands on issues around fair trade
  - b. Where the CTTN fits
5. Discussion then lead to where the CFTN fits, what role it should play and what its core mandates need to be if the vision is to be achieved
  - a. This lead to discussions that were centred on Corporate or business engagement and the need for a formal program or stance moving forward
    - i. **ACTION ITEM** – Sean to develop a corporate engagement program and circulate it back through the board for further discussion

6. **Vision and Strategy** - Sal then carried the group through a systems mapping and vision exercise
  - a. High level vision was worked through
  - b. Second level “hot buttons” or core focus areas were determined
  - c. Subsequent outcomes were developed
  - d. The group was split into two to work through these two hot button focuses to further develop outcomes
  - e. The day was completed by moving from Theory of change, vision, strategy and systems map into action
    - i. The group brainstormed ideas and prioritized them as (A-priority) (B-focus, but to come later and (C – focus, but to be done by someone else)

**\*\*\* Complete notes from this day have been captured in the High level vision and strategy that has been produced as a result**

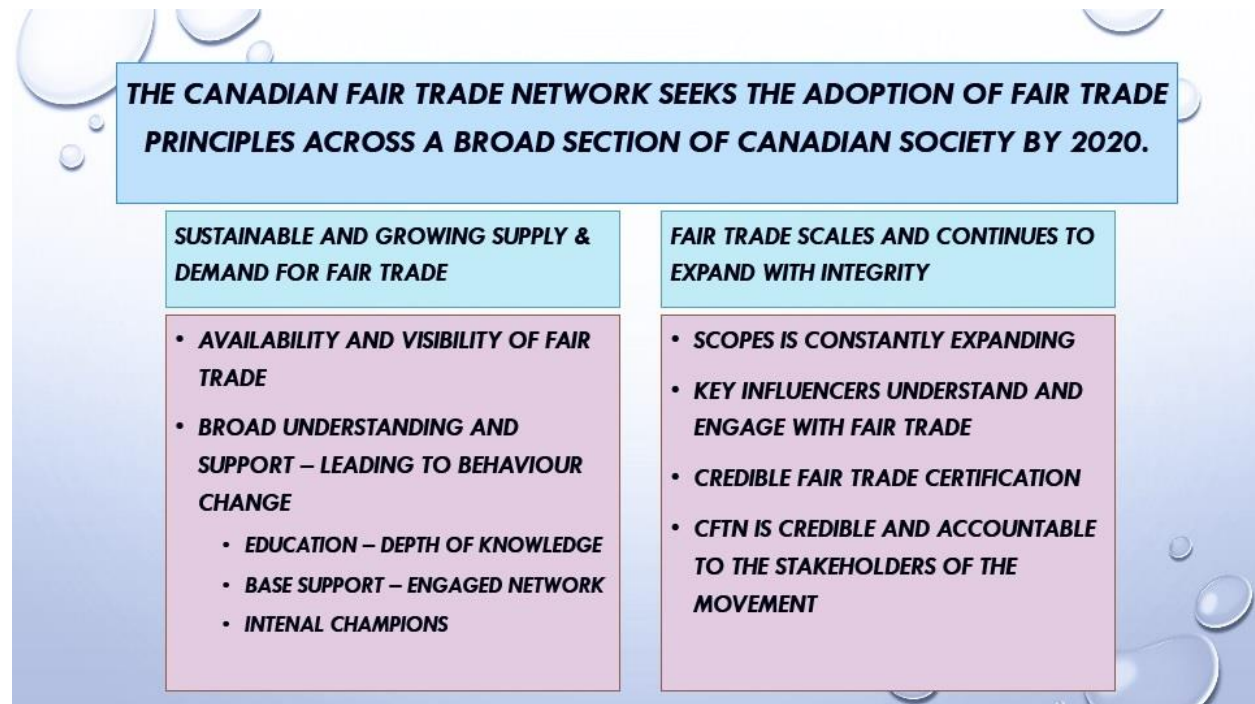
**\*Complete review of this document is expected by all board members**

**Meeting closed for the day at 5:30pm EDT – after discussion around dinner and plans to reconvene at 8:30am EDT the next morning**

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### Meeting Open – 9:07am

1. The meeting agenda for the day was reviewed and it was decided to wrap up by no later than 3pm as folks had flights to catch
2. Review of Yesterday’s outcomes – Upon presentation and discussion, the board came to agreement that the below slide captured Sunday’s high level outcomes. Bryce and Sean to work through prioritization to build a succinct plan to carry the organization forward



**THE CANADIAN FAIR TRADE NETWORK SEEKS THE ADOPTION OF FAIR TRADE PRINCIPLES ACROSS A BROAD SECTION OF CANADIAN SOCIETY BY 2020.**

<b>SUSTAINABLE AND GROWING SUPPLY &amp; DEMAND FOR FAIR TRADE</b>	<b>FAIR TRADE SCALES AND CONTINUES TO EXPAND WITH INTEGRITY</b>
<ul style="list-style-type: none"> <li>• <b>AVAILABILITY AND VISIBILITY OF FAIR TRADE</b></li> <li>• <b>BROAD UNDERSTANDING AND SUPPORT – LEADING TO BEHAVIOUR CHANGE</b> <ul style="list-style-type: none"> <li>• <b>EDUCATION – DEPTH OF KNOWLEDGE</b></li> <li>• <b>BASE SUPPORT – ENGAGED NETWORK</b></li> <li>• <b>INTENAL CHAMPIONS</b></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>SCOPES IS CONSTANTLY EXPANDING</b></li> <li>• <b>KEY INFLUENCERS UNDERSTAND AND ENGAGE WITH FAIR TRADE</b></li> <li>• <b>CREDIBLE FAIR TRADE CERTIFICATION</b></li> <li>• <b>CFTN IS CREDIBLE AND ACCOUNTABLE TO THE STAKEHOLDERS OF THE MOVEMENT</b></li> </ul>

3. Review the high level vision and outcome lead to discussion around:
  - a. Membership and the importance of it. Discussion carried through on if it is something that needs to be re-evaluated.
    - i. **ACTION ITEM** The board decided to table it for further discussion, while committing to reaching out to their constituents to become members
  - b. Translation and the future of Bilingualism for the organization – General discussion was carried out on the need for a strong QC Representative on the CFTN board for 2014 as well as general translation of documentation for the AGM in January
    - i. **ACTION ITEM** – Sean to look into Heritage Canada grants, discuss options with the EWB Translation and Bilingualism team, while further discussion with Equiterre
    - ii. Bev offered support of a teacher at her school to help with translation of annual report and other documentation
  - c. General network engagement – discussion was carried out on engaging the network in a meaningful way, through vision and strategy and the AGM. It was suggested that all members of the CFTN receive a copy of the magazine
  
4. Operational Review:
  - a. Fair Trade Magazine – Bryce provided an update on where we're at and where things are heading, including insights into a retail branded options, printers, advertisement, etc.
  - b. Programs –
    - i. Fair Trade Campus – General update on FT Campuses, a review of the guide, etc. lead everyone to the conclusion that the program is moving along nicely!
    - ii. Fair Trade Town - A revision and revamp plan is in the works for a the development of a new guide for both attaining but also working beyond designation
    - iii. Schools – General interest and support to move on this in early 2014 – Michael aired on the side of caution and everyone agreed that building the right program would be key
  - c. Campaigns
    - i. Fair Trade Campus week- general review of Campus week – 26 Universities took part which created a general sense that the week went well!
      1. **ACTION ITEM** – Bryce to complete recap report for network and companies who donated product
    - ii. Fair Trade Halloween, My Fair Valentine, FT Fortnight, World FT Day, Campus week
      1. General discussion around campaign planning was had, which specific focus on Halloween. FTB and Camino were discussed as options, though given the date were pretty well left as possibilities only
  - d. Financial Management
    - i. General Accounting, 2014 budgeting and proposals, charitable status
  - e. 2014 calendar – travel, tradeshow and conferences
    - i. **ACTION ITEM** – Sean to develop a 2014 calendar of events to help with planning and budgeting
  - f. Organizational development

- i. Vision and strategy - Grant proposals – EWB, FT Canada, McConnell, corporate engagement program, etc.
  - ii. General discussion around budgets – 2013 secure, 2014 projected requires a significant increase in the budget from \$120k to \$160k
  - iii. These items were touched upon throughout the discussion, to add:
    1. Charitable status to be explored through potential external opportunities, while EWB offered their number and org as a transfer point
    2. **ACTION ITEM** - EWB proposal to be completed by October 18<sup>th</sup>
    3. **ACTION ITEM** – FT Canada proposal to be completed by October 18<sup>th</sup>
5. Topics for Discussion:
- a. Fairtrade Canada – Governance reform was discussed. The board agreed that such reform was both needed and sought after generally. The board also hoped that a FTC Board/CFTN board meeting could be arranged for Toronto in January
  - b. Fair Trade USA – a general update as provided and the issues were discussed.
  - c. The Small producers symbol was discussed and it was concluded that further research would be needed for proper evaluation
  - d. IMO's purchase by ECOcert was discussed – it was concluded that further investigation would be needed
  - e. The general sense was that everyone was in agreement that the CFTN would need to continue to take a strong position on certification to ensure that the movement remains on track and the change that all of us seek is transformative in nature
    - i. **ACTION ITEM** – Sean and Bryce to prioritize a certification analysis/evaluation to highlight key strengths and concerns with the different systems
    - ii. **ACTION ITEM** – It was agreed to that a clear statement on the principles would help shape the evaluation of such systems – we effectively need to set the bar in a clear and evaluative way
6. CFTN AGM and National Conference - General discussion was carried out on documents circulated by Jess – Schedule, content, sponsorship, etc.
- a. AGM and governance – the board 2014
    - i. Kaan, Zack, Sasha and Nadia remain on 2yr term
    - ii. Bev, Kelly, Nancy, Bruce, Shirley and Dustin will stand for election
    - iii. **ACTION ITEM** – A nomination committee was struck - Sean, Kaan and Sasha to begin formulated ideas around potential board seats moving forward
  - b. Need for clear process was discussed
  - c. Review or Roberts Rules was discussed
  - d. Discussion around Business day – focusing on Gap Analysis and business association
  - e. Potential speakers discussed – Ian Hudson, Coro Stranburg, Tim Reeve, someone from media, someone from grocery, Mark McLaughlin (SFU), Victoria Wakefield (UBC), Oliver DeVolpi (McGill) and maybe someone from the producer side
  - f. Talk of a session on what groups need from the CFTN and how they interact
  - g. Discussion around sessions on social media, communication, structure, policy
  - h. Need to present and discuss vision and strategy
    - i. **ACTION ITEM** - Annual Report will need to be prepared and presented

**\*Next meeting:** November 4<sup>th</sup>, 2013 at 5pm pacific time

**\*Next Next Meeting:** December 2<sup>nd</sup>, 2013 at 5pm pacific time

**\*Motion to adjourn**

- Presented by Kaan Williams at 2:45pm EDT
- Seconded by Zack Gross
  - All in Favour – meeting adjourned at 245pm EDT