

Canadian Fair Trade Network – November 18th, 2020 Board Meeting Minutes

Time: 4:30pm – BC | 5:30pm – AB | 6:30pm – SK & MB | 7:30pm - ON & QC | 8:30pm Atlantic Canada

Board Members:

- **Present:** Kenneth Boddy, Keslyn Ayow-James, Larissa Kanhai, Erin Bird, Eric St Pierre, Annaliese Beck-McKenzie, Daphna Lewinshtein, Giada Simone
- **Regrets:** Madison Cote
- **Absent:** Emanuel Lukawiecki, Service Opere

Advisory Council Members: Zack Gross

Staff: Sean McHugh

Start time: 4:37pm PST

Chaired by: Erin Bird

#	Agenda Item	Person	Date
Process	Meeting Agenda a) Review & Approve a. Eric motioned, Keslyn seconded, all in favour, 4:38pm	Erin	Nov 18
	Meeting Minutes – Review and Approve a) September 24 th , 2020 a. Keslyn motioned, Erin seconded, all in favour, 4:39pm	Erin	Nov 18
1	Governance & Strategy a) 2021-2023 Strategic Plan – Draft 2.0 i. Been sent to the Board for review and has been sent to a few other partners for feedback. ii. This is coming at a time when many other organizations are also redeveloping their strategies, and this has been built out with those plans specifically in mind. iii. This plan might also need to be a one-year plan considering the consistently changing landscape around the world. iv. Items to add: i. Specifics/details and timelines ii. Add in High level strategy/goals/objectives: Build community, movement, awareness, then move into operational plan. iii. content delivery strategy for web and social media (stories, updates, quotes, ideas, virtual origin trips, conference) – consider intern for execution/delivery		
2	Financial Management a) Cash Flow Statement, as of November 5 th , 2020 I. Wrapping up 2020 II. Looking toward 2021 – financial shortfalls and budget adjustments: i. Resource Options: 1. Look at increasing FTC funding? 2. Reduce costs such as cutting IYT Booking Keeping? 3. Getting more revenue from conference 4. Seek alternative funding? Grants 5. Government Programs	Sean	

3	<p>2020 Annual Report</p> <p>a) Draft</p> <ol style="list-style-type: none"> a. There is going to be a nice homage to the magazine with some good metrics from that. <ol style="list-style-type: none"> i. It would be good to pull some content out from the magazine that could be used for social media. b. This will have content by early and mid-December to get designed and out by the end of January. c. The annual report could be a really nice way to celebrate a little bit and add some good pieces from the FT awards, campus week and other things. d. It could be a good opportunity to give people an opportunity to write some short 4-5 sentence pieces reflecting on the work of the CFTN. 		
4	<p>Label Evaluation</p> <p>a) Setting up a review and process/framework</p> <ol style="list-style-type: none"> a. This is one of the things near the top of the list to be done next week though we are close to having more to share with the board. 	Kenneth/Sean	
5	<p>National Conference</p> <p>a) 2021 Draft Outline</p> <ol style="list-style-type: none"> a. There is a good amount of feedback from people on this and we will likely have to trim back some of the ideas in this list. b. We have a good list of ideas from people including highlighting businesses in some sort of way, conference packs, having less content and more down time between sessions. c. Conference packages would be good and having something in person could be nice though we must consider the environmental impacts of doing this. d. We will need to also pull together an execution plan including pulling together a conference team. 	Sean	
	<p>Regional Updates</p> <ul style="list-style-type: none"> • Quebec and Ontario <ul style="list-style-type: none"> ○ The Quebec association is working on defining a new strategy and this is an ongoing project. ○ There are now new fair trade chocolate chips which have launched with some major success ○ Things in Ottawa have largely ground to a pause where we are trying to figure out how to crack some of the harder nuts such as our city council. • Manitoba and Saskatchewan <ul style="list-style-type: none"> ○ University of Regina did participate in the Fair Trade Campus week this year and has been working on promoting some of the FT Canada webinars. ○ Winnipeg has been meeting virtually to determine a strategic plan ○ The Fair Trade Book is coming along, though maybe a little slower than planned. 	All	

	<ul style="list-style-type: none"> • Alberta and British Columbia <ul style="list-style-type: none"> ○ Erin has been helping out with Fair Trade Campus Week, some circular economy talks and things like that. ○ Been meeting with city councillors ahead of a city election next year ○ Sean attended the SFU gold status event which was a nice change. ○ There still seems to be a lot going on including 6 new campuses which is encouraging to see. 		
	<p>Next Meeting:</p> <ul style="list-style-type: none"> • Doodle poll will be sent out for possible January 11, 12, or 13 <ul style="list-style-type: none"> ○ https://doodle.com/poll/ufm9ibwgacictkq3?utm_source=poll&utm_medium=link • We can potentially host a virtual cocktail hour in December <ul style="list-style-type: none"> ○ Daphna and Larissa will organize something with Sean 		