

## The Canadian Fair Trade Network

Second Board of Directors Meeting – August 27<sup>th</sup> 2012

**Time:** 5pm Pacific, 6pm Mountain, 7pm Central, 8pm Eastern, 9pm Atlantic

- Meeting got underway at: 5:17pm Pacific
- Meeting finished at: 6:23pm Pacific

### **Call in details:**

- Go-To-Meeting: <https://global.gotomeeting.com/join/768756533> | dial in: +1 (805) 309-0027
- Access Code: 768-756-533 | Meeting Password: Auto | Meeting ID: 768-756-533

### **Attendees:**

1. Nancy Allan (SK) (Founding member of the North Saskatchewan Network)
2. Zack Gross (MB) (FT Manitoba) – Meeting Chair
3. Bruce Morton (ON) (FT Barrie)
4. Lia Walsh (ON) (FT Ottawa) (U of Ottawa)
5. Nadia Berger (ON) (FT Toronto)
6. Sean McHugh (BC) (ex-officio)
7. Jasel Reyes (BC) (Minutes)

### **Unable to attend:**

1. Kelly James (AB) (U of Calgary) – Currently working in Uganda
2. Kaan Williams (BC) (UBC)
3. Eric St Pierre (QC) (President of the Quebec FT association) (FT Photographer)

## Meeting Minutes:

\*Approval of the Agenda – confirmed by all

\*Announcement of attendees by name

### **1. Meeting minute review & approval**

Nancy motioned to approve the meeting minutes from July 16<sup>th</sup>.

Nadia seconded the motion.

All in favour. Minutes approved at 5:19pm.

Bruce motioned for the acceptance of the Board Proceedings.

Nancy seconded the motion.

All in favour. Board Proceedings approved at 5:21pm.

### **2. Terms of Reference approved and signed off on**

Nancy inquired about the directors' tenure length and suggested it would be appropriate to agree to a fixed number of terms in order to democratize the Board workload. Zack suggests directors serve a maximum of three terms of two years each for a total of six years. This can be made official at the AGM in January.

Nancy and Zack sell a modest amount of Fair Trade goods because products are not easily accessible in Saskatchewan and Manitoba. Sean and Bruce suggested that it would be best to establish a cap on the profit in sales of FT goods (i.e. a director can serve on the Board if he/she profits the annual amount of \$2000.00 or less in the sale of FT goods). Zack said that any director would disclose their profit and that transparency is key.

**Action: Sean will work with Zack to ensure these suggested amendments are made to the document and are then re-circulated for board review and approval**

### ***3. Officers and the Executive***

The current list is officially recognized.

#### **Officers:**

- Zack Gross – President
- Nancy Allan – Vice President
- Bruce Morton – Treasurer
- Lia Walsh - Secretary

### ***4. Non-profit registration***

Sean completed the federal non-profit registration process, as per the new legislation *Not-For-Profit Corporations Act*. Bylaws will be drafted once incorporation is complete. He expects to hear a response in a few weeks.

### ***5. Planning and priorities for the fall – (Sept through Dec)***

#### **a. Fair Trade Towns campaign**

Through discussions with Fairtrade Canada, intentions to revamp the Fair Trade Towns campaign this fall are now underway. Currently, there is no renewal process for Fair Trade Towns or next steps beyond designation. The idea is to establish an annual auto-renewal system on the corresponding date of Fair Trade Town designation. The Fair Trade Towns guide will be revamped this fall as well.

Zack mentioned the Towns campaign has been relatively quiet in 2012. The process is more complex for larger towns such as Toronto and Ottawa, so it takes a bit more time to get the pieces in order. It is also a challenge for small communities to convert non-FT retailers to FT.

Bruce suggests creating a list of pointers on the website as a resource for towns working towards designation. CFTN can conduct a survey among the other towns that have already obtained designation and compile a list of pointers for the website.

**Action: Bruce will draft survey questions and send the list to the group next week.**

- Expected date: Sept 4th

**Action: The survey will be finalized through feedback by the board.**

- Expected date: Sept 11th

**Action: The survey will then be sent out near the end of September.**

#### **b. Take a Step campaign**

Marika, formerly of Fairtrade Canada will be leading the Take a Step campaign through till the end of the year. She is looking to run monthly contests, different draws, and feature FT product months (e.g. September is coffee month, October is chocolate month, and the rest TBA).

Sean spoke to Camino, they will make the 35 gram chocolate bars available to organizations and student groups at a rate of \$0.40/unit. \$8.00 for a case of 20. There are currently no nut-free options; Sean will follow up with Camino regarding nut-free bars in the future.

Bruce said that there are concerns regarding the accessibility of Camino bars as they are more expensive than Cadbury bars. The issue with Camino minis is that it was a combined branding strategy with Ten Thousand Villages, and distributing minis might pose a conflict. Zack emphasized that CFTN's role as a network is to list product options available to Canadians and they can determine which brand suits them best, the key is to give them a choice and keep the population involved.

## ***6. The Annual General Meeting (AGM) in Calgary***

### **a. Planning, attendees, resources**

Sean suggested that the provision of a stipend for CFTN AGM attendees to cover (partial) costs for hotel and airfare would help facilitate attendance. There are commitments in the works from Engineers Without Borders and Fairtrade Canada. It is also possible to charge an attendance fee; it is important to brainstorm other sources of revenue in the meantime. Currently, there are approximately 100 invitees.

Zack mentioned elections for the board: to what extent will elections happen at the AGM and to what extent will elections happen at the provincial level? It is important that the Board is representative of the Canadian population. How will CFTN achieve this? Competition for election positions will show health of the FT movement.

**Action: Sean will continue to work with Zack and advisory council members to plan the AGM.**

### **Issues needing further discussion:**

- Stakeholder seats to ensure provincial representation?
- Inter-provincial discussion
- Logistics – Flight and hotel arrangements
- Financial resources
- Formal announcement and invitation to key stakeholders
- Pre-planning, documentation and nominations

Bruce inquired about what the requirements are to become a member of CFTN.

**Action: Sean will send out a draft regarding the membership strategy mid-September.**

## ***7. Mission/Vision session planning***

Sean has been working with Karimah, formally of FLO, and meeting with her regarding next steps in formulating a Mission and Vision planning session.

## ***8. Fair Trade Campus guide and program re-launch***

Michael has approved the content. Sean connected with EWB chapters, WUSC groups and other campus clubs regarding the online distribution of the guide. It will also be available on the Fairtrade Canada and CFTN websites. Currently, Brock University, the University of Calgary and the University of Winnipeg are working towards campus designation.

## ***9. Travel plans (Sean)***

Sean will be traveling to Ottawa, Montreal/Quebec and Toronto in September and the beginning of October. Saskatchewan is on his radar for November.

### ***10. Additional/outstanding items:***

**\*\*Online communication platform development**  
- Work in progress

**\*\*FT USA situation – Webinar**  
- Work in progress

**\*\*Bilingualism**  
- Material needing translation for AGM.

**\*\*Terms of Reference for the Executive Director – (to be developed)**

**Action: Sean prepared a draft and will send it out.**

**\*\*Financial management and reporting**

- Bruce and Sean will take discussion offline and will arrange to meet in Sept to discuss process

**Action: Sean and Bruce will work towards providing a financial statement for the next meeting**

### ***11. Additional comments***

- None

### ***12. Next Meeting:***

**Date:** September 24<sup>th</sup> 2012

**Time:** 5pm Pacific, 6pm Mountain, 7pm Central, 8pm Eastern, 9pm Atlantic

**\*\*\*Details and meeting agenda to come**