

Canadian Fair Trade Network – April Board Meeting

Meeting Minutes for – **Monday April 29th, 2013**

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/141660405> | Please use a microphone and a headset. Or, call in using your telephone: Dial +1 (647) 497-9372 | Access Code: 141-660-405 | Audio PIN: Shown after joining the meeting | Meeting ID: 141-660-405

Attendees:

- Kelly James
- Nancy Allan
- Zack Gross (Chair)
- Bruce Morton
- Shirley Fagnen
- Sasha Caldera
- Dustin Johnson
 - Sean McHugh (ex-officio)

Absent:

- Kaan Williams
- Nadia Berger

Meeting Minutes:

Meeting got underway at 5:07pm pacific time

1. Approval of the Agenda
 - a. Kelly moved agenda 5:07pm
 - b. Seconded by Dustin 5:07pm
 - i. Full approval of agenda as presented
2. Review and approval of board meeting minutes from March 25th
 - a. Moved by Sasha
 - b. All in favour
3. Campaigns
 - a. Karma campaign – Materials now set to launch, kicking things off May 1st for Fair Trade Fortnight. While the campaign remains generic, it allows for broad adoption and integration into all things good
 - b. Fair Trade Frosh Week is tentatively planned for the week of September the 22nd through 28th. Discussions with campus has been good and plans should go forward on this soon
4. Programs:

- a. FT Towns – Discussion was held around what the program needs to and can look like moving forward. A new guide, a series of materials, an application and a renewal process are in the works and will be driven by Bryce Tarling in the coming months. Suggestions were made around having the program act as a spring board to longer term sustainability of city/town based organizations, as opposed to simply a designation; both how to grow an organization, but also manage it long term
Action – Send all thoughts and comments about FT Towns to Sean, otherwise expect draft documents soon
 - b. FT Campuses – Though the campus guide was recently developed, the need for a shorter more succinct guide is needed. To the same degree as the Town program, the Campus program will undergo a full overhaul under Bryce Tarling’s leadership. A new guide, set of materials, an application and a renewal process will be developed
Action – send all thoughts and comments to Sean, otherwise expect draft documents soon
 - i. General campus update – U of O, U of C, Brock, Trent, McGill, U of W, U of M, Niagara College, Dal, U of S, Kwantlen, Capilano, UBC, SFU, Ryerson. – Things are progressing along nicely
 - c. FT Schools – New Program?! – After much discussion and recommendation Fair Trade schools has been looked at as a viable third program to accompany Towns and Campuses. Sean is working with Meredith Cochrane from the FT Foundation on the initial development of the concepts, as well as Lush on funding. It was suggested that EWB’s youth engagement program could get behind this and help drive it forward once ready. It was also suggested that the CFTN could seek longer term funding from FT Canada for the management of this program.
5. Projects
- a. Magazine - Summer Edition is in the works
 - i. Content – Editorial plans have been developed – comments around overlap in some of the features, especially on the transparency piece
 - ii. Print plans and distribution – **Action – Request forms to go out soon so we can begin building a distribution strategy**
 - iii. Advertising – media kit nearly complete
 - iv. Online version to be developed and shared this time around – suggestion of using Issu for online home
 - b. Communication/Discussion board – Nothing to report, other than it’s in the works
 - c. Certification Matrix – Endorsement Policy – also in the works
 - d. Company Engagement
 - i. Starbucks – Discussion is ongoing under Mark McLaughlin’s leadership
 - ii. Tim Horton’s – Partnership blend to be launched in May, though conversations are ongoing
 - e. Suggested product/company list in the works – **Action - Sean to share with board**
6. Events:
- a. EWB Regional Retreats – ON – June 28-1 | QC – June 28-1 | SK Jul 5-8
 - i. **Action – Sean will share additional info when it become available**
 - b. CFTN National Conference 2014

- i. Location and dates – Toronto Congress Centre – January 8th, 9th, 10th
- ii. Content, focus, goals, etc.
 1. **Action - Sub-committee to be formed to begin the planning process – Zack, Sasha and Sean as initial members**

7. General Updates

- a. Dustin – Atlantic Canada
 - i. Fair Trade Bazaar to be held in Halifax May 11th and 12th
 - ii. Dalhousie continues to move along well with things – free coffee days and campus audit completed
 - iii. Fair mob cards will be given out during Fortnight
- b. Shirley and Sasha – Quebec
 - i. No Association Fortnight events – but many in the province
 - ii. Meeting planned between FT Folks and EWB
- c. Bruce – Ontario
 - i. Celebrate Barrie – June 1st
 - ii. Steven Lewis Foundation event June 13th
 - iii. FT Guelph push – Bruce to talk in Guelph on the 16th
 - iv. Toronto to celebrate Towns status on the 10th
 1. Mike Layton and Tom Smith to speak and raise flag
 - v. Alternative grounds providing coffee
 - vi. May 11th event planned at city hall as well
- d. Zack Gross – Manitoba
 - i. Jennifer Williams visit has been pushed back a week
 - ii. May 9th webinar planned
 - iii. Camino chocolate promo being run at different stores in MB
- e. Nancy Allan – SK
 - i. FT Campus status – stalled at moment, waiting for supplier changes
 - ii. Sean to visit SK in May
- f. Sean McHugh – BC
 - i. FTV re-launching with social event with Michael Zelmer on May 2nd
 - ii. FTV AGM to be held on 16th
 - iii. UBC and SFU continue to drive change forward, while Kwantlen, Capilano and others are now onboard
 - iv. Sean also to reach out to Nakusp, Golden and Revelstoke to re-establish links with FT Towns groups

8. Next Meeting

- a. May 27th, 2013 at the usual times

Meeting Adjourned at 6:33pm

Moved by Nancy Allan

All in favour

Agenda Items not fully discussed

Brief Notes on below items – as presented by Sean

- Operations and planning in order
- Meeting options – Zack and Sean to discuss and keep agenda to max 8 items

- Business/Tax number paperwork completed
 - Business cards in the works
 - Sean successful trip on ON/QC – looking toward AB/SK and MB in May
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9. Operations:
- a. Strategic Plan - Version B
 - b. Operational Plan
 - c. Budget update
 - d. Staffing – Bryce Tarling – Director of Communications
 - e. Meeting agenda options
 - i. More frequent, longer, earlier start time, tighter agenda, reverse order
 - ii. Meet in person twice per year – January + July
10. Governance
- a. Business cards
 - b. Business Number
 - c. Working with Business – Corporate funding program
11. Finance
- a. Accounting – Quick books, signing authority, Financial Auditor 2013 financials (2013 Annual report)
 - b. Charitable status
 - c. Grants – Services Canada | Lush
12. Travel plans
- a. Sean - Ontario/Quebec – April
 - b. Michael Zelmer – Vancouver – April 26th – May 5th
 - c. Sean - AB/SK/MB - May
 - d. Sean - Atlantic Canada - June – CCUFSA conference (PEI)