

Canadian Fair Trade Network – December Board Meeting

Meeting Minutes for – **Tuesday December 3rd, 2013**

Meeting time: (90 Minutes)

- 5pm – BC | 6pm – AB | 7pm – SK & MB | 8pm - ON & QC | 9pm Atlantic Canada | 9:30pm Newfoundland

Call-in Information:

Please join the meeting: <https://global.gotomeeting.com/meeting/join/890603429>. Please use a microphone and a headset. Or, call in using your telephone: Canada: +1 (647) 497-9351 | Access Code: 890-603-429 | Audio PIN: Shown after joining the meeting | Meeting ID: 890-603-429

In Attendance:

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

*Sean McHugh (Ex-Officio)

*Jess Frank (Staff)

** Zack Gross chaired meeting

Regrets: Shirley Fagnen – Kelly James (Bev as proxy)

Agenda (Meeting underway at 8:07 EST)

- 1. Approval of the Agenda**
 - a. Moved by Bev and seconded by Nancy – 8:08pm EST – all in favour
- 2. Review and approval of board meeting minutes from November 4th, 2013**
 - a. Moved by Kaan and seconded by Dustin – 8:09pm EST – all in favour
 - i. Discussion – Small correction to be made to regional update section – Dustin noted alternative trade as opposed to unfair trade.
- 3. Conference and Annual General Meeting**
 - a. Schedule review – Day 1 – Thursday January 9th
 - i. Session 1 – Making the most of Fair Trade – Ethical Bean, Chartwells, FTF confirmed, though there is need for a fourth. Suggestions: Ethical Ocean, Choices Markets, The Big Carrot, Federated co-ops, Sobeys, Loblaws, maybe connecting with this year's award winners, GMCR and the EWB team
 - ii. Session 2 – Tim Reeve, Oliver De Volpi, Donna Dag

- iii. Session 3 – CFTN/Fair Trade Business discussion. It was noted that we need to dig into this one to uncover the true needs of the network. Key strategic driver is to understand how to engage with businesses. The facilitation for that session needs to be someone who understands the business world, but not directly connected. Perhaps reaching out to EWB Network for a facilitator on Thursday.
- iv. Session 4 – Fairtrade Canada Fairtrade Canada has requested an hour session to discuss governance reforms.
- v. Session 5 – Open Space Discussions
- vi. Evening Social
- b. Schedule review – Day 2 – Friday January 10th
 - i. Key note by Mike Layton
 - ii. Session 1 - AGM – Base agenda:
 1. Board Report – Zack Gross (Chair)
 2. Staff Report – Sean McHugh
 3. Presentation of vision and strategy. Have a session where we can discuss the vision, have our feet held to the fire. Afterward, have a separate deep dive session after the AGM closes.
 4. 2013 recap. In terms of membership, we've added about 15 new members. Need a nomination process. We set-up a process last year, and will revisit the process.
 5. 2014 looking forward, including priorities for the year – towns, schools, certification evaluation, corporate engagement program and building a communication hub.
 6. Presentation of the Annual Report (Bryce Tarling)
 7. 2013 financials – Sean and Nadia
 8. 2014 projected budget.
 9. Nominations and elections of directors
 - *Email to members to be completed by **Thursday December 5th**
 - *Delegate pack to be completed by **Friday December 13th** (vision, annual report, voting cards, bylaws, constitution, Robert's rules, agenda, speaker bios).
 - *Translation – Sean to send Bev documentation for translation

ACTION – Find facilitator on process
ACTION – Nomination process established
ACTION – Evaluation developed – online and hard copy
 Kaan, Sasha and Nancy to help Jess prepare this
- iii. Session 2 – Vision and Strategy presentation and discussion
 1. Deep dive into the development of this, offering members the opportunity to question and discuss issues with the board.
ACTION – Find facilitator for discussion
- iv. Session 3 – Fair Trade Expo – 10 companies now arranged
 1. **ACTION** – Broaden out to invite campus and towns groups to participate
- v. Session 4 – Breakout sessions
 1. Breakout groups. One FT Towns Group, Campus, and FT Schools. Need to have conversation leaders. Mark McLaughlin is interested as a

conversation leader. In terms. Potentially someone from Toronto and Manitoba.

2. FT Towns – Conversation leads: Bruce and Zack
3. FT Campuses – Conversation leads: Kaan, Sasha, Mark, Oliver
4. FT Schools – Conversation leads: Bev and Dustin

ACTION – Note taking – Jess to assign note taking responsibilities for each session

ACTION – Photos and social media to be managed by Bryce
Hashtags - #Rethink #fairtrade

- c. Schedule review – Day 3 – Saturday January 11th
 - i. Session 1 – Activism – Meredith and Bruce
 - ii. Session 2 – Institutions – Mark and Oliver
 - iii. Session 3 – Communications – Bryce and Rebecca
 - iv. Session 4 – Structure – Zack and Sean
- d. Conference logistics
 - i. Flights – booked. Prices were high and flight options were slim due to holidays.
 - ii. Accommodation – Everyone will be staying at the Radisson – details to come.
- e. Magazine launch – The third edition of the magazine will be ready for January, discussion has had around using conference to officially launch it

4. Fair Trade Magazine:

- a. Third edition nearing completion. Into printers next week. Olive Oil will be the cover. In terms of distribution we are about halfway wrt to how much we intend to distribute.
 - i. **ACTION** – all board members to press all channels on orders

5. Financials

- a. Grants and contracts
 - i. Fairtrade Canada 2014 now set for \$35,000
 - ii. EWB 2014 nearly set for \$35,000
 - iii. Sponsorship has reached \$24,000
 - iv. Advertising should hit \$20,000
 - v. Office of Consumer Affairs grants were submitted on Friday for \$190,000
 - vi. Heritage Canada grants were submitted November 1st for \$105,000
 - vii. McConnell Foundation – plan is to approach them soon
 - viii. Corporate Engagement program – on the late for 2014
- b. 2013 Financial year end – final revenue \$114,000, final expenses: \$107,000
- c. 2014 Budget projection - \$125,000, with Office of consumer affairs: \$230,000
- d. Zack asked whether there are issues wrt to surpluses. Sean remarked that it' due to the way the financial year ends.

6. Certification Analysis and Evaluation

- a. One of the Office of Consumer Affairs Grants was focused on this, so hopefully we will be able to move forward in a meaningful way on 2014. Looking at different certification systems and develop analyses of each certification scheme.

7. Program developments – Fair Trade Towns and Fair Trade Schools

- a. Nothing new to report here, both on the slate for early 2014 development

8. General updates

- a. Japan & Indianapolis – plans are now in place for Sean to attend all three conferences

9. Regional Updates

- a. Atlantic Canada – Dustin
 - i. Magazine push has been going well, outreach to MUN, UNB and other universities is coming along and Dalhousie continues to move toward designation
- b. Ontario – Bruce, Dustin and Nadia
 - i. Thunderbay, Ottawa, Guelph, Peterborough all moving along nicely, while Trent U, Ottawa U and U of T are all moving on designation. Magazine and conference push has been good
- c. Manitoba – Zack
 - i. Ft Province discussion have been progressing, Ethical purchasing conference with MLLC went well, Wine night with the Liquor mart also went well. City of Brandon nearly ready to submit
- d. Saskatchewan – Nancy
 - i. FT Campus push coming along nicely, meeting scheduled for the 12th with key stakeholders. Magazines have been pushed out to labour leaders amongst others
- e. Alberta – Bev
 - i. Connections with FT Canmore, FT St Albert have come along well
- f. BC – Sean
 - i. FTV back on track with monthly meetings, Fable natural night went well, city of Surrey interested in towns designation and city of Vancouver engaged on ethical investing through the magazine

Next Meeting

- In person at National Conference – January 9th, 10th and 11th, 2014 – Toronto, ON

Meeting closed at 9:40pm EST