

Canadian Fair Trade Network – February 11th, 2015 Board Meeting Minutes

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

Attendees: Avery, Krista, Kyra, Lia, Sasha, Dustin, Zack, Bruce, Eric, Kaan

Regrets: Bev

Meeting called to order 8:05pm

Meeting Agenda:

#	Item	Action items
1	<p>Approval of the Agenda Move to approve the agenda: Kyra Second: Dustin - Additions to agenda - 3, 4 and 7 moved by Sean, approved by all</p>	
2	<p>Review and approval of board meeting minutes</p> <ol style="list-style-type: none"> 1. Board Meeting - December 15th, 2014 <ol style="list-style-type: none"> a. Moved Avery - second Kaan, approved by all. 2. AGM minutes - January 16th, 2015 <ol style="list-style-type: none"> a. Note of information - will be officially accepted at next AGM b. Moved by Kaan, seconded by Dustin, approved by all. 3. Post conference meeting January 16th, 2015 <ol style="list-style-type: none"> a. moved by Avery, seconded by Kaan, b. approved by all 4. Board decision – February 4th, 2015 re CRA access - voted on via email <ol style="list-style-type: none"> a. approved by all via email b. form sent off by Zack a couple days ago 	
3	<p>Governance</p> <ol style="list-style-type: none"> 1. Board member changes – filed <ol style="list-style-type: none"> a. two weeks post AGM for filing - everything has been filed with 11 directors and board changes made b. insurance: has been taken care of and in final stages of completion - in office space and directors liability c. one vacancy for Saskatchewan - something to think on but not a priority given other agenda items 2. Email to members – ready <ol style="list-style-type: none"> a. bylaws require that AGM materials sent out 5 weeks in advance to registered members b. need to follow up with recap - minutes (draft form) and annual report (final form) recap report c. 110 current registered paid members d. Numbers of members impact on grants? - maybe in terms of impact and grant money but it is a struggle to keep people paying and registered e. Sasha: correlation btw # members and individual donations received <ol style="list-style-type: none"> i. list building takes a lot of time - could be a strategic area to grow the movement (tax receipt would probably help- but more work and questionable returns) f. Avery: storage with policies how to get up to date for new members? <ol style="list-style-type: none"> i. drop box but currently not shared with board members - too big 	<p>b. Sean and Zack</p> <p>f. Sean - Dropbox</p>

	<p>ii. should potentially and will share folder with financial, bylaws, and policy info - Sean (a lot will be on website too)</p>	
<p>4</p>	<p>Financial Management</p> <ol style="list-style-type: none"> 1. CRA access - everything is in order to facilitate access (Sean) 2. T4 filing and 2014 taxes (Sean) <ol style="list-style-type: none"> a. end of February for T4s and 2014 taxes - some taxes for service work done that needs to be paid back to CRA - money is in account and has been tracked , just need to put things in motion <ol style="list-style-type: none"> i. Taxes to be paid depends on where the client was based (provincially) some are HST, others PST and GST, etc. ii. most service contract through Fairtrade Canada (Ontario) iii. didn't pay taxes last fiscal year because threshold of 30 000\$ for NGOs 3. 2015 Fairtrade Canada contract (Zack) <ol style="list-style-type: none"> a. No money or not a lot from EWB this year - last year salary cuts, etc., conversation at Fairtrade Canada and with network on how to support us more than originally planned b. Conference call with Zack, John K, Tom and Sean re: sustainability of CFTN and FT Canada's support - details to come <ol style="list-style-type: none"> i. lost 35 000 in revenue this year so need to push for the most possible from FT Canada to continue the movement ii. proposal - goal for 4 person staff for each one of the programs - wait for follow up from Sean and Zack after call tomorrow - into the next week c. Ideal amount from FT Canada - min 60 000\$ for the year - right now at 42 500\$ (min 40 000 just for salary, 10 000\$ travel budget, 4000\$ budget for in-person meeting 1000\$ for the office) d. Confirmation from McConnell? - submitted proposal in July, small snippets of info , again last week but little follow up on their end 4. Corporate engagement strategy (Dustin and Sasha) <ol style="list-style-type: none"> a. Update: Corporate engagement strategy = how CFTN can solicited funds from key businesses in Canada - what could CFTN offer and how could we maintain neutrality while engaging with businesses? Committee has been formed and drafted a survey to ask what the companies would like to see from us or partner with us what would need to be done to get funding from them <ol style="list-style-type: none"> i. list of companies not yet made - idea to generally group companies, i.e. handicrafts (because of AGM comments); well established companies for longer term relations ii. How to group, adapt to companies that are 100% FT vs those who only have a couple FT options - what are our views on the role in the network and what we want out of them? iii. Zack volunteered to get it written out and could start working on it around Friday <ol style="list-style-type: none"> 1. Dustin, Sean and Sasha would like to add-on and comment after a skeleton written up b. Conversation with Tim Reeve - seeing it as a contract by Reeve consulting however our budget doesn't permit us hiring him currently - potential ally in the future. 	<p>2. Sean</p> <p>3. Zack and Sean</p> <p>4. Zack, Dustin, Sasha</p> <p>Zack</p> <p>Dustin, Sean and Sasha</p>

	<ul style="list-style-type: none"> i. maybe Tim could look over proposal once written out - worth a try <p>5. Cadbury Proposal (added by Sean)</p> <ul style="list-style-type: none"> a. (Bruce) - Sean and Bruce have been in contact with Mondelez to set up meeting - expressed interest - asked for a proposal <ul style="list-style-type: none"> i. asked for a structure in what they provide - a stability in what and when they donate, promotional materials and advertisement in magazine ii. Response last week: they are interested in sponsoring FT month and campus week but lacked clarity on <i>how</i>, potential for funding the conference? - if ethically acceptable as corporate partner to provide funding b. Sean - new person come in at Cadbury that seems more open c. Any work on increasing FT products? - Halloween mini bars provided by Cadbury but it has been discontinued , interested in maybe special event products (Easter, Valentine's Day etc) <ul style="list-style-type: none"> i. Asked for impact reports on their FT work in West Africa - they'll look into it. 	
5	<p>General Operations</p> <ul style="list-style-type: none"> 1. (Sean) Update on staff and volunteer side - still strong Bryce still involved even with job move (still working on magazine), Kaan often in the office, Marta as intern, Jess working on couple of projects 	
6	<p>Programs</p> <ul style="list-style-type: none"> 1. Fair Trade Towns – fully updated (en and fr) 2. Fair Trade Campuses – fully updated (en and fr) <ul style="list-style-type: none"> a. UCalgary application in 3. Fair Trade Schools – (en complete) – (fr in works) 1. Fair Trade Events <ul style="list-style-type: none"> a. FT Canada - new graphics and fonts launching next month b. campus and school are up to date in c. Campus and Towns French and English d. Schools - translation in works - should be mostly done in next 2 weeks, in both languages and uploaded to websites as well as hard copies e. talks about pre and post designation tool kits (materials and organisational development tools - business cards and website templates, etc) f. Campus application from University of Calgary - still some work to do - discussion with Jess will happen g. University of Northern BC - lots of changes made and many outreach areas h. Robert McKinnon - from Hudson Quebec, post conference spoke with Council and passed resolution to become FT Town! in the works to form a committee and get the other standards in place 	
7	<p>Campaign and Event Planning</p> <ul style="list-style-type: none"> 1. February 26th webinar <ul style="list-style-type: none"> a. Manitoba folks organizing national webinar on certification and labelling - Thursday Feb 26th (2 weeks form tomorrow) noon at BC, 2pm in Manitoba, 4pm Atlantic Canada b. Sean and Daryl Reed will be presenting and questions can be sent to them - ask people to share within their networks c. (Eric just arrived!) - AQCE newsletter going out tomorrow Zack will send along information tomorrow afternoon 	<p>1. Zack and Sean</p> <p>Zack and Éric</p>

	<ul style="list-style-type: none"> d. biggest next step is the technical side e. content side : frame different approaches by primary, vs secondary and tertiary certifiers - try to be as objective as possible f. similar framing as at conference (triangle scheme - role of civil society, gov't and business) - will be good opportunity to create resources to be used later (PowerPoints for Daryl's conference - dropbox or sent along to board members -) <p>2. 2015 Banana campaign</p> <ul style="list-style-type: none"> a. conversation to have with Lisa from FT Canada - any initial ideas are welcome on what that campaign may look like b. very "apeeling" to work on bananas c. Avery - possibility for one of the handicraft businesses to make banana costumes with FT cotton! d. No distributors in Atlantic Canada - possibility of Equifruit? - not currently e. Banana Committee? Jennie (Equifruit), someone from FT Winnipeg, Krista 	Zack
8	<p>National Conference</p> <p>1. General feedback</p> <ul style="list-style-type: none"> a. general energy was good, food was a huge hit, sessions and structure were pretty good!, lots of survey responses (50+ in the following 5 days - 25% return rate!) with good suggestions and comments b. Avery: participants and attendees were great - tough conference to beat c. Zack : should be different - not view it as better or worse, people at different stages in building the network, how to we target what's unique (i.e. this year - Qc side brought in with lots of discussions and different organizations) <p>2. Recap Report</p> <ul style="list-style-type: none"> a. note summaries and report - asking people to write up key outcomes b. 1-2 pages of notes to 150 words summaries and key outcomes and learnings c. Respond to Jess tomorrow-Friday and then done by Tuesday, Wednesday next week. <p>3. 2016 location?</p> <ul style="list-style-type: none"> a. SFU (Mark potentially leaving soon), Halifax, Winnipeg: maybe January or May - tying in with World Fair Trade Day or Fair Trade Month. b. January - during school and inspired before FT Month, cheap travel time, May - might take away from FT month 	c. Everyone
	10 minutes remaining so 9 - 13 moved to next meeting	
9	<p>Fair Trade Magazine</p> <ul style="list-style-type: none"> 1. Hard copy distribution 2. Online and social media 3. Future of the magazine 	Sean
10	<p>Projects:</p> <ul style="list-style-type: none"> 1. National Retailer Database 	Kaan
11	<p>Communications</p> <ul style="list-style-type: none"> 1. 	
12	<p>Calendar and Planning: Travel Plans and Upcoming Events</p> <ul style="list-style-type: none"> 1. March: Australia and California 2. April: SCAA, CHFA West, CCSE (London, ON) 3. May: Prairies 	Sean

13	<p>Discussion Items</p> <ol style="list-style-type: none"> 1. 2015 priorities 2. Our work with business and the role of business 3. Working more closely with the handicraft side of the movement 4. Working with SPP, FTF and WFTO 	Sean
14	<p>Regional updates</p> <ol style="list-style-type: none"> 1. Atlantic Canada - Just Us presentation on new projects in Ethiopia - major coop adopting Small Producer Symbol, very interested in helping with Campus work 2. Quebec - Eric: lots of energy coming out from conference, lots of interest from schools, towns and campuses - already had schools ask for English papers to get the process started <ol style="list-style-type: none"> a. Krista - Qc and Laval university still working on FT town and Campus respectively 3. Ontario - Bruce away in January - Barrie New Year's Day brunch - FT Barrie provides coffee, 300 people with City Councillors; Winterfest in February - FT Barrie has kiosk <ol style="list-style-type: none"> a. Lia - Ottawa FTO - lots of work with municipal councillors, Carleton has been strong to try for the campus with good collaboration with the city; Student elections - strong presence with FT questions b. Sasha - received magazines at the office 4. Manitoba - Zack FT Winnipeg growing FT challenge starts on Valentine's Day - engaging with City Councillors and new cafe switching to FT coffee. Many events coming up – www.fairtrademanitoba.ca - sign up anywhere in Canada to win prizes! Meeting with provincial cabinet this morning with International Development Council - discussion oriented on FT -template for FT province 5. BC - Avery FT apparel meet-up taking off MEC and others because MEC has FT USA certified T-shirt - has grown into FT apparel ethical panel, planning for May outreach events - 5 year anniversary for FT Vancouver <ol style="list-style-type: none"> a. Sean - Oxfam meeting last night still active b. UNBC designation! c. Kaan - retail database - tool for advocates to look at where products are available in Canada - search by province - comes up with a list of locations and addresses (Lia has technical skills in database programming). Not yet ready to share but yes it exists in the internet-sphere - CFTN.ca/retail/provsearch.php -- list of 2600 retailers across the country! 	
15	<p>Next Meeting</p> <p>Doodle to be sent out in next couple days with next meeting in early March!</p> <p>Link: http://doodle.com/5yseecatu8h4b4w9</p>	Zack and Sean