

The Canadian Fair Trade Network – January Board Meeting

Board Meeting Minutes - **Monday January 21st**

Meeting time:

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

Call-in Information:

Join the meeting: <https://global.gotomeeting.com/join/464130629> Use your microphone and speakers (VoIP) - a headset is recommended. Or, call in using your telephone. Dial +1 (647) 497-9373 | Access Code: 464-130-629 | Audio PIN: Shown after joining the meeting | Meeting ID: 464-130-629

In attendance:

1. Kaan Williams (BC)
 2. Sasha Caldera (BC)
 3. Nancy Allan (SK)
 4. Zack Gross (MB)
 5. Bruce Morton (ON)
 6. Nadia Berger (ON)
 7. Shirley Fagnen (QC)
- *Sean McHugh (Ex-Officio)

Regrets:

1. Kelly James (AB)

Guests:

1. Karimah Hudda (Advisory Council)
2. Michael Zelmer (Advisory Council)
3. Megan Campbell (Advisory Council)

Meeting Minutes

Meeting got underway at 5:06pm PST

Primary Agenda:

1. Approval of the Agenda
2. Strategic Plan Discussion

Notes on Strategic Planning Discussion:

1. The Role of Business
 - a. General desire to clarify the role of business within the CFTN.
 - b. Discussion coming out of the business forum cross over segment of January 10th was heavily waited on what the CFTN can do for them, e.g., drive business to them, drive sales to them
 - c. While the CFTN needs to remain focused on the broader movement, fostering relationships, suggesting actions, and helping to identify needs of companies is a looming issue.

ACTION ITEM: Clarify the role of business within the strategic plan. Discussion to continue next meeting.

2. Costs of a memberships organization – general discussion around revenue
 - a. Collecting membership fees is not indicative of financial sustainability because \$15.00 as individual membership is insufficient as a revenue generator.
 - b. Membership needs to be reviewed as we have an individual membership structure at the moment.
3. Provision of business services
 - a. Engaging with businesses will have a high cost as working with businesses is a huge task in itself.
 - b. Possibility of being a Fair Trade Chamber of Commerce. However, what are the boundaries for businesses?
 - c. The space in which CFTN occupies is something that does not exist in the market. Should the CFTN work with business, it needs to be smart and not let businesses affect the core of the CFTN.
 - d. It is at the discretion of directors in deciding on a case-by-case basis about what types of services we can offer. Some good examples were the Ten Thousand Villages partnership for FT Valentine’s Day in 2012.
 - e. Requests from businesses should not drive the direction for businesses.

ACTION ITEM: Creating a survey monkey with specific language about how a service can be used by a business is a potential way in identifying how we can work with companies and profit from revenue sharing agreements.

4. Responsibility and implementation
 - a. Defining board work versus paid work. What roles can board members take on?
 - b. An active board working on various strategic and capacity-building assignments is desirable.
 - c. Setting blue sky targets for fundraising is a possibility.
5. Lack of Implementation strategy for segment 2
 - a. The strategy for this segment is to acknowledge that we don’t know where we would like to go. Karimah mentioned that not knowing is alright at this point in time.
 - b. Scenarios along with directions can be built in without getting too tangible into the planning.
 - c. Leading into fall 2013, we need a strong strategic plan for big players like McConnell Foundation. Other opportunities are on the horizon in which we need substantial planning.
6. Operational/tactical plan

ACTION ITEM: Commitment by end of day Wednesday for an operational plan.

*6:10pm - Conclusion of the Strategic Planning discussion

Additional discussion points:

7. Results of Recommendation on FLO Fairtrade standard for Town and Campus programs

Administrative/review:

8. Magazine - Sean
 - a. People are impressed with the magazines in Manitoba.
 - b. Magazines are sent to SCIC In Saskatchewan
 - c. Green Living Show in April is where significant distribution will happen.
 - d. Copies are being distributed by Sasha in British Columbia.

9. Board Representation in Atlantic Canada
 - a. Dustin Johnson is interested in being a director, and is involved with Fair Trade Halifax.
 - b. CV to be looked at by directors.
 - c. Motion pending.
10. Next Meeting: February 11th, 2013 at the usual times
11. Sean's salary
 - a. Kaan and Sean discussed the idea of increasing Sean's salary from \$1200 per month to \$1500 per month, instead of the one-time honorarium offered post AGM. Sean felt that this would be better for the organization (cash flow wise) while also help shift Sean's salary in the long term.
 - b. Directors concurred.

Meeting adjourned at 9:39pm

Items not discussed - To be carried through till the next meeting

1. Review and approval of meeting minutes – Zack
 - a. Jan 10th, Jan 11th (AGM), Jan 11th (Post AGM) + Jan 21st
 - i. (4 sets needing review and approval)
2. Discussion, thoughts and feedback from Calgary - All
3. Financials update – Sean
 - a. Signing authority
 - b. Conference payouts
4. Follow up & Next steps
5. General updates on regions – All