

Canadian Fair Trade Network – Board Meeting Minutes

Monday June 24th 2013

Meeting time: (90 Minutes)

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

Call-in Information:

Please join the meeting: <https://global.gotomeeting.com/join/943265109> | Use your microphone and a headset. Or, call in using your telephone: Dial +1 (647) 497-9351 | Access Code: 943-265-109 | Audio PIN: Shown after joining the meeting

Attendees:

1. Zack Gross (Chair)
2. Dustin Johnson
3. Nancy Allan
4. Sasha Caldera
5. Bev Toews (Proxy for Kelly)
6. Nadia Berger
7. Bruce Morton
8. Kaan Williams
9. Sean McHugh (ex-officio)

Regrets:

1. Shirley Fagnen
2. Kelly James

Meeting Minutes:

The meeting got underway at 9:06pm Atlantic time with introductions from everyone present

1. Approval of the Agenda
 - a. Motion to approve the agenda – Nancy Allan – 9:08pm ADT
 - b. Seconded by Dustin Johnson
 - i. All in favour, approved 9:08pm ADT
2. Review and approval of board meeting minutes from April May 27th 2013
 - a. Motion to approve the meeting minutes – Nancy Allan – 9:09pm ADT
 - b. Seconded by Dustin Johnson
 - i. All in favour, approved 9:10pm ADT
3. Discussion:
 - a. In-person Board meeting – the item was discussed and it was decided that we should move ahead with plans to hold an in-person board meeting on October 6th and 7th in Toronto sent by Doodle.
 - i. **ACTION Item – all board members to submit preferred flights times and dates asap**
 - ii. **ACTION Item – all board members to submit agenda items to Sean and Zack for compilation and planning**

b. Lush and Fair Trade Schools

- i. Sean announced that the CFTN completed and was successful in its application to Lush for the Charity Pot Partner grant and was awarded \$20,000, this money is earmarked for the development of a Fair Trade schools program
- ii. Discussion followed around what the program should look like and whether it should be a designation program or a series of educational engagement materials
- iii. Zack mentioned putting together a sub-committee for this task. Get experts for curriculum development.
- iv. It was brought up that Meredith Cochrane, formerly of the Fair Trade Foundation is now based in Toronto, previously she worked with the foundation in developing their schools program
- v. In terms of approach, it was agreed that we should gather and review materials already out there, to help establish the starting point for a Canadian program
 1. **ACTION Item – Please send all materials pertaining to FT Schools and school engagement broadly to Sean and Bryce as soon as possible, so they can begin constructing the foundation**
- vi. It was also discussed that we begin a consultation process with interest parties
 1. **ACTION Item – All board members begin reaching out to key contacts and introduce them to Sean and Bryce to begin the discussion**
- vii. Lastly, it was suggested to look into existing school networks, such as UNESCO schools to begin building relationships
 1. **ACTION Item - Bev Toews to reach out through her contacts**

c. Fair Trade USA

- i. An ongoing discussion item centred on the merits of certain certifications and where we stand on them. To help guide this discussion, Sean compiled and circulated prior to the meeting a document of key concerns/questions that surround FT USA.
- ii. Sean discussed these with the board. Issues centred on:
 1. The certification of estates, the “every ingredient that is available FT must be FT” and FT USA’s move away from it, auditing and supply chain verification + free ridership now that FT USA is outside of the system, accountability and transparency – where FLO has moved to 50% rep, FT USA has little, Outstanding fees and the trademarking of the term “Fair Trade Certified”
- iii. Sean Noted that Paul Rice (CEO FT USA) has reached out requesting a meeting, so brought these issues forward in forming a strategy for the conversation.
- iv. Sasha asked whether the document is intended to be internal. Sean replied that he’s hoping to have an initial conversation with the potential of establishing a common understanding between both organizations.

4. Governance and housekeeping:

- a. Strategy and position papers – Circulated prior to the meeting, Bryce has been working through clarifying our strategy and what are being coined “position papers”. What this work will help us do is to clearly define who we are and where we stand on issues.

i. **ACTION Item – All board members to review the document memo, the strategy and the position papers and provide comments and feedback by July the 12th**

b. Business Cards

i. Business cards have been printed and shipped to each director

ii. **ACTION Item – Sean to Follow up with Bev about getting these designed**

c. Bev Toews as proxy for Kelly

i. A motion was presented to appoint Bev Toews from Fair Trade Olds as proxy for board member Kelly James, as she will be absent for the remainder of the year, working in Ghana

1. Bruce Morton moved at 9:58pm ADT

2. Nancy Allan Seconded

a. All were in favour – motion passed

5. Updates

a. Magazine - Distribution – Orders are now in for 18,500 of the 20,000 planned copies. It was discussed that having extras around to carry us through the fall would be beneficial.

i. 23 advertisers. Distribution calls have gone out this week. Bryce is working through most of the content. The date for distribution is mid-July. Printers agreed to distribute copies.

ii. **ACTION Item – Sean to send one last call for orders and then decide on print number then**

b. FT Town and Campus materials – nothing new to report, other than that as soon as the magazine is complete, Bryce will be turning his attention to revamping these programs and their associated materials

i. Michael is also working on design templates for both programs

ii. McGill will be receiving Fair Trade Campus Designation as Canada's 5th FT Campus.

iii. CFTN's aim is to slim the FT Campus application down to make it more manageable.

iv. Zack will be writing a section about maintaining the FT Town status based on Gimli's experience. Brandon, Ontario is poised to become the next FT Town.

v. Zack mentioned the need in re-activating current FT Towns so they continue advancing the movement.

vi. There was discussion of inviting FT Towns and Campus groups to the CFTN AGM.

c. Karma Campaign – Fair Trade Campus week – Sept 22 to 28 – Planning for this is now in the works, it will focus on two groups – administration and students and will be aimed at creating some buzz around campus during the back to school week

d. Federation of Canadian Municipalities update – letter from Andrea and Mike was successfully delivered to delegates at the conference in Vancouver

6. Finances:

- a. Budget update – a quick review of the finances was provided based on the monthly budget update provide prior to the meeting
- b. Accounting and Quick books – while steps still need to be taken, software has now been acquired and things are moving forward
 - i. Meeting with CFO and Accounting Officer from Ethical Bean for advice is happening.
 - ii. Costs are being covered, well ahead on revenue and transition to Sean’s salary.
 - iii. Zack mentioned whether we should be including donations or memberships for the magazine.
 - iv. Sean to suggest for Bryce to include this before printing.
- c. 2012 Taxes – need to be completed – **ACTION Item – Sean to complete taxes**
- d. Charitable status – requires further exploration
- e. Corporate funding program - A number of companies are happy with the direction of the CFTN, and requires further exploration

7. CFTN National Conference – was carried through till the next meeting

8. Regional updates – to be written and sent back out through to the board

9. Next meeting - Scheduled for July 22nd 2013 8:00pm EST, 5:00pm PST

Meeting adjourned at 10:28pm ADT