

Canadian Fair Trade Network – May Board Meeting Minutes

Monday May 27th, 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/504114869> | Please use a microphone and a headset. Or, call in using your telephone: Dial +1 (647) 497-9410 | Access Code: 504-114-869 | Audio PIN: Shown after joining the meeting | Meeting ID: 504-114-869

Attendees:

1. Dustin Johnson
2. Zack Gross
3. Bruce Morton
4. Nancy Allan
5. Nadia Berger
6. Sasha Caldera
7. Sean McHugh
8. Bryce Tarling

Regrets:

1. Kaan Williams
2. Shirley Fagnen
3. Kelly James

Meeting Minutes:

Meeting got underway at 5:05pm PST, 8:05pm EST.

1. Approval of the Agenda
 - a. Motion to approve the agenda – Nancy Allan
 - b. Seconded by Bruce Morton
 - i. All in favour, approved 8:05pm EST
2. Review and approval of board meeting minutes from April 29th 2013
 - a. Motion to approve the meeting minutes – Nancy Allan
 - b. Seconded by Nadia Berger
 - i. All in favour, approved 8:06pm EST
3. General updates by region
 - a. BC Sean: Fair Trade Vancouver recently held two events – 1) a re-launch night with Michael Zelmer and 2) their AGM, held May 16th. FTV will also have a presence at EPIC, the sustainability expo in Vancouver as well as a larger soccer festival in July. Otherwise, UBC and SFU are both moving forward with their commitments on Fair Trade and Kwantlen and Capilano U. are both getting things going. FT Kamloops is quiet right now, though FT Revelstoke has kept things going

- b. AB (Kelly away): Sean just travelled through Alberta, reporting that FT Towns aspirations are moving forward in Edmonton and Calgary, while Olds and Canmore both continue to stay engaged. Bev Toews has gotten conversations going with Olds College and is considering joining the board as a proxy for Kelly, while she is away in Ghana.
- c. SK Nancy: Very good visit from Jennifer Williams, couple of meetings in Saskatoon. Had a meeting in Regina. Meeting with the FT Campus committee had zero attendance; however, Sean and Nancy met with purchasing lead George Foufas and student union president at UoS. Sean did an interview with Don Kossick CJVR.
- d. MB Zack: Jennifer Williams and Sean came through the province. Both met with institutional purchasers, lotteries, colleges, mayor of Brandon, Human Rights Museum. Francophone Sportsballs association has made decision to purchase FT Sports Balls. FT Manitoba completed a webinar on sportsballs.
- e. ON Bruce: Working with FT Guelph, lead is Sarah Martin, and has had two meetings with city councillors. Guelph is prepared to initiate an evaluation of the FT Towns program. Retreat on June 26th 2013. In Peterborough – Mark Soares is the lead for FT designation at Trent, and looking to expand the FT Campus and merge with FT Towns. Barrie. “Celebrate Barrie” event with coffee and FT bananas in Barrie this summer. FT Barrie will be partnering with Stephen Lewis Group. Further conversations are ongoing with Woodstock and Centre Wellington.
- f. ON Nadia: Toronto officially became a FT Town on May 10th and FT Towns celebration happened with Councillor Mike Layton. Press Releases were sent to all contacts. Not as big of the media splash, but coverage happened in the Toronto Star, the Metro and other publications. Zack asked what resources FT Toronto has to work with? FT Toronto has 8 volunteers and meet once a week attending events. Funding is barebones with some money coming from EWB and Fair Trade Toronto. No grants have been applied for; however, Nadia wants to make FT Toronto sustainable in the long-term. Zack mentioned that there’s potential in figuring out how we can support grassroots organizations in each city. Liam’s Letters is a children’s book targeted at elementary school children, educating about FT. First print-run ready to go on May 10th. Indiegogo crowd-funded campaign and FT Toronto is selling it to children. FT Toronto had a space at the Green Living Show, the largest eco-living show in Canada. Attracted about 30,000 people over 3 days. FT Toronto is holding off on shipping copies of the books because they’re not able to cover these costs of shipping. Potential for the CFTN to facilitate the distribution of the children’s book. Zack and Bryce mentioned shipping to school libraries or Ten Thousand Villages stores. Ethical Ocean. Discussion focused around Mike Layton attending FCM conference in Vancouver, and having Sean attend.
- g. QC Sasha: McGill University is close to qualifying for FT Campus status. Sasha has been connecting with the FT movement in the province. The Association had a semi-annual gathering too which Sasha attended and EWB had a two day Global Engineering Conference, where discussions were held around Fair Trade. Finally, a Quebec based FT conference has been planned for October.
- h. Atlantic Canada Dustin: FT Bazaar, with textiles, beadwork, yarn, yurts and carpets was a success on May 11th and 12th 2013, as yurt was set up for two days in downtown Halifax with a number of FT companies present. Dalhousie Sustainability Office has hired a full-time position, potential to work on FT stuff.

4. Magazine Launch

- a. In general the magazine is coming along nicely. Advertising is now out and distribution has been launched as well. Bryce continues on content and Wade is onboard for design
 - b. Content update – Canada map moving forward, Jon Ward from Cross road Intl writing on coffee, Equal exchange on banana's, FTF on handicrafts, SFU/UBC on designation, Sean on Free versus Fair Trade.
 - c. Initial feelers to companies, 7-8 advertisers on board.
 - d. Feedback from board members and partners were aggregated. Canada map spread concept.
 - e. Couple longer articles are in the magazine. Authors from CCA, Equal Exchange, SFU and UBC will be writing – the universities will be focusing pieces about vision and policy behind FT pushes. Handicraft article from Fair Trade Federation. Michael Zelmer will write about the history of the movement and Sean will write about Free Trade vs Fair Trade. Distribution will be increased to 20,000 copies and 32 pages.
 - f. Deadline for regional reports was May 24th 2013. More likely June 12th will be a sensible deadline.
 - g. Zack asked whether there is an oversight process to publishing content. Bryce responded that each article is reported via research. All interviews are through reporting. Sean mentioned a sign-off process that's board driven.
 - h. Zack mentioned whether there are people on the board to read through content as a due diligence process. Copy editor available. Zack, Dustin, and Nancy can form this committee in reviewing content.
 - i. For regional updates each representative needs to recap things that happened since January. Word length 20-30 words per update.
5. Operations
- a. Fair Trade – In Detail – FAQ, Q&A, web updates,
 - b. Information sheets on procurement, research, content in development. Hoping to put this stuff together. Things which we'd like to see, please let Sean know.
 - c. Business cards
 - d. Business cards first mock ups arrived today. Hopefully have them out to everyone soon as the designer is having some personal challenges.
 - e. Fair Trade Schools – Lush Grant
 - f. CFTN is looking to develop a FT school program with curriculum development and Lush Grant is sent in. Big question is about how to use the money for the FT schools program.
 - g. FT Campuses
 - i. Guide – re-design and create a streamlined application process where a logo and slogan can be dropped into.
 - ii. McGill and Selkirk College – applications are being submitted.
6. Governance
- a. Strategic Plan – A re-draft is in the works, as Sean and now Bryce is working to clarify who we are, what we do and the strategy behind our approach.
 - b. Board Absences – Kelly is going to be away in Ghana in till December, Bev Toews from FT Olds has been approached a proxy.
7. Partners
- a. Fairtrade Canada Governance Committee – Sean and Nadia's work on the committee seems to be paying off as progress is being seen on governance reforms. Sean to keep the board abreast of updates.
8. Human Resources:

- a. Travel (Sean) - AB, SK, MB – May
 - b. Victoria – conference – June | Atlantic Canada – June | Toronto – July |
 - c. Bryce Tarling – first three weeks has gone exceptionally well.
9. Finances
- a. Budget update – everything on track, well ahead on payments and expenses.
 - b. Accounting – Executive Director Salary scheduled to go up for this payment period.
10. Next Meeting date – June 24th 2013.
11. Meeting adjourned at 6:34pm

Not discussed – Too be moved to top of next meeting agenda:

1. CFTN National Conference
2. Charitable status
3. Corporate Funding program