

Canadian Fair Trade Network – September Board Meeting Minutes

Meeting Minutes for – **Monday September 9th, 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/meeting/join/510681069> | Please use a microphone and headset. Or, call in using your telephone: Canada: +1 (647) 497-9371 | Access Code: 510-681-069 | Audio PIN: Shown after joining the meeting | Meeting ID: 510-681-069

In Attendance:

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

*Sean McHugh (Ex-Officio)

** Zack Gross chaired meeting and solicited all motions.

Regrets: Bev Toews (proxy for Kelly)

Absent: Shirley Fagnen

Agenda (Meeting underway at 5:07pm PST)

- 1. Approval of the Agenda**
 - a. Moved by Bruce and seconded by Kaan Williams – 5:07pm
- 2. Review and approval of board meeting minutes from August 13th 2013**
 - a. Agenda moved by Dustin, and seconded by Kaan 5:07pm
- 3. Fair Trade Magazine**
 - a. July edition updates
 - i. Sean mentioned that there's only 70-80 copies left in Vancouver.
 - ii. Price of reprinting copies is quite high. Desire to aim for higher quantities come January.
 - iii. Crowd funding to print additional copies.
 - iv. Translation also being explored through Heritage Canada.
 - b. January 2014 edition – media kit, distribution, French version
 - i. Sean is seeking to print 40 copies.

4. Vision and Strategy

- a. The vision consultation process that was launched the week earlier was discussed
- b. **ACTION – Board members to review and provide feedback**
- c. **ACTION – Sean to collect and share results and new strategy in the lead up the in-person board meeting in October**

5. In-person Board meeting – October

- a. Flights and accommodation
 - i. *Flights all good*
 - ii. *Still working on sorting accommodation*
 - iii. *Board room at EWB secured*
 - iv. *Agenda needs work*
 - v. *Nancy unsure about being able to make it to Toronto meeting*
- b. **ACTION – Sean to arrange accommodation**
- c. **ACTION – Sasha, Zack and Sean to work on agenda and then share with board**

6. CHFA – Sean will register those interested in attending

- a. FT awards and CHFA show
 - i. *FT Awards set for Thursday eve the 3rd*
 - ii. **ACTION – Sean to register interested parties for the CHFA show**
- b. Board meeting agenda and location
 - i. Conference decisions
 - ii. Strategy and vision – developing long term, big audacious targets
 - iii. Latest on FT USA
 - iv. Latest on FT Canada
 - v. Budget review
 - vi. Funding for 2014
 1. Also noted that the advisory council would be engaged in discussions

7. CFTN National Conference

- a. Budget, schedule, sponsorship, content outline
 - i. *Four days is a heavy load in consideration of travel.*
 - ii. *Bruce mentioned having the conference on the Saturday (Thursday, Friday, and Saturday).*
 - iii. *Nancy figures that having an AGM on Thursday is very difficult.*
 - iv. *Grassroots strategy to attract people.*
 - v. *Nancy believes we should be soliciting board members.*
 - vi. *Sean desires to send a member update email.*
 - vii. *Jess Frank is interested in being a project manager for conference, although she has not started yet.*
 - viii. It was noted that an email needs to go out to the members of the organization
 - ix. It was also noted that we need to recruit board members for 2014 as not everyone would be back
 - x. **ACTION – Sean to work with Jess on developing a new schedule based on conversations had during the meeting**

- xi. **ACTION – Jess to develop sponsorship package, content plan and budget and have it launched within the next two weeks**

8. Budget update

- a. *Sean mentioned that flight costs are built into the new budget. Moreover, forecasting is done and Sean believes the outlook is good.*
- b. *Ideally external funds can be brought in to support the CFTN.*
- c. *Sean mentioned people are impressed with the amount that the CFTN has covered.*
- d. *Zack asked to what extent will EWB continue funding?*
- e. *Sean replied that Boris and Sal are very happy with the CFTN's progress and they recommended putting together a 3-5 year plan. Sean feels that the CFTN is in good shape. EWB has been a cornerstone of funding.*

9. Campaigns

- a. Fair Trade Campus week
 - i. *Difficult to organize considering that Sean has been organizing this during the summer.*
 - ii. *FT Towns and Campuses will be announced every day each week. McGill announcement on Sept 23rd, Edmonton a FT Town on Sept 26th. Brock and Selkirk on the 24th and 25th.*
 - iii. *Guide, application, and instruction sheets will be available in hardcopy.*
 - iv. *All displays and banners will be standardized. Michael Zelmer is working on it.*
- b. Fair Trade Halloween
 - i. Crowd funding for minis?
 - 1. *Sean is working with Flavia on this initiative.*
 - 2. *Flavia might have 50,000 of the minis.*

10. Program Development

- a. *FT Campuses – guide, forms and design templates set to go!*
- b. *FT Towns – Guide and forms, website template in the works*
 - i. *In terms of development the FT Towns forms, templates, and application will be the next item.*

11. Partner Engagement

- a. Fairtrade Canada governance update and AGM plans
 - i. *Focus upon governance reforms. Nadia and Sean participate on the governance committee. Things have progressed really well in establishing a new process for transparency.*
 - ii. *Sean hopes that FT Canada will accept committees recommendations for improved transparency will be ratified.*
 - iii. *CSOs, Licensee, and Independents can become voting members.*
 - iv. *Nancy asked whether board members terms can be limited.*
 - v. *There will be a cap-length for their board appointments.*
 - vi. *Kaan believes it is worth thanking the board members which do revolve out.*

12. Upcoming announcements

- a. *Edmonton, Selkirk College, McGill University & Brock University*

- i. *Bruce asked whether there are any confrontations with Starbucks and Tim Hortons at Brock, and Sean replied that at SFU, Starbucks may be making a huge announcement, possibly switching to a FT espresso (unconfirmed).*
- ii. *Sean reminded the committee that there will be 6 FT Campuses.*

13. Discussion Items

- a. Crowd funding options?
- b. Organizing a Co-op visit trip to Latin America
 - i. *Sean and Randy from Discovery Organics had a discussion regarding a co-op visit to Latin America.*
 - ii. *At the idea stage at the moment and CFTN can launch into a crowd-funded initiative, possibly of even being a fundraising opportunity for the CFTN.*
 - iii. *Brock university students are very interested in the co-op visit.*

14. Regional Updates

- a. *Nadia – FTT is getting new members on board. Mid –October recruitment. FT App is being developed, resembling FT USA app.*
- b. *Bruce –Peterborough seems to be quiet; however, responsibility has been passed along. Event with Stephen Lewis foundation is happening on October 18th. Lots of entertainers.*
- c. *Zack –Winnipeg is holding a FT Challenge usually held in the winter. Buy Nothing Day is occurring with huge turnout. A boycott is happening as opposed to a Boycott. FT Manitoba has a new logo available on the internet. New website will appear next week. Latin American tour will happen within the next year or two.*
- d. *Sasha—Now in Ontario and will remain for remainder of year – it was noted that an imbalance has now occurred, where we have three in one province – board agreed to remedy this at the AGM in January.*
- e. *Nancy—Met today with the president of the student union, reassured Nancy that things are in motion. FT week, nothing is happening per say.*
- f. *Kaan—FTV had a variety of volunteer orientation session. SFU and UBC are excited about the FT Campus Week. FT Campus week is being leveraged as a means to attract new EWB volunteers.*
- g. *Sean—Has a meeting with Trinity Western University as they are interested in becoming a FT Campus. Kwantlen University is putting on an entire conference on October 29th along with a social event. At UNBC, there are two volunteers who are interested in advancing the FT Campus push. FT Vancouver will be having a FT Olive Oil night. Looks like FTV is growing.*
- h. *Zack mentioned it would be interesting to know what resources are required to proceed with FT advocacy efforts. Some groups may have too many resources or too little.*
- i. *Globe and Mail article was a hit with most people.*

Next meeting October 6th and 7th in Toronto.

Meeting adjourned 6:32pm