

Canadian Craft Winemakers Association

MEETING AGENDA

Monday, October 19, 2015

Toronto Airport West Hotel

Board of Directors Meeting

9:00 a.m. to 11:00 a.m.

In Attendance:

President: Chris Woods

Vice President: Gavin Hawthorne

Secretary: Del Rollo

Treasurer: Wade Borden

Director: Dave Repol

Director: Gaylor Kozak

Director: Marc Powers

Executive Director: Michael Hind

Administrator: Mary Jane Haist

On the phone:

Director: Mark Eagle

Director: Frank Raposo

1. Welcome and Introductions - *Chris*

Chris opened with a greeting and welcomed everyone.

Introductions

Review of Infographic of Regional Council members & National BOD members made by Michael Hind

2. Membership Report – *Mary Jane*

BCFG joined in May

Paid Memberships: 14% increase since January 2015 (Target: 305; Current: 174)

Free Memberships: 43% increase since January 2015 (Target: 195; Current: 185)

Drastic increase in Free Memberships through July due to GVI & RJS Sales Team push

3. Review Year End financial reports - *Mike*

Revenue: \$110,000 vs \$116,000

Expenses: \$81,000 vs \$121,000

Conferences & Trade Shows – Expenses in May for the previous Ontario conference (approximately \$24,000) plus Quebec Conference (approximately \$4,000)

Membership Programs - \$5,000 accounting error from year prior

Professional Fees – lobbying support in Quebec (\$18,000) and CCWA Trademark legal expenses (\$5,000)

Michael to compare the financials to the budget and send report.

Pull out the accounting exceptions noted above and put as “non-recurring” and then put notes on the financials regarding what the “non-recurring” expenses are.

Motion to accept financials by Michael Hind, seconded by Chris Woods.

4. Regional updates – *Gaylor, Wade, Mark, Marc*

Mark Eagle (Quebec)

Bill to change permit for on premise brewing in Quebec. Most likely will not be passed until Spring. Having all members in Quebec send a letter to the representatives in the national assembly. Not bringing this to the media. Will be at the table for upcoming meetings.

Marc Powers (Atlantic)

PEI levy per litre = \$0.75/litre

Store owners are paying approximately \$10,000 in taxes every month.

HST in PEI; the store owners are remitting this to the Liquor Control Board.

Want to end this so it does not become a precedent and bring it over nationally. Priority item.

Trying to push to increase paid members in the Atlantic Region – create awareness and show value.

Would like to offer a mini conference or some kind of education series. Priority item.

Atlantic Canada would be a good opportunity/location for a conference (approximately 60 retailers).

Consumption is higher in this area.

Wade Borden (Ontario)

ACGO – want to get in front of them and be in on the meetings

Gaylor Kovak (BC)

Working on setting up their council – 9 members; 1 supplier and 1 manufacturer on the council.

Membership has decreased to approximately 42 members.

Want to work on a membership drive; have a list of 220 BOP licensees; received through liquor control board. Will divide the list and do phone calls using a structured questionnaire regarding benefits and what they would like to see.

Lost money on their conference; reworking what a “conference” looks like.

Set up a face-to-face meeting in November.

Working on financials in regards to the switch from BCFG to CCWA.

Take focus off of tradeshow at conference and put focus on education and networking.

Contact Liquor Control Boards to gather information regarding licensees and distribute them to the regions.

Need to make contacts in Prairies to begin discussions. Michael Hind has begun, but need to wait until 2016 to pursue this further.

5. Review Regional Planning and Budget Process for 2015-16 - *Mike*

Would like the Regions to identify their priorities, set a budget, and then present them to CCWA.

Would like budget completed by the end of the year.

Template of priority, goal, performance measures, supporting strategies/tactics, and associated budget.

6. Industry Survey Review - *Gavin*

Shari spear heading gathering the data with Ignite. Report is not complete at this point.

GVI and RJS have completed their part; need ABC Cork on board.

At a standstill until ABC submits their data.

7. Website Update - *Chris*

Started initiating the login process on the website.

French side of the website is up and complete now.

Webinars are now locked unless you are a full member. May put anything to do with programs/benefits (ex. Dan Lawrie) online for free members as well.

Have started a “Regional” page where all news and events can be posted for each region.

Members are also able to join/renew online.

Would like to change pictures from stock photos to photos of the member stores. Need to be cautious that this does not decrease the quality of the website.

8. Update of other CCWA activity – *Mike*

- Associate Member (Supplier) Program

We need to have a better program that will offer a supplier better benefits. Currently \$1,000 membership fee for suppliers. Without conferences or other opportunities to get in front of members, they are not seeing a reason to be involved with CCWA.

One consideration is a reduction in the cost to be a member. They have opportunities to sponsor webinars, put them on CCWA newsletters, etc. Some suppliers may not want national exposure.

Would like to have some suppliers on the board, or perhaps even have them create their own council and report back to Board of Directors.

- Updated Industry Survey
Notes above

- Letter to Alberta Government

Based on the change in the provincial government, there may be an opportunity to revisit BOP. This is hinging on the industry survey results.

9. Preparation for AGM - *All*

10. Other business

- Goals for 2016-17

- Membership recruitment
- Increase support to CCWA members (webinars and surveys)
- Proactive on regulatory affairs (PEI, AB, ON and QC)

- GVI & RJS to allow CCWA membership to be eligible for Co-op

Limited time only (ex. Month of November) – call to action to increase membership. One new member or one renewal only. Manufacturers will make the offer to their database. Use co-op for half of the cost of the membership.

- CCWA subsidized social event

Do this in place of a conference as attendance has been declining. Maybe it's regional and not national.

Set up a calendar and lay out the manufacturer events. Need to plan far enough in advance to leverage events put on by manufacturers. Make educational experiences and opportunity for networking (ex. Out in the vineyard with a viticulturist).

- Webinars – 1 per month

Everyone is fine with increasing. One option is to run September – June. Want to have a minimum of 6. This will add value, increase archive on website and we have the ability to utilize RCC's speakers.

Would be good to know how many people are going in and viewing each webinar.

Send out a survey in advance to see what members are interested in and what they want to see in a webinar (ex. Regulations).

- CCWA to acquire list of “licensed” FOPs by province to give to Regional Councils
Discussed above
- RCC Webinar (January) to be available for ALL members to view (Free & Paid)
Discussed above
- Suppliers (Associate Members) to be promoted as Sponsors of the CCWA Webinar Series
Discussed above

Canadian Craft Winemakers Association

MEETING AGENDA

Monday, October 19, 2015

Toronto Airport West Hotel

Annual General Meeting

1:00 p.m. to 2:00 p.m.

In Attendance:

President: Chris Woods

Vice President: Gavin Hawthorne

Secretary: Del Rollo

Treasurer: Wade Borden

Director: Gaylor Kozak

Director: Marc Powers

Executive Director: Michael Hind

Administrator: Mary Jane Haist

On the phone:

Director: Mark Eagle

Director: Frank Raposo

1. Welcome and Introductions - *Chris*
2. Apologies for Absence - *Chris*
3. Approval of minutes of previous AGM (October 8, 2014) - *Mike*
Motion by Michael Hind; Seconded by Chris Woods.
4. Membership report – *Mary Jane*
BCFG joined in May
Paid Memberships: 14% increase since January 2015 (Target: 305; Current: 174)
Free Memberships: 43% increase since January 2015 (Target: 195; Current: 185)
Drastic increase in Free Memberships through July
5. Treasurer's report - *Mike*
Revenue: \$110,000 vs \$116,000
Expenses: \$81,000 vs \$121,000

Conferences & Trade Shows – Expenses in May for the previous conference (approximately \$24,000)
Membership Programs - \$5,000 accounting error from year prior
Professional Fees – lobbying support in Quebec (\$18,000) and Trademark legal expenses (\$5,000)
6. Nomination and election of Directors
No changes as this point in time.

7. Appointment of Accountant - *Mike*

Motion to accept financial statements presented earlier:

Motion by Wade Borden; Seconded by Chris Woods

William Reid was discussed at the past AGM. Moved forward with another accountant.

Motion by Wade Borden to retain services of Robert Gabriel and Doug Beaton as Accountants;

Seconded by Chris Woods.

Follow up item: when do we require audited financial statements?

8. Proposed meeting schedule for the coming year

Executive board to meet each month.

Board of Directors in April and in October.

AGM in October.

Schedule can change for special circumstances.

Motion to accept meeting schedule put forward by Michael Hind; Seconded by Chris Woods

9. Other business

Motion to close meeting by Michael Hind; Seconded by Marc Powers.