

Canadian Craft Winemakers Association

Board of Directors Meeting
Airport West Hotel, Mississauga, ON

MINUTES OF MEETING

Monday April 27, 2015

9:00 am Start

Attendees: Chris Woods, Gavin Hawthorne, Ellen Johnson, Wade Borden, Michael Hind, David Repol

By Phone: Gaylor Kozak, Jim Mullen, Frank Raposo, Dani—ABC Cork

- Approval of minutes from October, 2014 meeting – Motion to approve by Chris, Second by Gavin. All in favour
- Review current financial reports – Michael has yet to receive financial status:
 - Michael and Mary Jane will be reviewing these and circulating and will ask for approval from the group once received
 - Retail membership renewals: membership is on google drive, as of April 20, 2015, 121 free members and 107 paid members. Discussion on having the membership end at the end of the year for everyone, no matter when they start. Then discussed varied renewal times based on region. Mike will look into this idea and will follow up. He will work with Mary Jane on following up on the expired members
- Regional updates
 - BC: At the FGBC AGM on April 19th, there was a vote to agree to merge BC Guild with the CCWA. The BC Guild is sending out a letter this week to all BC retailers and Mike will work with them to coordinate. A copy will be sent to Gavin and Ellen so that it can be given to the BC sales reps for follow up.
 - Manitoba: April meeting with the provincial government to review the upcoming changes in FOP rules was successful. A follow up letter was sent on expanding the SOP occasions using the BC model as an example. They didn't reply but they did ask for information on Excise tax. Retailers haven't heard back from the government yet. Proposing that the CCWA go out to MB in September to do some sessions with the retailers and to talk about the new legislations, WOP best practices and the benefits of being in the CCWA. We will wait to hear what the government comes out with and decide the course of action.
 - Atlantic – Looking at doing a group meeting in Moncton and Halifax to bring together people to create an Atlantic association. Travel proposal approved. Key retailers identified. Chris & Mike to organize trip in June.
 - Quebec –decided not to have a conference in May. Discussion with the government has come to a halt, legislation in the works to allow FOP and hoping that this legislation will be addressed soon. Have sent a letter to the Premier last week as well. Still positive that something good will happen.
 - Ontario –Focus is on increasing membership. Have both manufacturer and retailer participation. Recent announcement to allow beer in grocery stores, not currently wine.
- Membership report –

- Targets: had previously set a target of 475 total members. Are the targets that were set previously by region reasonable? Targets: BC 75 paid members, 50 basic, Ontario 100+ paid now and target 150 and 100 basic memberships, Quebec target 50 paid and 20 unpaid, Atlantic target 20 paid, 10 basic. Total membership target is 475. Targets to be included on the Membership Master Sheet on Google Drive.
- BC: After the letter goes out, the manufacturer reps are allowed now to talk to the stores about joining the CCWA. Also same for BC suppliers.
- Other:
 - Webinars: Presented a list of topics. Bi Monthly schedule with next webinar in May. Mike to follow up and work through the details and planning
 - E-Newsletter: talked about currently anyone can get this, we want this to be member only.
 - Website update: French website not complete yet, still more work to be done. Password protection is something that we could do in the future to create greater value to members.
 - Budget for Regions: as the regional associations are organized, need to create a process and timelines relative to the bigger CCWA budget for rolling up the costs and sharing feedback and Wade will develop a draft policy detailing process and timing.
 - Meetings: have had them in the past, talked about the importance, need to figure out the what/when/where.
 - Tastings: If we pursue this with the government it could create a red flag. Excise act is well defined, we will continue to pursue the provincial opportunities
 - Industry Study: last study was done in 2007, need to know more about where we are today, size and scope of market, number employed, etc. The company that did the old survey doesn't exist
 - Facebook: currently not really active, do we pursue this further? Need to set a list of priorities to see where this falls.
 - Date for the AGM: October 19, 2015

Meeting adjourned at 10:45