



Fair Trade Board of Directors Meeting Minutes November 9, 2011

(7:30pm to 9:15pm)

Location:

Avery's Home

In Attendance:

Executive Director and ex-officio: Sean McHugh.

Directors: Avery Gottfried, Sasha Caldera, Kelli Erickson, Jasel Reyes.

Absent: Eileen Knowles

Meeting called to order at 7:41pm by Sasha Caldera.

Agenda

1. Sasha's Report
2. Enterprising Non-Profits
3. Annual General Meeting 2012
4. Canadian Fair Trade Network
5. The Fair Trade Vancouver Office

1. Sasha's Report

Sasha interviewed four new volunteers from FTV to assess organizational strengths, weaknesses and personal failures. The key goal of this report is to determine how to retain long-term volunteers. Currently, volunteers are either fully onboard the leadership team or only relegated to events; there is no intermediary in between the two. Within the leadership team, it is hard to provide feedback as it might de-motivate other hardworking team members.

Avery and Sean confirmed that a collective work environment is a positive system and that everyone wants everyone to succeed. Sasha mentioned that as a team, we have not shared strengths and weaknesses with each other; there must be a comfortable space to share positive, neutral, and negative feelings. Sasha recommends Christine to help FTV with this and also to determine how workloads can be managed. Directors should be better able to provide more leadership and mentoring to new volunteers.

Avery said he is looking to restructure the board, and separate it from the organizational Logic Model, turning the board into a mentoring and leadership structure instead.

2. Enterprising Non-Profits

Kelli and Sasha attended the Enterprising Non-Profits workshop on Oct 3rd 2011. Kelli and Sasha made note that there are things that need to be assessed, namely “organizational readiness” – a financial outlook, a strategic plan, vision & mission strength, Board support to develop enterprise model, venture capital & business experience.

Kelli mentioned that FTV does not really have a tangible “product” in terms of a traditional item to bring to the market. Currently, there is nothing that makes us a social enterprise. Avery suggested we could be a Fair Trade social marketing firm for Fair Trade companies and charge fees for services.

Moving forward, Sasha said a 2-3 year financial plan should be created, which outlines how much money and how many resources the organization needs to maintain a sustainable existence. Where do we want to be as an organization and how do we want to achieve our goals?

Avery mentioned after Christmas, the Board should make a detailed year plan for 2012-2013 to establish goals and measurable for the year. Sasha said the Steering Committee should be re-engaged in the New Year.

Avery said if FTV were to promote all the Fair Trade businesses, these partnerships may provide tangible results to obtain social entrepreneur specific grants, in turn, attracting angel investors and other big international grants.

Avery pointed out that Fair Trade Chicago is extremely successful in their membership model that FTV could possibly emulate to generate a sustainable source of revenue. They have five levels of membership: individual membership, faith based, corporate (2), and schools. Board members are elected by the FT Chicago membership.

Action Items

- In order to become a social enterprise, FTV must identify a business problem, target market and find a viable solution in addition to being “organizationally ready”
- The Board will reconvene after the holidays to develop a detailed Year Plan
- The Board will re-engage the Steering Committee in 2012
- Avery will contact FT Chicago with inquires

3. Annual General Meeting

Sasha said that Board Minutes should be complete and put on the website, thus, making our organizational more transparent.



Everyone agreed that an online membership payment method, such as Paypal, should be created before the Annual General Meeting. Sasha suggested that Jasel should complete the “Office Address Change” form for the BC Registry by the end of the year.

Jasel suggested that the AGM be held one evening for two hours on the week of February 6th-9th, 2011. Board members seeking re-election should be well prepared in case there are questions from members.

Avery mentioned that Terms of References would have to be changed to capture the following: Why does FTV deserve money? Who are we? What is our role?

Action Items

- Jasel will complete the board minutes and post them on FTV’s website
- Jasel will complete paper work for BC Registry at the end of the year
- Avery will draft the new Terms of References

4. The Canadian Fair Trade Network

Sean inquired how the money coming in from Engineers Without Borders Canada (EWB) should be allocated and suggested the following: \$800 to CFTN + \$400 to FTV = \$1200

Kelli motioned that of the \$1200 from EWB, \$800 will be allocated to the Canadian Fair Trade Network and \$400 will be allocated to Fair Trade Vancouver, starting Dec 1st 2011. Seconded by Avery. All agreed.

Motion carried and passed unanimously at 9:13pm.

Sean also suggested that a policy for departing members or directors should be created in order to establish expectations for people moving on not to represent FTV in any way, as they are no longer a member or director. It will prevent misrepresentation of the organization that could compromise the organization’s legitimacy.

MEETING ADJOURNED at 9:15pm.