

## **Minutes**

### **ALSA Board Meeting, December 6, 2017**

### **AHLA Boardroom**

#### **Call to order 9:30 AM**

**Present:** Adam Koziak, Gerald Proctor, Allison Radford, Grant Graves, Bob Richardson, Ranjan Kumar, Grant Graves, Jay Robinson, Mike McDougall, Sukh Boparai

**Regrets** Brent Newman, Chris Doell, Paul Howe,

**Staff:** Ivonne Martinez, President, Howard Riddel & Lovedeep Kaler, Member Services, Margaux Burgess, Industry Liaison and Sommelier

#### **2. Appointment of New Board Member**

- Motion to approve the Jeff Ambrose, VP Calgary Co-op as a Board Member to replace Don McConkey for the remainder of the Board year 2017-18, **Gerald Proctor/ Bob Richardson**  
**CARRIED**

#### **3. Approval of Agenda**

- Motion to approve Agenda as circulated, **Gerald Proctor/Ranjan Kumar, CARRIED**

#### **4. Approval of Minutes from September 6, 2017**

- Motion to approve Minutes of September 6, 2017, **Bob Richardson/Gerald Proctor, CARRIED**

#### **5. Financial Statements and 2017 Budget**

Allison provided comments on the Profit and Loss statement to November 30, 2017 indicating that we are going to be very close to zero based budget as planned. There were no unusual expenses this year and with membership and ALIC revenues over budget additional costs such as ALIC are likely fully covered.

- **Motion to approve financials to date; Allison Radford/Brent Newman, CARRIED**

#### **6. Member Services Report**

Howard and Lovedeep pre-circulated the Member Services Report and plan for 2018. Membership has increased again in 2017 to 547 and projected to increase at least another 25 stores in 2018. Focus for 2018 will be on Staff joint visits to some key areas as noted in the report. We will make some changes to marketing material; will look to increasing participation of partners and to using more social media in promoting membership.

#### **7. Industry Liaison Report**

- Margaux presented her report on the many projects on which she is working. The new Educational partnership with Rioja Wines will be a feature for the year seeing many educational events planned and ending with a Wines of Rioja Contest where 3 contest winners attending a Rioja Educational Retreat in Banff sometime in June. She also introduced the draft of a proposal to seek a grant from the Government to heighten the awareness of all Alberta Produced Products not just Craft Beer. She and Ivonne will continue to explore the prospect and report further before proceeding.

## **8. President's Report**

Ivonne had pre-circulated her report and highlighted details on the following topics:  
Council Calendar for 2018

### **AGLC**

AGLC Board – New President Alain Maisonneuve formerly introduced Dec 5, 2017.

Price Schedule changes now done on Thursday not Saturdays

Special Event Licensing is being rolled out as of Dec 1.

Product-Tastings – Further discussions have shown that Agents would like to be to attend Store hosted tastings, which has not been permitted. Suggestion that it be by invitation of the store and further discussions will occur.

Connect Logistics released their new prices and have made minimal increases in the order of 1%.

The proposed schedule for incorporating the new warehouse was reviewed with substantial concern about the proposal. It was determined that ALSA should request a meeting asap in the new year with AGLC and/or Government to determine why there is such confidence in the timeline proposed.

### **Cannabis**

Ivonne reviewed activities to date and was requested by the Board to keep going on the work as there still is no definitive plan and our position is strengthened by how quickly we can be operational. There is significant concern that other jurisdictions are already making commitments to buy product and that there may not be any left for us to buy if we do not hurry. It was also noted that however retailing for Cannabis ultimately is determined ALSA could still have a role as an Association representing retailers of restricted products.

### **Advocacy**

Ivonne proposed an Advocacy Plan for the new year of more focus on Government relations in preparation for an election in 2019. The proposal was accepted and all Board members agreed to be part of the advocacy as needed.

## **8. In Camera Session**

- The Board held a brief In Camera meeting and confirmed the next meeting date.

## **9. Next Meeting**

- The next Meeting will be March 7 2018..
- Motion; **Gerald Proctor/Ranjan Kumar, Carried**

## **10. Adjournment**