



Presidents Briefing Note

ALSA Board Meeting – March 31, 2021

AGLC

- As per updates this month, the proposal from AGLC to remove regulations prohibiting inducements by liquor manufacturers and distributors to retail and licensed establishments was rejected.
- AGLC Board invited all liquor associations to a ‘round table’. We all had 10 mins to speak. The Board was only interested in hearing about “big ideas” on how to create jobs and economic development. ALSA’s fear is that they will take this limited feedback and make policy. Some of these big ideas included: allowing direct shipment to consumer, minimum cases, corner stores, minimum pricing, etc.
- ALSA is currently meeting with each Government MLA to discuss the lack of consultation with the industry. Richard Gotfried offered to bring this issue up in Caucus and ask for a separate briefing from Minister Toews. Apparently, the power has shifted a bit and caucus members have the attention of Ministries.
- Industry may have some input on candidates for President and CEO for AGLC via the Premier’s Office. Rumor has it that Len Rhodes wants this job. – **FOR DISCUSSION.**
- Restaurants continue to push the limits with liquor and are forming separate companies to deliver non related restaurant items. These companies are on separate in name only but work under the same license as the restaurant.

ALIC

We are currently planning for a virtual conference. This is now the norm and more people will have the opportunity to participate from rural areas. Technology is incredible for these types of events.

When things go back to normal, likely Sept – October (according to AB Government) we could then host MLAs. Still working on logistics and costs. We should be able to raise 60-70 K .



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ADMINISTRATION

In an effort to keep ALSA's operational costs low, we are looking at making some changes. As soon as the Audit is finished, ALSA will change accounting services. The current services are expensive and quite frankly ALSA is not a priority for the AHLA accounting team. We have been able to speak to one of the original AHLA accounting team that is no longer with AHLA. She is doing contract work and she knows our files well. This should assist in not only streamlining our processes but also save us money. Also, given the ability to do most of the work remotely via zoom, computers and phones, we are currently assessing the need for an office. There are many places that can be rented for period of a day or two should an office be needed.

Our Marketing/Social Media and all-around best sommelier will be taking a step back on some of her current duties with ALSA. With logistics planning, ALSA is already following a new timeline for updates, eblasts and social media which is working well. We will work with Margaux to arrange product educational events.

NEXT STEPS FOR 2021

The ALSA Board needs to provide direction to administration on which issues are priority for the Association in 2021.

Items for consideration

- What should ALSA's priorities be for 2021?
- Should the majority of the focus for the Association be advocacy? Education? Events?
- Should ALSA's Brand change to the Alberta Liquor Industry Association? We are attracting many associated members including liquor producers. We often advocate for all the industry as all parts affect liquor stores?
- Should ALSA be open to doing adds for liquor products?
- Others?