



Minutes

ALSA Board Meeting, September 25, 2019

AHLA Board Room & Teleconference

September 3, 2019 Special Resolution conducted by email regarding funding a survey

Background

ALCANA has decided to have the 90 Ace Stores join Alsa. That works out to 27K plus GST. However, Jamie Burns, President of ALCANA wants Alsa to use this money to pay for a survey regarding liquor in convenience stores.

The survey is 25K. Jamie would like us to use Navigator GR company, which is contracted to ALCANNA. In other words, ALCANNA is asking that we divert membership funds for the survey, which would be conducted by ALCANNA's lobbyist. Then Navigator would present the findings at their own seminar at ALIC. If the Board doesn't agree, then ALCANNA will pull out of Alsa. In the meantime Navigator would like to have weekly calls to monitor ALSA's efforts with government and ALIC

1. Currently we don't have 25K in our budget for the survey.
2. The survey would be useful in our advocacy efforts with MLAs
3. Navigator wants ALSA to do all their work for them. (Navigator is not well received at the Legislature)

Recommendation

We use membership funds to run ALSA, so directing 25K for a survey is not an issue, pending ALSA Board approval.

Since it will then become ALSA's survey, I would recommend that Navigator plays no role in ALIC. ALSA can do the presentation. I offered to put together a panel of GR professionals to discuss the findings, including Navigator. ALCANNA is firmly against this.

DECISION required:

1. Approve the 25K for the survey YES or NO (**Yes 6 NO 4 1 abstention Carried**)
2. Approve ALSA to do the presentation YES or NO (**Yes 6 No 4 1 abstention, Carried**)

1. Call to order 9:32 AM

Present: Adam Koziak, Brent Newman, David Owens, Jamie Burns, Allison Radford(T), Jeff Ambrose (T), Alain Brandon (T), Steve Richardson (T), Mike McDougall (T), Grant Graves (T)

Regrets:, Sukh Boparai, Jay Robinson

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

2. Approval of Agenda

The Chair introduced Jamie Burns representing ALCANNA and requested motion to Appoint Mr. Burns to the vacant Director position until the AGM 2019

- **Motion:** To appoint Jamie Burns from Alcanna to the Board in the vacant director position until the end of this term., **Brent Neman/David Owens, CARRIED**
- **Motion to Approve agenda as circulated, David Owens/Michael Macdougall, CARRIED**

3. Approval of Minutes from June 26, 2019

- Motion to approve circulated Minutes of June 26, 2019, **Grant Graves/Steve Richardson, CARRIED**

4. Financial Statements

Allison Radford spoke to the Financials indicating that expenses are as predicted while revenue is awaiting payments for grants. Membership revenue is now over budget with the addition of Canadian Retail Alliance (ACE) stores. There are no issues in expenses with the ALIC income and revenue yet to be finalized. The Government Grant is nearly balance. There is an issue with respect to an internet fraud resulting in a loss to ALSA. Full details are requested of Administration including strategy to avoid similar issues.

- **Motion to approve Financials Sept 29, 2019 as circulated: Brent Newman/David Owens, Carried**

5.1 Member Services Report

Lovedeep Kaler has left ALS for another opportunity. Howard pre-circulated a Membership Services report showing 25 new members to date this year. The report pre-dated the addition of 89 Canada Retail Alliance Stores (including ACE) which brings to total membership above last year's high. We currently have 574 members.

Partnerships include a new insurance group WFG out of Winnipeg. They specialize in Association insurance programs and are the group with whom Alberta Hotel and Lodging Assoc has been work for over 10 years. They will be at ALIC to introduce themselves. Almost all partners are contributing to ALIC this year.

5.2 Industry Liaison Report

Margaux presented a thorough report on the "Just Add Alberta" encouraging Alberta Products. There are pictures and excerpts of social media and other comments. She is focusing on ALIC and will have IVSA sharing a tasting event on Oct 16. She also noted the prospect of a trip to Lodi California.

5.3. President's Report

Administration Update

Lovedeep Kaler has left ALSA to return to his career in Engineering. He has offered to help with ALIC this year, however.

Alberta Government and AGLC Update

Ivonne reported that Len Rhodes, newly appointed AGLC Board Chair be at ALIC to introduce the Minister and attend the reception in Club 99 at Rogers Place.

The RFP process for the Liquor Warehouse is continuing but is in the negotiation stages.

The Alberta Budget may contain an increase in the liquor mark-up

Convenience Stores

Ontario is moving to sell liquor out of convenience stores and has resurfaced in Alberta. The Survey noted in the email vote will be used to help educate the brand new MLAs in Alberta as to the strength of the current Alberta Model and the issues with the convenience store participation.

Skip the Dishes

A thorough discussion regarding the prospect of this group working in Alberta to deliver liquor occurred. The Board directed that staff continue to secure further information of the program with a view to eliminating the many concerns that the discussion raised. The company will have reps at ALIC and a meeting could be arranged with Board Members.

6. In Camera Session

- The Board held a brief In Camera meeting.

7. Next Meeting

- Moved to convene next meeting December 4, 2019 **Steve Richardson/Grant Graves, CARRIED**

8. Adjournment

- The meeting adjourned at 10:55 AM