



Minutes

ALSA Board Meeting March 1 2017 AHLA Boardroom

1. Call to order 9:04 AM

Present: Adam Koziak, Gerald Proctor, Allison Radford, Grant Graves, Bob Richardson, Don McConkey.

Regrets: Jay Robinson, Marc LeBlanc, Chris Doell, Paul Howe, Ranjan Kumar, Brent Newman

Staff: Ivonne Martinez, President, Howard Riddel & Lovedeep Kaler, Member Services and Margaux Burgess Sommelier and ALSA Educator

2. Approval of Agenda

Motion to approve the Agenda as distributed: **Allison Radford/ Gerald Proctor, CARRIED**

3. Approval of Minutes from November 23, 2016

Motion to approve Minutes of November 23 2016 Don McConkey/Gerald Proctor, CARRIED

4. Financial Statements and 2017 Budget

Allison provided comments on the year end statement for 2016 currently in audit indicating the larger than forecast deficit was due to an error in not budgeting for telephones in 2016 and even with that error the discrepancy was minor. Allison also presented the budget for 2017 which had been adopted by the Audit Committee prior to the Board Meeting. She noted that it is a break even budget and with reasonable income expectation and no major new expenses forecast.

Motion to approve financials and budget Allison Radford/Gerald Proctor, CARRIED

5. Member Services Report

Howard updated the Board on changes since the pre-circulated report had been prepared. He noted that over 80% of the 2016 Members had already renewed and that there had also been 20 new members since the start of the year.

Howard also highlighted the details of our new program with ATB for Personal Banking. A package of information was circulated for further information on this phase of what may be a three phase implementation. The next phase will address business banking and finally payment services.

6. President's Report

Ivonne had pre-circulated her report and highlighted details on the following topics:

AGLC

IPO - The final decision on changing the IPO schedule to weekly was announced and despite statistical evidence against this change, AGLC has proceeded. ALSA will therefore monitor the anticipated negative impact of this change and re-open discussions within the next 3 months in advance of the next Board Meeting.

Special Events Licensing – is now in Cabinet as the proposed changes require a change in the AGLC Regulation and therefore needs Cabinet approval

Product Tastings – the requested guidelines sent to AGLC by ALSA are being reviewed and Ivonne will meet with AGLC soon after this meeting to determine how to next proceed.

ProServe Training – There is an AGLC opinion that all warehouse and trucking personnel need to be ProServe trained. This prompted much discussion and will form another point of discussion with AGLC

AGLC Board – Both Susan Green and Bill Robinson have contracts expiring in 2017 and both will seek re-appointment.

AGLC Awards – AGLC is looking to develop awards for liquor stores as part of its promotion of social responsible management and operations. The program would be similar the current Best Bar None awards program and will involve all stakeholders including municipalities and police services as well as ALSA.

ALSA in Saskatchewan – Ivonne reported that she had contacted by officials of the Sask. Govt with a view to expanding ALSA to Sask. The Board was presented with several options but were not interested in trying to be an Advocate to the Sask Govt as well as Alberta. They were interested in offering some assistance to help in the formation of a similar group in Sask provided it did not cost Alberta stores more money.

Ivonne was encouraged to propose that we would consult on the development if funds could be provided to assist in the costs ALSA would incur. It was also noted that the ALAS Group Buy partners had all indicated a willingness to offer benefits in Saskatchewan if asked.

ALSA Website Changes – Ivonne and Margaux spoke on the upgraded website now up and running. There are many details used from the former site but there are many new features already in place including a made in Alberta page showing all producers of alcohol products in Alberta.

ALSA Education – Margaux reminded the Board of the On the Vine trip to the OK valley in June and that there were still a few spots to fill. AGLC and Connect will attend this year and will also have seminars with the BC producers about how to work with Alberta.

Priorities for 2017

Marijuana – Ivonne is continuing to approach stakeholders in the marijuana industry and government. Solicitor General will be taking point in Alberta. She has also opened discussions with other western

governments to coordinate an approach for all jurisdictions to use liquor retailers for distribution. She is also looking to prepare a staff education program to focus on marijuana.

Re-Visit Mandatory ID – With marijuana yet another controlled product, it may be timely to revisit the preference of mandatory ID.

AGLC Executive Immersion – To help AGLC Board and Executive to better understand Retail Liquor store operations by having each spend a day with a Manager/Owner of a liquor store to see first-hand the impact on regulations and policies on all operators.

Connect Logistics – the current contract is up for renewal and we want to avoid the problems previously experienced and get every stakeholder to advocate for the status quo to avoid severe distribution issues.

Changes to the Labour Code

A new group has been formed, the Alberta Growth Initiative (AGI) and ALSA has been invited to participate. There is a cost to joining and those who do join may be members or members of the Board. ALSA would seek grants from ALSA Members to cover the costs.

There was much discussion pro and con and finally the following decision:

Motion ALSA to join AGI in a non-executive role and will request more information on the AGI program

Gerald Proctor/Bob Richardson CARRIED

7. In Camera Session

The Board held a brief In Camera and determined the need to change the date of the next Board Meeting .

8. Next Meeting

The next Board Meeting will be June 7. 2017

9. Adjournment

Motion to adjourn the meeting: **Bob Richardson/Adam Koziak, CARRIED**