



## Minutes

### ALSA Board Meeting, Oct 27, 2020

### ZOOM Videoconference

#### 1. Call to order 9:32 AM

**Present:** David Owens Adam Kozak, Cherie Petersen, Brent Newman, Allison Radford, Alain Brandon, Steve Richardson, Mike McDougall, Jeff Ambrose, Don McConkey

**Regrets:** Jay Robinson, Grant Graves, Balpreet Tatla

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

#### 2. Approval of Agenda

- **Motion: to approve agenda Steve Richardson/Allison Radford CARRIED**

#### 3. Approval of Minutes from June 3, 2020

- **Motion to approve circulated Minutes of June 2,2020, Cherie Petersen/Brent Newman CARRIED**

#### 4. Financial Statements

Allison Radford reviewed the financial statements to date in 2020. She noted that due to the uncertainty of the activities and therefore results for the year, that the review included projections on how the year will complete.

She reviewed some of the adjustments needed to make reasonable projections which will likely show a close to break-even year end.

#### 5.1 Member Services Report

Howard spoke to his pre-circulated report highlighting the number of new stores that have been added since July. With the departure of one large member group, most of the loss of those stores has been restored with new members.

#### 5.2 Industry Liaison Report

Margaux spoke to her written report highlighted by the success of the Thank You Alberta campaign. She also helped coordinate the AGLC presentations to be recorded and used later in the year. She also had a very busy time coordinating the messaging internally and externally during the Covid-19 problems since April.

#### 5.3. President's Report

Ivonne presented from her written report and each item was discussed to some length. There was substantial concern expressed about the unclear approach to many topics by AGLC. Ivonne

noted that with Covid-19 still a pre-eminent issue for Government interim changes to known standard practice seems to adding to confusion across the industry.

Ivonne noted that many of the other groups in the industry are able ask for benefits and suggested that it may important for ALSA to do so as well.

- Inducements

- Early hours

Case in point of the confusion, a survey on inducements and early hours both seem to be "out of the blue" and not all members of the Board were aware of one or the other of these.

- Samples

More confusion has emerged about samples and needs to be sorted. Stores cannot offer 50ml samples nor can stores buy them for re-sale but Manufacturers can be on-site and give them away for off-site consumption

- 7-11

- Liquor numbers - restaurants

Ivonne noted that deliveries volumes to Liquor Stores far out-weigh those to restaurants and will keep monitoring to advise if the difference changes.

- Thank you Campaign Wrap up

- AGLC videos

- Changing the narrative of ALSA

Ivonne spoke to changing the way we speak about ourselves and to proactively promote the industry not be limited by discussion about member numbers. Other voluntary member associations are measured by their knowledge support of their industry not just their own members.

## **6. In Camera Session**

- The Board held an In Camera meeting.

## **7. Next Meeting**

- Moved to convene next meeting at call of the Chair likely in February 2021.  
Steve Richardson/Allison Radford
- The meeting adjourned at 11:30 AM