



Minutes

ALSA Board Meeting, April 4, 2018

AHLA Elkin Room & Teleconference

1. Call to order 9:35 AM

Present: Adam Koziak, Gerald Proctor, Allison Radford(T), Ranjan Kumar(T), Grant Graves(T), Jay Robinson(T), Mike McDougall(T)

Regrets Brent Newman, Sukh Boparai, Jeff Ambrose, Bob Richardson Paul Howe,

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

2. Approval of Agenda

This meeting was scheduled for March 7 2018 and was postponed to this date.

- Motion to approve Agenda as circulated, **Grant Graves/Michael MacDougall, CARRIED**

3. Approval of Minutes from December 6, 2017

- Motion to approve Minutes of December 6, 2017, **Grant Graves/Alison Radford, CARRIED**

4. Financial Statements and 2018 Budget

Allison provided comments on the year end financial statements for 2017 indicating that we ended with a small surplus.

- **Motion to approve 2017 financials: Allison Radford/Ranjan Kumar, CARRIED**

There are a few changes to the Budget for 2018 with respect to how grants are shown in revenue, that there will be fewer costs related to promotions but some related the 25th Anniversary plans. Overall a small surplus is anticipated

- **Motion to approve 2018 Budget: Allison Radford/Ranjan Kumar, Carried**

5. Member Services Report

Howard and Lovedeep had pre-circulated a report for March and updated for April. Renewals are progressing and we should have over 500 stores renewed. There is some slippage from last year with some stores indicating that they will not renew with economy.

Lovedeep presented a proposal for a new education partner for Cannabis which will offer their courses for a 20% discount to members and their staff.

Purolator has proposed a renewed relationship offering a large discount to member stores. Park n Fly will offer ALSA Members substantial savings for parking at YVR. The Company is actively seeking a space in Calgary and will offer the rates there as well when available.

6. Industry Liaison Report

- Margaux presented her report indicating that the winners of Rioja program have been selected and will be notified of their right to attend further education. She has just returned from a sponsored trip to France. She has attended several related events in Alberta and has updated

the Alberta Made info on the ALSA website. She also has redesigned the main page to clearly feature breaking events while retaining history on link.

7. President's Report

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

AGLC

Product-Tastings – Finally completed a revision of the policy.

Notices – AGLC has had some product information issues that have not been circulated to retailers as quickly as needed resulting in further requests for more prompt release

New Warehouse – ALSA Board members met with Jody Korchinski to discuss concerns regarding the opening of the new warehouse. The ALSA Board members had most of the concerns addressed as there is a transition plan in place to bring the new warehouse in the supply chain over time.

Warehouse RFP – Ivonne has had interactions with consultants reviewing the letting of a new contract. They are conducting due diligence to ensure that a fully competent supply chain company is engaged to provide the service.

Cannabis -

Ivonne reviewed activities to date noting that license applications are being reviewed and some have been granted a green light to keep going toward final licensing. The security checks will take some time and the municipalities are not fully complete in their planning.

ALSA and Cannabis – Ivonne asked the Board for guidance in preparing ALSA's continuing role in the Cannabis retail business. The general sense of the Board is that it is still too early to make a definite plan. They advised that ALSA continue to support the evolving business but the discussion on altering the general mission of ALSA not be altered. There was a genuine interest in offering information and advice in the coming months and review the development at the end of 2018.

ALIC 25th Anniversary

ALIC is planned for Edmonton at the Westin Hotel, September 19 and 20. The timing will allow recognizing the 25th Anniversary of Association. It also will coincide with the projected completion date for the new warehouse. If possible, tours of the new facility will be arranged. ALSA has introduced a new Logo focussing on the 25 years of growth.

Alberta Made

Ivonne and Margaux have collaborated on a proposal to government to help the Alberta Made Liquor producers market their products. A grant proposal outlining the activities that ALSA could provide with the view of heightening awareness with the public and Alberta Liquor Stores which would be launched at ALIC as well.

8. Next Meeting

- The next Meeting will be June 6 2018.
- Motion; **Gerald Proctor/Grant Graves, Carried**

9. In Camera Session

- The Board held a brief In Camera meeting.

10. Adjournment

- The meeting adjourned at 11:15 AM