



Minutes

ALSA Board Meeting, June 6, 2018

AHLA Chairman's Room & Teleconference

1. Call to order 9:31 AM

Present: Adam Koziak, Gerald Proctor, Allison Radford(T), Grant Graves(T), Jay Robinson(T), Mike McDougall(T) Brent Newman (T) Bob Richardson (T)

Regrets: Ranjan Kumar, Sukh Boparai, Jeff Ambrose, Paul Howe,

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

2. Approval of Agenda

- Motion to approve Agenda as circulated, **Gerald Proctor/Michael MacDougall, CARRIED**

3. Approval of Minutes from April 4, 2018

- Motion to approve Minutes of April 4 2108, **Grant Graves/Gerald Proctor, CARRIED**

4. Financial Statements and 2018 Budget

Allison provided comments on the mid-year financial statements for 2018 indicating that it is early in the year but revenue for memberships is being impacted by closures and slow renewals and limited revenue is expected through the rest of the year.

Mid-year only small allocation issues are being reviewed but other income and expenses will be affected by the activities around the Conference in late summer and early fall.

- **Motion to approve Financials as circulated: Allison Radford/Brent Newman, Carried**

5. Member Services Report

Howard and Lovedeep had pre-circulated a report for May. Renewals are mostly complete with about 40 stores not renewing. There are also 17 new members since the New Year. Staff will pursue some lapsed members and will proceed with an audit with partners such as Moneris to attract some lapsed members. They also have some travel planned and will do a joint visit in Red Deer this summer.

Lovedeep reported that Cultivated Solutions have signed a contract to provide information and consulting on Cannabis.

Purolator is now offering ALSA members a reduced shipping price of 67% of standard costs.

6. Industry Liaison Report

- Margaux (from Vienna) reported as per her pre-circulated report. Highlight the Rioja Winners event in the late fall, a new honey product, status of ALIC registration website and some unique educational presentations at the Conference.

- **7. President's Report**

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

AGLC

New Warehouse – Is scheduled to be opened in September and ALSA will arrange that attendees to ALIC will be attending tours. A ribbon cutting event will occur and ALIC attendees will be able to attend.

AGLC Stakeholder Meeting

The Artisan Ales case is nearing completion with a report due June 11, 2018

Compliance rates for the province at 98.2%

AS of March 31, 2018 Alberta had issued 119 Manufacturer Licences

ALSA noted instances of BDL delivery delays particularly on Holiday weekends and urged AGLC to ensure minimal issues on product delivery.

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. Details on programming are being finalized including timing regarding the Tours of the new warehouse. Details will be available on the website. The Annual General Meeting and Reception will occur on September 19.

Alberta Made

There will be a workshop aimed to assist Alberta manufacturers to understand marketing and sale of their products with a panel selected to provide insights.

Cannabis

Ivonne provided a summary of the “progress” to date of retail of Cannabis. There is still a great deal of undecided elements and some recent directions indicate that a licensing lottery may occur in Edmonton.

Security Network

Ivonne invited discussion of the benefits of developing a network of tracking miscreants who have stolen product et al from retailers. It was suggested that a process of photographing perpetrators may be illegal. Anecdotal discussion indicated that “simple” shop-lifting does not result in substantial interest from law enforcement even if the individual was identified.

8. Next Meeting

- The next Meeting will be Sept 5 2018.
- Motion; **Gerald Proctor/Bob Nicolson, Carried**

9. In Camera Session

- The Board held a brief In Camera meeting.

10. Adjournment

- The meeting adjourned at 10:35 AM