

**Minutes ALSA Board Meeting  
Nov 23, 2016  
Renaissance Hotel Airport**

- Present in person:** Adam Koziak (Chair), Brent Newman, Allison Radford, Gerald Proctor, and by telephone, Grant Graves, Christine Doell, Bob Richardson,.
- Regrets:** Don McConkey, Marc LeBlanc, Jay Robinson, Paul Howe
- Staff:** Ivonne Martinez, Howard Riddel, Lovedeep Kaler Margaux Burgess.
- Guests:** Bruce Linton, Chairman and CEO of Canopy Growth Corporation, Michael MacDougall Rocky Mountain Wine and Food Festival, Steven Dougans Connect Logistics.
- Presentations:** Bruce Linton
- Mr. Linton presented informative and timely information on his company, the situation in Canada and the world regarding legalizing Cannabis related products and his insight into how distribution may look for his company once final approvals are made by the Federal Government. He is expecting things to move very quickly in 2017 and requested that ALSA be prepared to decide it's role within that time line.
- Steven Dougans
- Mr. Dougans reported that some small price increases will be seen in delivery costs in 2017 and more increases may be incurred with Fuel Surcharges with the new carbon tax initiatives. Connect was down nearly 1,000,000 cases in 2016 but have managed to keep distribution cost increases to an average of 1%.
- Call to order** **Chair Adam Koziak called to order at 10:30 AM** and had Ivonne Martinez introduce Bruce Linton for a special presentation on development of Marijuana service and distribution in the coming months. Mr. Linton's presentation will be circulated to all Board members after the meeting.

**Approval of Agenda**

**MOTION** to approve the Agenda as circulated, Brent Newman/ Gerald Proctor

## **Approval of Minutes of Sept 6, 2016 Meeting**

**MOTION** to approve Minutes of Sept 6, 2016 meeting as circulated Bob Richardson/Allison Radford **CARRIED**

**Financial Reports Annual Financials** –Allison Radford spoke to the Financial Statements prepared by for month ending October 31, 2016.

**Motion** to approve the Financial Statements to October 31, 2016 Bob Richardson/Gerald Proctor, **CARRIED**

## **Member Service Report** – Howard Riddel and Lovedeep Kaler

Howard and Lovedeep pre-circulated their combined reports to date in 2016 and forecasting activity for 2017.

Howard reported a successful renegotiation of a new contract with reduced prices set to compete in the market with a slight reduction in rebate to ALSA. The new agreement begins on Dec 1, 2016 and will be promoted jointly by Coke and ALSA on eblast and posting on website. A brochure will also be included with renewal packages. In addition to overall reduced prices there will be free cases for new stores to the Coke agreement with ALSA as well as cases based on volume throughout the year. Coke sub-contractors will be asked to respect the prices for all regions.

Howard also reported an enhancement to Hub Insurance program including a new element protection for Cyber Crime. All stores will have that element included in their respective packages and will likely include a staff benefit program.

More Partner discussions will occur in the coming weeks.

## **Industry Liaison and Education**

Margaux Burgess reported plans for the 2017 Into the Vineyard trip to Okanagan Vineyards in May. She also report on progress to offer an improved Website with more information, easier navigation, and an enhanced membership database by January 2017. There has also been discussion on basic product education around the province reaching new employees and supported by on-line educational materials,

## **Presidents Report** – Ivonne brought the Board up to date on the following subjects:

AGLC – Ivonne reported that AGLC has upon receipt of ALSA feedback not to proceed with plans for Holiday open early scheduling. Ivonne and Board Members also had a meeting with Dave Barry and ALSA will circulate some draft options of Guidelines of what is and is not allowed for covering food as part a tasting keeping in mind that tastings and not food is the purpose of the event.

Marijuana – Ivonne Martinez following Bruce Linton’s presentation asked the Board to advise her as to how to proceed with respect to the distribution of Marijuana which appears to be moving forward quickly in 2017.

**MOTION:** ALSA will continue to be an active participant in discussions regarding distribution of Marijuana and will advertise the commitment in a news release in December 2016, **Gerald Proctor/Ranjan Kumar CARRIED**

### **500 Meter Separation**

Ivonne reported that the next meeting will Dec 12 2016. Third party presentations from the Edmonton Police Service and the Ministry of Health have not been considered to significantly alter approval of the changes. Ivonne has prepared a social media survey with excellent initial response. ALSA will go public in the media in advance and will actively solicit “concerned citizens” to attend the meeting on December 12, 2016.

### **300 Meter Separation**

Ivonne will meet City staff in Calgary in the New Year and keep the Board apprised of developments.

On questioning, Ivonne also has tried to arrange meetings with Association of Municipalities and related groups to discuss proximity in other jurisdictions beyond Edmonton and Calgary.

### **Saskatchewan**

Ivonne reported plans to meet with Sask officials with a view to exploring a more formal relationship with ALSA. Some research on ALSA Bylaws is required as is more information on forming a society in Saskatchewan.

### **Planning Session**

Ivonne reported that all staff participated in a planning session during which discussions focussed on how to improve benefits to member stores and create more interest in non-members.

The AGLC Best Bar None program for the hospitality industry may provide a framework to do something similar with Liquor Retailers focusing in quality, safety and education provided by the store. On application stores could receive in a certificate from AGLC.

We discussed the prospect of ALSA becoming a Liquor Agent which could offer LTO products to members from the vast array of products not yet represented in Alberta and sold to smaller member stores to help them find unique products at a reasonable price and not available to mainstream retailers not members. More research will be done to determine feasibility.

Education programming was discussed with additional programming involving Margaux doing basic education in some localities and creating more on-line materials. This education could be an important addition to the plans to create a Best Bar None style program for retailers.

Staff also discussed how we could proceed with Saskatchewan and Howard was requested to look at the Sask. Government information for forming a new society and reviewing our own bylaws looking for problems that may require bylaw changes to do something with Sask.

#### **Board Calendar**

Ivonne prepared a calendar of proposed dates for 2017. She will send invites to all Board Members to include in their Outlook calendars. She also indicated that the Alberta Liquor Industry Conference for 2017 would likely be moved to Calgary.

**MOTION** to approve Calendar as presented; Allison Radford/Gerald Proctor **CARRIED**

**Next Meeting as approved in Calendar March 1 2017**

**In Camera**

**Adjournment**

**MOTION** to adjourn at 11:55 AM Gerald Proctor/Allison Radford **CARRIED**