



Minutes

ALSA Board Meeting, December 5, 2018

AHLA Inskip Room & Teleconference

1. Call to order 9:31 AM

Present: Adam Koziak, Gerald Proctor, Grant Graves (T), Steve Richardson (T late)

Jeff Ambrose, Jay Robinson (T), Brent Newman, David Owens

Regrets: Allison Radford, Sukh Boparai, Mike McDougall, Ranjan Kumar

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

2. Approval of Agenda

Item 5.4 BCMB added to circulated agenda

- Motion to approve Agenda as amended, **Gerald Proctor/David Owens, CARRIED**

3. Approval of Minutes from September 5, 2018

- Motion to approve Minutes of September 5, 2108, **Gerald Proctor/David Owens, CARRIED**
- Motion to approve Minutes of Board Teleconference October 1, 2018, **Gerald Proctor/David Owens, CARRIED**

4. Financial Statements

Adam and Ivonne discussed the Financial Statements as circulated as of November 30, 2018.

Projecting to year end that there will be a small surplus due to stronger than budgeted income for ALIC especially sponsorships.

- **Motion to approve Financials as circulated: Jeff Ambrose/Brent Newman, Carried**

5.1 Member Services Report

Howard and Lovedeep had pre-circulated a report for November. Notably added to the pre-circulated report was the addition of 40 new members in the form of Loblaws (Real Canadian Liquor Stores and other names). Howard also gave an update on the renewal of our contract with Moneris indicating that costs will be reduced for the term of 3 years beginning in 2019. Lovedeep noted a plan to have some radio spots directed at the East Indian Community in the New Year opening another marketing approach to stores not yet members.

5.2 Industry Liaison Report

Margaux spoke to her report highlighting ALIC planning for 2019 and some educational program planning for 2019 including a trip with Member Services to the Grande Prairie area in the spring.

5.3. President's Report

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

500 Metre Bylaw

Ivonne discussed the latest work on this issue. Board Members, Adam Koziak and David Owens participated in the discussions which will be continued in March 2019 after yet another series of reviews.

Tastings

Ivonne noted that AGLC has been requested to release the changes or send a directive to all licensees that the existing rules are still in place until changes are in place.

Loblaws (Super Store)

Ivonne noted that Loblaws has joined ALSA and are interested in their loyalty program being permitted with Liquor. Loyalty and other discount programs were discussed and a level playing field was identified as the key to further discussion.

Convenience Stores and selling liquor

Ontario has made some moves to allow grocers and convenience stores to sell liquor from their grocery shelves. ALSA will meeting with all new MLAs to ensure they have awareness of this issue and the many social responsibility concerns this would bring to Albertans.

Liquor Store Security and Safety

A discussion was held regarding the issues related to Public and Staff safety including hours of opening, minimal staffing levels, the number of licenses and other related topics. The discussion included other industries approach to similar issues and the "Best Bar None" program was noted as a successful industry approach to "best practices". It was agreed that ALSA would be well served to be the promoter of a similar program as a good membership retention and recruitment program as well as a way to avoid having new rules imposed by a regulator.

Special Licenses for Class D licensees

It has been noted that manufacturers have a great deal of latitude with respect to selling product such as public markets even if retail stores are next door. They can host a party with food and provide samples etc. This creates a substantially unfair regulatory situation that needs to be addressed.

ALIC 25th Anniversary

Ivonne with substantial financial support from several donors has been helping produce a new book for the 25th Anniversary to be circulated to all stores by the end of 2018. The book is being published by the same company that did the 20th Anniversary Books and will substantial input from AGLC and others.

BCMB

Ivonne reported that issues have arisen with Crawlers and Crystal containers not being registered as refundable containers. BCMB has advised AGLC that fines will be issued to them if the containers are not registered or are identified as Not eligible for refund. Ivonne, who is on the BCMB Board will continue to resolved the issue for retailers and AGLC.

8. Next Meeting

- The next Meeting will be March 27, 2019 or a date determined by email poll
- Moved to convene next meeting March 6, 2019 **Gerald Proctor/Brent Newman, CARRIED**

9. In Camera Session

- The Board held a brief In Camera meeting.

10. Adjournment

- The meeting adjourned at 11:30 AM