



Minutes

ALSA Board Meeting, June 26, 2019

AHLA Board Room & Teleconference

1. Call to order 9:34 AM

Present: Adam Koziak, Brent Newman, Allison Radford, Grant Graves (T), Steve Richardson (T) Jeff Ambrose (T), Jay Robinson (T), Mike McDougall (T)

Regrets: David Owens, Sukh Boparai

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

2. Approval of Agenda

The Chair introduced Alain Brandon representing Loblaws and requested agenda be amended to include an appointment of Mr. Brandon.

- **Motion** to approve Agenda as amended, **Allison Radford/Grant Graves, CARRIED**
2a. Motion: To appoint Alain Brandon, Loblaws to Director at Large for the remainder of the Board term in 2019, **Michael MacDougall/Allison Radford, CARRIED**

3. Approval of Minutes from March 27, 2019

- Motion to approve circulated Minutes of March 27, 2019, **Brent Newman/Michael MacDougall, CARRIED**

4. Financial Statements

Allison Radford spoke to the Financials indicating that expenses are as predicted while revenue is awaiting payments for grants. Membership revenue is lower as budgeted but with the return of a major chain of stores imminently, income for membership should improve another \$30,000.

- **Motion to approve Financials May 31, 2019 as circulated: Jeff Ambrose/Jay Robinson, Carried**

5.1 Member Services Report

Howard and Lovedeep had pre-circulated a report for Mid-June. Renewals are over 350 stores and with a chain still to join. There have been 14 new members to date.

Howard reported that enhancements were added to the Moneris contract requiring applicant stores to apply through Member Services thus verifying their member eligibility. There was a lengthy discussion about Liquor Store hosted tasting events and some interpretations by AGLC compliance making the rules still unclear and confusing. Ivonne will take the lead on pursuing further solutions with AGLC.

5.2 Industry Liaison Report

Margaux reported progress on planning for ALIC 2019 including use of Rogers Place in October and the dates will be confirmed once Facility Schedules for Hockey are finalized. The Rioja Wine Tur was sold out and was very well received by all who attended. Further trips will be offered but maybe on a 2 year plan. Margaux also introduced the newest marketing program being

undertaken by ALSA under a grant from the Government of Alberta featuring “JUST ADD ALBERTA”, with a launch party planned for Edmonton on July 2, 2019.

Margaux will be travelling throughout the province over the summer attending major events and using a small trailer as the poster board for the program to encourage everyone to consider Alberta made liquor products and for retailers to stock them. She also reported on the recent multi-media program “Alberta Rocks” featuring an Alberta Curler highlighting factual details of retail liquor in Alberta in direct rebuttal to a similar Ontario program that contained erroneous and misleading information of the benefits of the Alberta Retail approach.

5.3. President’s Report

Alberta Government Update

Ivonne reported on several of the legislative updates to date with new government. She also noted that the Government would like industry input to the Reduction of Red Tape and she asked for Board comments over the summer.

She has met with several Ministries to date and will reach out to more as need requires.

AGLC

Final approval of the contractor for the new warehouse is imminent but not yet public.

Restaurants Canada is actively pressing for a reduction or even an elimination of the minimum size of orders for delivery. The current minimum costs start at \$4M with any kind of reduction which would spread out to all who are supplied by the warehouse. Alternatives are being actively sought and ALSA will keep the Board updated.

Just Add Alberta (formerly known as Alberta Made Product Promotions)

Ivonne added to Margaux’s comments about the Just Add Alberta program which will be multi-media and especially social media in addition to promotional materials which will be shipped to all retailers asap after July 2 but Connect with the next store orders.

The launch will be by invitation only on July 2, 2019.

Retail Liquor Crime

Ivonne reported on a meeting she attended which involved several police departments, RCMP, AGLC and Alcanna plus some other invitees. The alarming presentations outlined a “epidemic” of shop-lifting particularly in cities that police contend are controlled by well organized gangs. These are recruited and trained individuals who target stores especially those who have a policy of “hands-off” thieves

There was a lengthy discussion and a determination that would lead to ALSA arranging to meet with the Ministers of Justice and/or Attorneys General to report on the police conclusions and request a strong policy from government to curtail this apparent organized crime wave. This is not unique to Alberta and therefore has National implications.

6. In Camera Session

- The Board held a brief In Camera meeting.

7. Next Meeting

- Moved to convene next meeting September 25, 2019 **Allison Radford/Brent Newman,**
CARRIED

8. Adjournment

- The meeting adjourned at 11:00 AM