

## Alberta Liquor Store Association

Board of Director's Meeting  
December 5<sup>th</sup>, 2018



### Member Services Report. December 5<sup>th</sup>, 2018

#### Statistics

	November 22 2018	Dec 31 2017	November 22 2018
Region	Total Stores	ALSA 2016	ALSA 2017
Calgary	467	159	155
Edmonton	408	166	163
North	189	71	67
Central	287	88	79
South	153	62	63
Out of Province		1	1
	<b>1504</b>	<b>547</b>	<b>528</b>

#### Current Statistics for renewal

Renewed to date 504 (Renewal rate: 93%)

New Members 24

**Total Membership 528**

Store contacts in person or phone since August 2018 - 110

#### Topics covered Since August

New membership contact	64
Edmonton	25
Drayton Valley	1
Red Deer	3
Leduc	1
Fort Vermilion	3 – 1 new

ALIC attendance	31
500 Meters	5
Renewals	10 (3 renewed)
Cannabis	21
Moneris Updates	10

## Activities and Themes

### North

**Renewals:** We received 3 more renewals subsequent to last report as a direct result of Moneris contact to stores not currently active members.

**New Members:** At this writing we have had 24 new members with the likelihood of more. We have had contact with Loblaws with a view to signing them for 40 new members before 2019.

**Cannabis:** Interest from us has really dropped off after Oct 17.

**Moneris:** We have received a proposal to renew our agreement with Moneris for another 3 years. They have further reduced fees for Credit Cards and Debit cards while maintaining a similar rebate level for us.

**Travel:** Mostly in and around Edmonton over the fall. We did a lot of work around ALIC preparations and logistics and follow-up activities.

Plans for next quarter: Plan for the 2019 is included jointly with Lovedeep's plan.

### South

**Events** – Promoted ALIC by phone and store visits in Red Deer, Edmonton and neighbouring communities. Attended Rocky Mountain Wine and Food Fest in Calgary with ALSA booth.

**Tasting Policy** – Visited a number of stores in Calgary that hold tastings frequently; provided them with an update and an opportunity to provide feedback on the issue. The response was virtually next to none.

**Public Service Radio Ad** – Working with RedFM in Calgary to receive a quote for a public service ad on impaired driving.

**New Membership** – Visited new/sold stores in Calgary and area.

**Other** – Had a strong interest from a rewards program to becoming ALSA partner and offer members to join the rewards. Ivonne is in discussions with AGLC regarding this.

Received a complaint regarding an Online shop and delivery service named as Tipsy Time.

## Alberta North

1 <sup>st</sup> Quarter January to March	<ol style="list-style-type: none"><li>1. Visit new opened/sold stores in Edmonton and area</li><li>2. Coordinate Partner renewals</li><li>3. Coordinate renewal packages and distribution</li><li>4. Assist with renewal, and delivering certificates</li><li>5. Anticipated expenses: \$1500</li></ol>
2 <sup>nd</sup> Quarter April to June	<ol style="list-style-type: none"><li>1. Visits in Vegreville, Vermilion, Lloydminster</li><li>2. Visits in and around Edmonton</li><li>3. Promote and attend Golf Tournament (or other events)</li><li>4. Plan joint trip for Grande Prairie and neighbouring towns</li><li>5. Anticipated expenses: \$2000</li></ol>
3 <sup>rd</sup> Quarter July to September	<ol style="list-style-type: none"><li>1. Visits in Camrose, Wetaskiwin and area</li><li>2. Promote Liquor Industry Conference</li><li>3. Visits in and around Edmonton</li><li>4. Anticipated Expenses: \$2000</li></ol>
4 <sup>th</sup> Quarter October to December	<ol style="list-style-type: none"><li>1. Assist in organizing ALIC</li><li>2. Visit stores in and around Edmonton</li><li>3. Start preparing for renewals</li><li>4. Planning for 2020</li><li>5. Anticipated Expenses: \$1500</li></ol>