



ALSA Member Services Joint Report

June 2018

Statistics

	May 24 2018	Dec 31 2017	May 24 2018
Region	Total Stores	ALSA 2016	ALSA 2017
Calgary	464	158	152
Edmonton	404	165	159
North	190	71	67
Central	289	88	75
South	152	62	61
Out of Province		1	1
	1499	547	515

Current Statistics for renewal

Invoices Prepared 188 (Representing 543 stores)

Renewed to date 500 (Renewal rate: 92%)

New Members 15

Total Membership 515

Store contacts in person or phone since Mar 7, 2018 - 180

Topics covered Since March

New membership contact – 32

Edmonton 12

Stony Plain 2 New owners

Spruce Grove 3 New owners

New Sarepta New Member 3

Jasper 1

Millet 4

Leduc - 3

500 Meters – 12

Email Address update 5

Renewals – 62

Cannabis – 35

Moneris Updates 6

Activities and Themes

North

Renewals: Our total number of stores are down from the setting of invoices. We sent invoices representing 541 stores. We knew that there were 6 stores closed by chains at the end of 2017. To date we have received renewals from 496 stores or 92% of the membership last year. This number does not include 17 stores from whom we do not yet have a final answer.

Sadly, the Central Coop has opted not to renew this year stating that our fees were optional because they did not produce revenue. Central Coop does not use any of our partners' services to reduce operating costs.

On contact with many of the stores we heard economics as the key issue facing the store owners and we have seen an unusual number of stores closing. Some of closures appear to be adjustments in investors as within a day several stores which closed have re-opened with same principal contact but a new AGLC registration.

New Members – At this writing we have had 15 new members and expecting at least 2 more from Calgary region.

Purolator - Purolator has returned to work with ALSA and is preparing to accept members for billing. ALSA members will receive up-to 67% discount on shipping rates. The brochure provided by the company has been eblasted to our members. Purolator also has a dedicated webpage for ALSA; www.purolator.ca/ALSA.

Cannabis – Interest in the application process has slowed but we are getting call about access to services from our partners. We have almost completed a promotion relationship with a Cannabis Education and Consulting service.

Attended City of Calgary's by-law meetings and prepared reports accordingly.

500 Meters - Yet another Edmonton Planning meeting, this one industry stakeholders to a participate in a discussion regarding the impact of liquor stores and the short and long-term zoning needs for them.

Moneris – our partner has updated their systems to accommodate changes required and details affecting Visa especially "CARD NOT PRESENT" situations. Further information is on our website and the Moneris site.

Plans for next quarter

Focus on new memberships particularly in Drayton Valley, Greater Edmonton and Red Deer. Lovedeep and I will visit the Red Deer area in the coming weeks to reach out to stores in the area. With Central Coop no longer active our percentage of member stores has dropped significantly.

South

Cannabis – Along with securing an agreement with Cultivated solutions, we have attended City of Calgary's by-law meetings and prepared reports accordingly. All interested members were forwarded the information,

Alberta Safer Bars Council Meeting – Cannabis, again, was the highlight of the discussion around the table. We announced ALIC to all stakeholders at the round-table discussions.

SADD Liquor Bags Launch Event – Attended the launch event by AGLC and SADD Alberta and showed ALSA's support towards the campaign.

Potential Partners – Had a productive meeting with Telus to create a new group buy program. We are hoping to see discounted Wired, Wireless, and Internet services for our members.

Also had an invite to overhead door shutter launch event by Ultra-lite doors in Calgary. The company will provide security shutter services Alberta wide in case they become partners.

Membership Contact – Visited non-member stores in Calgary, Chestermere, Okotoks, Black Diamond, Turner Valley, and Airdrie. Also planning to visit Lethbridge and Medicine Hat area. We are planning a joint trip to Red Deer and area to attract new members in that area.