

# CAMRA Vancouver 2016 Annual General Meeting Minutes

## Location

Sunday, February 27, 2016  
Biltmore Cabaret  
12-3pm

## Attendance

Chair: David Perry

Secretary: Danika Strecko

Exec: Shawna Perry, Samantha Ingham, Kai Miller, Dan Olson, Kerry Dyson, Renata Duquemin, and  
Jeremy Noonan

CAMRA Vancouver Non Exec: Ashleigh Begg

CAMRA Members: Refer to AGM 2016 sign in sheet

## Note:

- UNDERLINED items denote action items and person responsible (Note: no underlines in Action items)
- *ITALICS* denote resolutions/votes
- DELAYED is item is delayed until date noted, otherwise next meeting
- CP - means item is Completed
- NC - Not Completed, keep for next meeting
- Member responsible for item is listed in "- NAME" format after item
- Ongoing - item becomes permanent part of operation of society, removed from minutes until required

## Agenda

1. **Call Meeting to order** - President (David) 12:20pm
2. President's Welcome and Thank you to the 2015 Executive – David
  - a. Thank you new and veteran members
  - b. Thank you to the 2015 Exec
3. Thank you to the AGM Host
  - a. Biltmore Cabaret - 3rd year running!
    - i. In line with CAMRA BC and having our first dry AGM
4. Presentation and review of the 2015 AGM Minutes
  - a. *Forwarded: Ryan Baker*
  - b. *Seconded: Rob Nee*
  - c. *Vote: Unanimous*
5. Reports
  - a. 2015 President's Report - David
    - i. Heavily focussed on Community (transition year as the community grows and diversifies exponentially)
      1. Member specific events for community building
    - ii. Education classes
      1. new venue at Big Rock Urban Eatery, multi-venues, lots of new classes

- iii. Fiscal responsibility – tighten our purse strings, strict budgets, clean records
- iv. Step back from advocacy
  - 1. Work on building bridges and working on relationships

b. Membership - Dan

- i. 2015 Membership: 1152
  - 1. Went down 90 individuals
  - 2. Low renewal (~700 didn't renew)
  - 3. Where does our membership live (ref pie chart)
    - a. More localized events in all these communities
    - b. Call out to members to reach out and collaborate for events
  - ii. Q: Why weren't people renewing? Did we inquire why?
    - 1. System wasn't sending out reminders (Shawna)
  - iii. Q: Are new members coming in from the suburbs
    - 1. City based pie chart (Dan)
  - iv. Q: What was the age demographic of non-renewals
    - 1. (Dan) mostly industry
  - v. Comment: Online survey to capture why people are leaving , other clubs/groups are in the same boat
    - 1. (Dan) People who don't renew don't fill out exit surveys
  - vi. Q: does the chart include SF?
    - 1. No we want this to help build back SF (Dan)

c. Community report - Jeremy

- i. 86 member benefits (48% increase)
- ii. Goal to get to 100 supporters
  - 1. Challenges in liquor reform and lost support
  - 2. Small liquor business could not afford to keep a benefits program for us
  - 3. What can our members do? Support these businesses, support their programs, talk to businesses about how they can support us in other avenues (non-monetary benefits)
- iii. Tri-cities growth and north shore growth
  - 1. Q/C: Chris from legacy:small business that had to withdraw the benefit bc of tax laws
    - a. (Jeremy) no hard feelings, keep supporting

d. Events - Sam

- i. Events for 1 year
- ii. Lots of events in 2015 put on my camra itself (partnered events excluded)
  - 1. CiderWise 2015 – BC cideries and others
  - 2. Merchants dinner
  - 3. Olympic village pub crawl to welcome new members – Tap and barrel, craft...
  - 4. Session Cask Beer fest July 4<sup>th</sup> at Steel Toad
  - 5. Members event at Van Canadians Game 20 members
  - 6. Pit meadows, maple meadows, ridge and mission springs
  - 7. Non-nonsense cask night at Cobalt Box Car – huge success
  - 8. Beer Trivia with IQ 2000 at UBC – Low turn out but lots of fun, took your feedback to include IQ 2000 after VCBW
  - 9. CiderWise 2016 at !2 Kings Roxanne room – still growing
  - iii. Q: Events why the tiny beer glasses? They get thrown out/recycled

1. Moving away from tiny glasses (at least 10 oz with 5oz pour lines) initiative this year (session, ciderwise 2015/2016)
- iv. Q: why so many members events?
  1. (sam) survey went out and a big response was more members events and so these were for our members, moving from new members events to all members
  - v. Lots of pouring at involved with other events – thank you!
  - vi. Thank you to this years exec! Volunteers needed email [events@camravancouver.ca](mailto:events@camravancouver.ca)
  - vii. Q: do we have an agenda of 2016 events
    1. (Sam) new events coordinator so stay posted
    2. C: in the past there were more intimate frequent events – we need a turn out but it was more difficult to connect with the exec without those events
      - a. (Sam) lots of local events to compete with, have a presence at these events to meet members but support the businesses instead of putting them on ourselves
      - b. (David) we had a few it cost us money but very very low turn out
      - c. C: this years events were really good; positive feedback

e. Communications - Shawna

- i. Goals for the year
  1. Whole new mobile friendly newsletter, new provider, easier to create, reduced content for easier reading, moved to mailchimp to improve list management and rec
  2. Thank you to dave wheeton for monthly blogs
  3. 3308 recipients
  4. Ashleigh redesigned website and its mobile friendly, updated and easy to navigate
  5. Increase 150% instagram, social media uses, updated twitter handle to reflect consistency as well as signage
  6. New merch to give options and new brandings
    - a. Contests for input and social media usage with prizes
    - b. Benefits clings to notify members that there is a benefit at that business
    - c. Shirt design contest but unfortunately they were not ideal for tshift printing, we have them but need to make sure money is spent wisely
  - d. TapTrail map inprogress
  - e. New membership system almost ready to run (~april) lots of improvements to come
  - f. Q/C: like the new newsletter – but cant read the entire newsletter offline, could there be a downloadable version? (Shawna) noted
  - g. Q: what is the new membership system? (Ashleigh) pluggin for the website, tested has run smoothly, open to suggestions
  - i. Wild apricot – van brewers
  - h. (David) Peter designed our current system for free big thank you, also hope to roll out to BC so please send us feedback

f. Education - Kai

- i. (David) Danny Seeton stepped down and Kai stepped up – Thank you!
- ii. Took over in Nov
- iii. New classes
  1. Great attendance, old classes craft beer 101 and cider 101
  2. New classes business of beer with S&O Jordan

3. Classes have been great at BIG Rock
  4. New and old classes coming 2016
  5. BIG thaks to steamworks and thank you to big rock
  6. Huge thank you to all our educators, Claire, Jordan, TXOX, Kai, Conrad
  7. Send us your thoughts and ideas
- g. Treasurer's report – Renata (after education)
- i. Balance sheet
    1. Knew where and how much money was
    2. Luck to work with ryan at the bc level
    3. Executive was supportive
    4. Feedback from last year
      - a. Holdings for unsold merch
    5. Total equity \$14800 and petty cash
  - ii. Profit and lost
    1. Events are making money
    2. We do spend money on our events
      - a. Take care of our volunteer base when they give up their weekend with 8 hour days
    - b. Income: memberships, selling merchandise
    - c. Expenses: communications (mailchimp: US dollars taking a hit this year)
    - d. CAMRA BC dues \$5 from each membership that goes from us to them
    - e. Events: costs to have a table for membership drives
    - f. External/internal meetings costs down by \$2000 last year, our goal is to keep this low
    - g. Merchandise
    - h. Storage locker, printing costs etc
    - i. Promotional: key chains, casks (support as prizes)
    - j. Total: profit 3600
    - k. Q/C: compare prev years number
    - l. Renata – offset last year's loses, switched systems so hard to print out for comparison

## 6. Review of CAMRA BC Report- Janna Gabrek

- a. Big round of applause to Ari
- b. Review of branches
  - i. Opened SO branch, runaway success: thank you Kim, thank you Paddy and Adam Chatburn, up to 56 members
  - ii. Powell river is going strong too
  - c. Centralized branding and systems
    - i. Communication
    - ii. Thank you Peter for all your free time!
  - d. Suspend operation of SF
    - i. Not something we took lightly but compliance issues made it necessary
    - ii. SF meeting has been held
  - iii. AGM for SF at end of April – enough nominations for a board
  - iv. Thank you BC Treasurer Ryan
  - v. Healthy functioning financially strong board
  - e. BC AGM
    - i. Back to our roots: March 19 at Swan's in Victoria
    - ii. Vote for the board, please come out
    - iii. Continued each year and rotating locations
  - f. Financials are not approved so they will be published

- g. Next years nominees
  - i. Jeremy Noonan - prez
  - ii. Janna and Mike Willis – VP
  - iii. Ryan – Treasurer
  - iv. New secretary (name?)
  - h. David – thank you for all your hard work
7. David – dissolve 2015 executive!
- a. Hand the floor to Paul Morris

8. Election of CAMRA Vancouver 2016 Executive

Executed by Paul Morris

- The exec looks like Doctor Who – looks younger with every incarnation

- a. President
  - i. David Perry
  - ii. *Forwarded:*
  - iii. *Seconded:*
  - iv. *Acclimation David Perry*
- b. Vice President
  - i. Kerry Dyson
  - ii. *Forwarded:*
  - iii. *Seconded:*
  - iv. *Acclimation: Kerry Dyson*
- c. Secretary
  - i. Adam Dewji
  - ii. *Forwarded:*
  - iii. *Seconded:*
  - iv. *Acclimation: Adam Dewji*
- d. Treasurer
  - i. Renata Duquemin
  - ii. *Forwarded:*
  - iii. *Seconded:*
  - iv. *Acclimation: Renata Duquemin*
- e. Membership
  - i. Shawna Perry
  - ii. *Forwarded:*
  - iii. *Seconded:*
  - iv. *Acclimation Shawna Perry*
- f. Community Liaison
  - i. Open pending further action
  - ii. *Forwarded:*
  - iii. *Seconded:*
  - iv. *Acclimation*
- g. Communications Director
  - i. Ashleigh Begg
  - ii. *Forwarded::*
  - iii. *Seconded:*
  - iv. *Acclimation Ashleigh Begg*
- h. Events Coordinator
  - i. Ksenia Dempster
  - ii. *Forwarded:*
  - iii. *Seconded:*
  - iv. *Acclimation Ksenia Dempster*
  - v.
- i. Education Liaison

- i. Kai Miller
- ii. Forwarded:
- iii. Seconded:
- iv. Acclimation Kai Miller

9. New Business – Paul

a. Motions to reorganize our executive organizational structure

i. Motion to dissolve the Community Liaison role and redistribute the duties to the executive as a whole

Motion; Shawna

Seconded: Ryan Baker

Discussion: empower all exec and all members to start those conversation

Q: if we don't have that role will it be reported on

A: unified under a BC level umbrella

C: corporate liaison to community now makes sense to move up to BC

A: David – current incarnation is consumer advocacy

Q: even number of board members and board

Vote: majority

Motion Caries!

b. Motion to recess

Forwarded Shawna

Seconded Jeremy

10. 2014 CAMRA Vancouver Awards - David

	<b>Best Beer Label Artwork</b>
BRONZE	Parallel 49 - Lil'Redemption
SILVER	Doan's Craft Brewing - Rye Stout
GOLD	Driftwood - Old Cellar Dweller 2015
	<b>Best Beer Name</b>
BRONZE	Callister - Zwirbelbart Dunkelweizen
SILVER	Crannóg Ales - Back Hand of God
GOLD	Parallel 49 - Toques of Hazzard
	<b>Best Local Beer Blogger or Writer</b>

BRONZE	Beer Me BC
SILVER	Mike's Craft Beer
GOLD	Barley Mowat - Chuck Hallet
	<b>Best Local Private Liquor Store</b>
BRONZE	Firefly Fine Wines and Ales
SILVER	Legacy Liquor Store
GOLD	Brewery Creek Liquor Store
	<b>Best Local Beer Server/Bartender</b>
BRONZE	Adam Chatburn - Real Cask Brewing
SILVER	Nick Black - Strange Fellows
GOLD	Nigel Springthorpe - Alibi Room
	<b>Best Local Beer Establishment</b>
BRONZE	St. Augustine's
SILVER	12 Kings Pub
GOLD	Alibi Room
	<b>Best Vancouver Brewery</b>
BRONZE	Storm Brewing
SILVER	Yellow Dog Brewing
GOLD	Brassneck Brewery
	<b>Best New Brewery</b>
BRONZE	Twin Sails Brewing
SILVER	Callister Brewing

GOLD	Doan's Craft Brewing
	<b>Brewery with the Best Tour</b>
BRONZE	Central City Brewing
SILVER	Callister Brewing
GOLD	Storm Brewing
	<b>Brewery with Best Social Media Presence</b>
BRONZE	Moody Ales
SILVER	Steel and Oak
GOLD	Parallel 49
	<b>Brewery with the Best Merchandise</b>
BRONZE	Strange Fellows
SILVER	Brassneck
GOLD	Steel and Oak
	<b>Brewery with Best Festival Booth</b>
BRONZE	Parallel 49
SILVER	Storm Brewing
GOLD	Steel and Oak
	<b>Best Beer Label Artwork</b>
BRONZE	Farmhouse Fest
SILVER	BC Beer Awards and Festival
GOLD	Vancouver Craft Beer Week



	<b>Best Happy Hour</b>
BRONZE	Big Rock Urban
SILVER	Steel Toad Brewpub
GOLD	12 Kings Pub

- 11. Meeting End - David
  - a. Many thanks to those in attendance