

7:28pm - Thursday Mar 31, 2016  
Location: David + Shawna's Place

## Meeting Minutes

Attendance:

Chair: David Perry

Secretary: Adam Dewji

Exec: Shawna Perry, Kai Miller, Kerry Dyson, Renata Duquemin, Ksenia Dempster, Ashleigh Begg

Non-Exec:

Absent:

1. **Call meeting to order** - President
2. **Review and approve** last meeting's minutes -

a. Exec Jan 23, 2016

[https://docs.google.com/document/d/1LBZb4kythYS\\_yf4WFmNtxRJqszkPjC-IUUXIGo6TJus/edit](https://docs.google.com/document/d/1LBZb4kythYS_yf4WFmNtxRJqszkPjC-IUUXIGo6TJus/edit)

motion to pass the minutes - Renata  
seconded – Kai  
all in favour – Y

3. **Review Action Items** (CAMRA Vancouver Task List) – President

a. Checked mailbox – last checked - March 27

mail updates: bank statements - received Feb - one returned membership

Set a schedule for mail checking - every two weeks!

-- Adam get keys to Kai

b. **Next Meeting:**

i. April 14, 2016 @ Senni's Place (Tentatively)

4. **President's Report** - President (David)

- Welcome to new people - Adam, Senni!
- Open discussion about expectations for the year, what would people like to see as a directional focus this year?
  - General collaboration with CAMRA BC
  - Getting more coverage / collab with brewery Tasting Rooms

- Reorganize the Drive
- Last year was a heavy shift towards education revamp and community building. With BC's more focused push on provincial advocate work, what local issues should we get to the root of this yea?
  - Local advocacy
  - Education on cleaning tap lines / educating servers (yes please)
  - CAMRA Certification / Approval for establishments (w/ documentation?)
  - FUSS campaign done right
- Plan to have start of year meeting with each of you to talk directly and plan for the year.
- Janna and I did a short little documentary piece with some SFU students focusin on our four pillars
- BC AGM went, basically flawlessly. New BC Board is made of Jeremy, Julie, Janna, Ryan, Paddy, Glen, Kim and Myself.

#### Motion to go in camera

- Motioned by Kai
- Seconded by Senni

#### Motion to X camera

- Motioned by Kai
- Seconded by Shawna

- CAMRA SF AGM to be held at the end of April. Notification going out to members in the next few days.
- CAMRA Report #2 came out from yvr.beer (<http://yvr.beer/blog/camra-report-2>) I have requested a copy of #1 as it has been removed.
- Email review - what emails do we have/not using - RD
  - Get rid of one or both of [volunteer/volunteers@camravancouver.ca](mailto:volunteer/volunteers@camravancouver.ca)
  - David will do an audit

#### 5. Community News -

- Railway Club Shut down - DP
  - It was an amazing music venue, and an unfortunate loss
- Kelly/Shawn of Txotx got married in Spain.. d'awww -DP
- All Strathcona breweries are on schedule for opening
  - 3 Breweries
- Fraser Valley Food Festival
  - How are we involved, what is our role?
  - Langara's school paper may cover us
- **\*Action\*** CAMRA Vancouver Events Page
  - Edit the page to word it better
- Trading Post wants us to collaborate for some Education

**6. Financial highlights – Renata**

a. I'm just giving you guys Jan & Feb stuff for income/exp. Balances as of Feb 29

This MEETING	THIS MEETING
Income - 12162.63	Income -
Expenses - 4365.01	Expenses -
Bank - 17102.73	Bank -
PayPal - 3259.46	PayPal -
Assets: 1996.00	Assets -

**b. Monthly expenses**

- once per month at exec meeting
- fill out an expense report and share on drive with treasurer prior to exec meeting
  - blank expense report in our emails
- receipts are mandatory at the cheque hand off
- digital copies/scans are fine

**C. Internal/External meeting budgets per executive role**

- review spreadsheet for your role - any monthly/quarterly expenses beyond your budget must be reviewed before hand

**D. budget for year**

- Will be updating once guidelines from BC come down
- Real chance that our dues will be going up
- Events spending (how to curtail)

**7. Membership report - Shawna**

LAST MEETING	THIS MEETING
Individual -680	Individual - 607
Family -460	Family - 398
Total - 1140	Total - 1006

- A. Numbers are off because former membership exec always used a strange method to calculate numbers. Mine are correct. Also system down so doesn't help new signups. Really hurting us
- B. Reminder email sent to March and April expires, Also to Jan and Feb expires letting them know they might have missed the notice.
- C. Member a thon a great success!
  - a. For operational purposes, guideline of  $\leq$  \$150 for events and stuff
  - b. Membership gonna get a new printer! Winning.
- D. Membee update

## 8. Education - Kai

- a. Education report
  - 1. Recent class- Hops 101
    - a. Sold out!
    - b. Get a "clicker" of some sort
  - 2. Next classes
    - a. Off flavours
      - i. Ordered off-flavours kit
    - b. Cask
      - i. Adam willing to teach Cask class
      - ii. Third Thursday of April?
      - iii. Pin w/ Soda Water
      - iv. Not likely to be a double-class due to time
    - c. Cider
      - i. Had requests for Cider 101
    - d. Science
      - i. Science of Beer - Kai wrote half the class
  - 3. Chinese class
    - a. Kai's roommate is Mandarin/English fluent
    - b. Proposal to write / market / host a class in Mandarin
    - c. Action item - Move to Develop Draft of Mandarin Class Craft Beer 101
      - i. 1 Abstain from Shawna
  - 4. Direction for corporate education
    - a. Beer Service 101 to bars who serve Craft Beer

- i. Beer styles, pairing, tapping keg, pour a proper pint/sleeve/pitcher

**9. Communications and Marketing, incl Web (Ash)**

LAST MEETING	THIS MEETING
a. Twitter -8107	a. Twitter - 8,194
b. Facebook - 2720	b. Facebook - 2,863
c. Instagram - 1680	c. Instagram - 2,0
d. Newsletter – 3320 ppl 29% open rate	d. Newsletter – 2693 ppl, 37.9% open rate, 9.3% click rate

- a. Instagram
  - New algorithm (not chronological), brief explanation of how this affects us
- b. Promoting Other Events
  - Process for this
- c. Distributing Awards
  - What awards are left, assign amongst everyone (around 8 awards left?)
- d. Newsletter
  - Shawna culled list so our open rate is much higher and we don't have to pay more. (Had 99.7% successful deliveries because of list clean!)
  - Need everyone's pieces by Sunday 5pm.
    - Need Education's info

**10. Web**

- a. Uploading Events
  - Need help with this, who is interested?
    - Adam / Senni interested
- b. Need new sliders for homepage
  - Any ideas?

- “Join CAMRA” or “Become a Member” as first slide
- Space Jam’s website is still up by the way

c. Membership System (Membee)

- Update and timeline
  - Tech support guy: Dale (D’Ale)
  - Who can help prepare the files for Membee upload?
    - Date: Tuesday April 5th @ 12 Kings (Wings night); 6:00pm

11. **Events** - Events coordinator

a. Recent Events at a glance

- Yaletown Cask + Tri Cities

b. Upcoming Events

- Cask nights @ Big Rock
  - Craft Beer Market - Tuesday Casks
- Alberta Doc screening
- No more TicketZone! Woo!
- TEDx East Van after party
  - April 23rd
  - Volunteers to Pour? Who has their SIR?
  - Officially cultivate a volunteers list? Option available in Membee!
- BRU Member meet-ups

c. Upcoming prospects

- Mild Cask Fest
  - Adam from Real Cask asked if we can do this
  - Venue? Email sent to Tap&Barrel. What about Box Car?
    - More suggestions - tell Senni
    - The Belmont
- Session Cask Fest
  - June, scaled down
  - Run an education table on Cask beer
  - Homebrew Clubs + Brewery = Collaboration?
  - List of Homebrew Clubs from Tri-Cities
- New brewery crawl?
- Vancouver Canadians baseball game
- Vancouver Cider Fest!
  - Not until October
  - 15th to 22nd Cider Week

12. **Advocacy** - David

- Local!!!
- Kerry will be heading up the movement, send him your ideas
- Call for Commentary is missing from gov't

13. **Other Business**

**General housekeeping for new/returning exec:**

- key audit: who has keys to PO box/storage locker
- Adam will give PO Box Key to Kai
  - Go through how to access both
  - Did we get all keys back from outgoing exec

Storage Locker Keys: Renata, Kerry, Shawna and David

PO Box: Renata and Adam

- SIR certificates (any new exec need)

14. **Meeting end**

Adam Move to Adjourn

Kai Seconded

All in favour @ 9:18pm