

7:03 pm Tuesday, March 10, 2015  
Location: Shawna and David Perry's House

## Meeting Minutes

Attendance:

Chair: David Perry

Secretary: Danika Strecko

Exec: David Perry, Kerry Dyson, Sam Ingham, Shawna Perry, Renata Duquemin, Jeremy Noonan, Dan Olson, Danny Seeton, and Danika Strecko

Non Exec: Megan Harris (South Fraser Branch President)

CAMRA BC: n/a

Absent: n/a

### 1. Call Meeting to order & introductions - President

i. Welcome

### 2. Review and approve last meeting minutes – President

Exec Jan 19, 2015 -

[https://docs.google.com/a/camravancouver.ca/document/d/1zZfRXOy8dbBVoBSAhX3mjtymjl45VlvOuN\\_ZbeAgUmY/edit?usp=sharing](https://docs.google.com/a/camravancouver.ca/document/d/1zZfRXOy8dbBVoBSAhX3mjtymjl45VlvOuN_ZbeAgUmY/edit?usp=sharing)

AGM Feb 22, 2015 -

<https://docs.google.com/a/camravancouver.ca/document/d/1Nh2dO27kysTwibMJITaq0rnshMg9LWoYlo843x0XGC0/edit?usp=sharing>

### 3. Review Action Items (CAMRA Vancouver Task List) - President

i. Checked storage space: Shawna and Renata

1. [https://docs.google.com/a/camravancouver.ca/document/d/1dvxwmB8gHa7P9Hb\\_4hgawv2A9gfDsFV\\_nHf\\_gCgXocA/edit?usp=sharing](https://docs.google.com/a/camravancouver.ca/document/d/1dvxwmB8gHa7P9Hb_4hgawv2A9gfDsFV_nHf_gCgXocA/edit?usp=sharing)

2. Complete inventory done.

a. Future inventory tracking will be done in hard copy form kept in the cash box at events – **form to be created**

ii. Checked mailbox – Renata

1. Future weekly mailbox checks will be carried out by Danika (key has been passed over)

iii. Schedule recurring monthly meeting date (**2nd Thursday of the Month**)

1. **Next Meeting: April 9 7:00pm**

iv. Arrange next meeting's location

1. The Perry's

2. Roxanne Room (back of 12 Kings)

### 4. President Report - President (David)

a. Brewery and Event rumours

i. Farmhand Ale Fest in June at UBC farm

1. Not yet announced, Powell Street tweeted about participating

- 2. Megan added some additional info after the meeting. All vendors have to pay to be there. Events will look into the cost.
  - ii. New Brewery opening in Fort Langley (rumour) **name?**
  - iii. Vancity Beer Club
    - 1. 12 page membership form, now reduced
    - 2. Who are the people involved? Keep monitoring.
  - iv. Inaugural Great Okanagan Beer Festival to be held in Kelowna, May 7-9, 2015. Run by Gibbons, same people who do Whistler fest.
    - 1. Could be AWESOME for the Okanagan proposed chapter to get involve
  - v. Squamish Beer Fest
    - 1. July 11?
  - vi. Hearthstone, Dogwood, Doan's, Maple Meadows, about to open any day.
    - 1. Spotlights?
    - 2. on Jeremy's radar. Callister (late summer), Twin Sails (later this year), Doan's (accident, postponed -ds)
- b. Tricities Cask Festival April 3rd. CAMRA will have a booth set-up. Dan Helmer will be looking to CAMRA to help recruit volunteers.
    - i. This is going to be a great opportunity for us to engage the beer/cask community in the tri-cities and get a good pulse on a potential chapter there.
    - ii. Day of the Cask event (just before). Meet your local brewers event, right before the cask event, Q&A meet'n'greet. Build the sustainability of future education programs. Working with the brewers to develop their own education initiatives.
  - c. Did an interview with the Georgia Straight mostly focused on trends in the beer community and about how the market has expanded so much lately.
    - i. No firm date yet, keep an eye out for it to be published
  - d. Next on the radar - meeting Kerry and Jeremy in the next few weeks to discuss Campus engagement. Try to meet with representatives from UBC, SFU and Kwantlen in the next month.
    - i. Meeting on-on-one with executive members to work on goals and action plans
      - 1. Craft beer at the hockey game (\$30!), Went with Dan to a Canucks game. Further one-on-ones on the way
    - ii. Student Education Night at the Beaty Biodiversity Museum – **contact name?**

## 5. Financial report - Treasurer (Renata)

### a. Financial Report – **As of Feb 28**

- v. Income - \$6212.90
- vi. Expenses - \$1000.25
- vii. Bank - \$10,530.00
- viii. Paypal - \$2,833.39
- ix. Total -
- x. No more credit card as of Jan 31 (Ryan's personal card)
  - 1. New treasurer will have to get their own card
    - Renata has a card kept separate that can be used for any preauths necessary

- storage locker cost increased by from \$117 to \$124/month. Good space, lots of room and central location. Exec in agreement to keep it at the increased cost.
- b. Election of Assistant Treasurer - **Elected: David and Sam** (seconded by...)
- i. Ryan will stay on from CAMRA BC (David also represents them)
  - ii. concern for limiting and tracking who has access/authority
    - 1. Taking off Ari and Adam
  - iii. CAMRA BC needs an AGM to make changes to signing authority, would like CAMRA Vancouver to pay fees until it gets sorted out. Reduce members incurring interest.
    - 1. Exec supports this
- c. List future inventory, track sales moving forward
- i. create spreadsheet/ paper form
  - ii. Square: sales tracking, no more receipt books (haven't been using them effectively), Dan has it all set up, everyone will have a log in, Primary Sales people sign up first.
  - iii. Cash transactions NEED to be tracked, paypal for online payments, we have 5 square readers (one in the cash box)
- d. Expense reports for new members, where and how to fill out
- i. In order to be reimbursed you MUST fill out a formal expense report, original itemized receipts and any tips, copy is on the Drive
  - ii. New treasurer at South Fraser, share expense form – RD
  - iii. Changing to online Quickbooks for record keeping (\$9/month approx.)
- e. We used to give charitable donations where an event warranted. Worth looking into again? –sp
- i. roughly monthly, approx \$200, Try and link more donations at each event (Dan) strategically plan charitable events
- f. Budgets: events, monthly events, ongoing costs, yearly - RD
- i. CAMRA BC budget requested and supported, forecast by the end of March 2015,
    - David and Renata have sat down and put together a draft (template budget handout circulated)
    - Add your personal forecasts (membership, education, events)
    - **Where does advertising fit in? cont. to SP**
    - Hit on meals at the AGM \$6,000 in meal expenses 2015
  - ii. Tighten our belts for 2015, x-amount internal and external. We will be strictly enforcing the budget and you will not be able to expense costs over budget.
    - Transportation: you are responsible for transport to 1 monthly meeting and regular events.
    - Submit expense forms for extra fees like trucking beer around town or parking.
      - iii. VP taxi vouchers, safe ride home program -> **Sam**
        - a. How does this impact our insurance?
      - iv. Using CAMRA branded glasses at the Education classes
        - a. increase the price by \$1-2 and include the glasses
        - b. how many members/non-members are attending the classes (SP- are they members?, tracking)
        - c. \$1.88 plus shipping \$2.50 for each glass, start sourcing glassware locally \$CD
        - d. Option to buy the glass

g. Concern: managing the number of glasses and storage (VP)

h. KEYS:

LOCKER: Kerry, Danny, Sam, Dan, Shawna, and Jeremy  
David: email code

MAILBOX: Danika (weekly check-in), Renata, Dan, David

## 6. CAMRA BC - President

a. Vote happened on March 6th regarding a launch of a South Okanagan CAMRA branch. Vote passed unanimously. The plan is to be up and running in time for the Okanagan fest of Ales in April.

i. Launching of new CAMRA Branch - South Okanagan (Penticton, Osoyoos, Oliver etc [not Kelowna])

ii. Home Brew and Cask focus, \$300 from Camra BC (Us)

iii. Supported by Paddy

b. First draft of the BC Budget is done. We are having our first summit meeting - where we will vote on this budget - on March 29th.

i. Steamworks at noon on March 29

ii. Centralized memberships? new website first, opposition from Victoria

iii. No budget for business cards

## 7. Membership Report - Membership (Dan)

a. Membership Report

i. Individual-718

ii. Couples-524

iii. Total-1242

1. lost ~50 members

2. Didn't attend and renew at the AGM

iv. Starting #'s for 2015/16 I1793 F618

1. new line for lost (not renewed), expired, new

2. ~100 sign-ups a month 50/50 new and renewed

b. Membership Supplies

v. Welcome Letters

1. Currently out of current-style Welcome letters, focus on personal touch (signed by Adam)

2. New membership welcome letter. More imagery, less formal starch - sp

a. need to be edited down, members have already read info on the website

b. Printed on the CAMRA printer, could be printed monthly

c. Letters should be Friendly, encourage attending an event and saying hello

vi. Stamps-ok (Dan receives them at the meetings from Renata)

vii. Labels for printer running low ( Dan can restock and expense)

viii. Will need another batch of Benefits Lists (~30 left, need more envelopes from storage)

ix. Sourcing blank cards...membership supplies

c. Missing signups from Port Moody education session

x. David has emailed awaiting reply, ~42

d. Executive membership assistant

xi. **Secretary:** master list of passwords (email reminder to everyone to send in passwords)

- e. Projection of numbers we would lose to Sea-to-Sky branch, put together a membership budget by end of March
- f. Invited Meghan to attend high sign-up events so that new members can sign up directly with South Fraser

g. Other membership things

1. Do we have a method of tracking membership loss rate? -sp
  - i. new line being built in, attach an exit survey to renewal emails
  - ii. Office hours at 12 Kings, a couple of hours a week. – **Hours TBD and posted on social media**
  - iii. Peter will be asked to put in 10-13 hours of work on the membership system - Ashleigh will look at it
    - Peter pays for the hosting (all or 50% to CAMRA Van?)

**8. Community Liaison - Community Liaison (Jeremy)**

- a. Community Report
  - i. Tricities, keeping an eye out for new branch exec
- b. New benefits / lost support
  - i. Getting breweries involved in other ways
    - inquiring with Strange fellows, Powell Street (meetings pending) about potential benefits
    - Stateside Craft 10%, Merchants Oyster Bar (details coming), Four Winds (meeting pending), Bridge may want to change their growler numbers (update change on benefits list)
    - Send all info to news@camravancouver
    - **CRAFT invites the exec to come by for a beer together – calendar invite?**

**9. Events - Events Coordinator (Sam)**

- a. AGM items
  - i. *Sorta*-Great turnout (138 members!)
- b. CiderWISE (March 21) 1-5pm
  - i. Exec Volunteers! (I want to see all of you there!) - everyone is available
    1. 135/200 tickets, some available at the door
    2. media post advertising vendors (~9-10)
  - ii. Central City w/ their new cider
    1. Cider Education person as a Plan B send to Sam
    2. 3-4 people at Entry Table, 2 people at CAMRA booth, Danny at Education table.
    3. SET-UP AT 10:30-11:00AM
    4. tear-down over-lapping with the set-up of another event: Encourage people to EXIT
    5. Wise-Hall cheque - second half of the deposit, Lonsdale is paid.
    6. Volunteer schedules on their way
    7. Education table: vocab lists, booklets
    8. VOLUNTEERS move glassware from 12 Kings to WISE HALL and storage locker ~1 day before, decorations need to be moved from Sam's place to the event

- 9. More Barn-themed decorations
- c. Education Classes - March 31st @ Steamworks 6:30/8pm
  - iv. Update on class subjects? Off flavours (Chad McCarthy) and On Flavours (Danny) - get tickets ready to go on EventBrite (checking our address)
  - v. Volunteers? **Kerry, Sam, Shawna**
  - vi. April classes: Craft Beer 101 (Kai Miller?) and Beer History (Ken Beatty)
- d. Upcoming: Tri-Cities Cask Festival, Port Moody (April 3rd)
- e. Upcoming: Great Okanagan Beer Festival, Kelowna (May 7th-9th)
- f. Upcoming: Okanagan Fest of Ale, Penticton (April 10th-11th)
- g. Upcoming: Session Cask Fest
  - i. Leaning towards June 20th
  - ii. too much stuff in May
  - iii. Patio will be available
  - iv. Cobalt will have their patio open by then - extend # of tickets due to more space available
- h. Upcoming: CAMRAPALOOZA
  - i. Will be tricky w/Nigel and #FUSS
  - ii. Any ill feelings? Reach out
  - iii. no hopapalooza w/Nigel either. Other VCBW opportunities for them?
  - i. Fun summery event during VCBW (not part of the opening, too busy)
    - a. members only summer event
    - b. Strange fellows w/ their gallery
- j. Events Committee
  - i. A team of dedicated volunteers to help with planning and execution (exec/cars etc)
  - ii. team and a budget can be arranged - RD/DP
- k. Brainstorm time!
  - i. big events ~3-4 per year
  - ii. Fall September/October event
  - iii, Centennial Theater
- a. merging beer with the Arts

**10. Communications and Marketing, incl. Web (Shawna)**

LAST MEETING	THIS MEETING
a. Twitter - 7248	a. Twitter - 7410
b. Facebook - 2194	b. Facebook - 2242
c. Instagram - 759	c. Instagram - 828
d. Newsletter - 3161	d. Newsletter - 1601/39% 1129/56%

- A. Moving Newsletter to monthly and leaving Constant Contact -costly and outdated. Joining MailChimp - Ahmazing, mobile friendly. UPDATE NEWSLETTER IN EMAIL LINKS
- B.

-with an updated and mobile friendly website, would like to push traffic towards there and not have to rely on newsletter. Updated events calendar prevents long emails and people can check when needed. Articles are able to be published when ready and not when NEEDED  
- south fraser members get sent our newsletter. That costs us \$\$\$. Should we encourage SF to start their own newsletter/method of contacting their membership

- C. New website launch SOON. Met with Ashleigh last week and had a massive pow-wow. See layout design
- D. Changing twitter handle. Needs to be consistency across the Brand. Camra\_YVR is super random. camravancouver is available and switch will be seamless. Will keep dummy account of CAMRA\_yvr to redirect any leftovers. All email signatures will need to be updated with new handle
  - i. look into getting a sticker for the pop-up banner, push on social media that it has changed, manual or auto reply to tweets sent to @camra\_yvr CHANGE YOUR EMAIL LINK
  - ii. Link to “measurement Canada” (one of Adam’s articles)
  - iii. Focus on education, slow burn on advocacy (FUSS does it continue?)
- E. Email signature - change from pubs and drinkers rights to - join us in support of craft beer?  
CHANGE TO: Join us in support of craft beer

#### Marketing

- a. All cool events send to [News@camravancouver.com](mailto:News@camravancouver.com) - Michelle
- b. Pushing on social media past “we drink beer” - engaging members with contests, questions, and cool things like recipes, fun facts etc.

Kerry - Home Brewing: connect with our readers, supports education

- i. Respect VanBrewers and limit home brew
- ii. Send resources and links but not our forte
- iii. Article written by someone at Vanbrewers (contact Amanda/Scott) - Check Back in April
  - No takers: reach out to members for their recipes/stories

#### NO MORE COASTERS

These are not having the effect we hope. Are people reading them at bars? Are they keeping them when we hand them out? We need to revamp our collateral. Smaller and more concise. Stickers are always good. Suggestions?

- i. Send some to Strangefellows w/Jeremy
- ii. Bottle openers - 12 cent margin
- iii. silicone beer bottle savers
- iv. window clings (CAMRA BC benefit sticker at summit)

T-shirts - Only have some Vancouver tap handle in large men sizes. I suggest a contest directly targeting the university design crowd. Prizes- \$\$\$? charitable scholarship donation and a membership?

- a. target design students at colleges, contest/portfolio push
- b. New T-shirts: focus on CAMRA BC shirt, start thinking new Vancouver shirt
  - i. order more men’s Medium BC mug shirt/ swap and/or partner with South Fraser

Marketing Calendar - Sets targets and SMART goals

Ashleigh is going to get us started on a marketing calendar. In order to maximize sign ups, we need to focus our energies on groups and not just showing up to a event and hoping to get some sign ups. Example - August-October focus on students, new people in town. Nov-Jan focus on gift memberships/renewals. Just gives us a target to move toward.

b. Ashleigh and I are going to work on a brand guide. Standard fonts, colours etc across the board = professionalism

c. Suggest April Survey to members - where do they find the value in joining us? And other questions.

i. April community survey to ALL (first question: are you an active member?)

d. Do we want an online store? - woocommerce for that or just gift and regular memberships?

i. Dan - exclusive code or link to gift

ii. Growlers - swag but maybe not merchandise (171 growlers)

iii. email blast to breweries that we can provide emergency growlers

iv. Grab a growler with your new membership at CiderWise - keep going moving forward

e. New Merchandise Brainstorm

Sourcing - David

i. Hats - toques

ii. patches

iii. wall mounted bottle openers

Kerry - broaden our beer discussions to include homebrewing in newsletter

## 11. Education - Education (Danny)

a. Education Report

i. First classes of the year went great. Craft Beer 102 and Food Pairing 101 were lots of fun.

b. Next Classes

i. Off flavours (Chad McCarthy) and On Flavours (Danny) classes for Mar 31

SUGGESTION from Shawna

- Why do we post the full video of the class online? Review beers. Check views

Suggest moving to a 2 minute teaser video to sum up the class so people will pay the \$\$ to go to the class rather than watch for free online.

-Also suggest moving to **Vimeo from Youtube**. Looks better

- Kerry - Option of Beaty Museum of Biodiversity at UBC to host an education night. They have an auditorium of 173 seats for a larger educational presentation and would love to offer up a free venue in exchange to opening it up to their members (and non-members would pay). - WE can do that

Kerry - Also option of History of Beer presenter: Richard Unger, UBC History Prof

David - 2 classes per quarter in the Tricities on the North Shore

- beginning with the 2 back-to-back meet the brewer before the cask event



- Share list of Port Moody brewers that would like to join, steward them but not run them
  - i. locations (free venues), licensing, Jeremy's outreach
  - ii. Roving education programs - educator jumps on the bus and supplements the tour
  - iii. invest in education posters/banners/promo
    - graphics focus is now available
    - move away from pencil paper and broaden education
- iv. Ramp up corporate education program - Jeremy looking into who might be interested (all staff become CAMRA members at student pricing \$20)

## **12. Sub Committees**

### **13. Advocacy**

- i. Suzanne Anton was challenged about wholesale liquor sales in the house last week. For anyone interested her answers can be found here:

[https://www.youtube.com/watch?v=qMwFRt\\_UJLs&feature=youtu.be](https://www.youtube.com/watch?v=qMwFRt_UJLs&feature=youtu.be)

### **14. Other Business**

- i. business cards - blank or named email David ASAP
- ii. communication between meetings
  - a. facebook exec group
  - b. whatsapp or slack – Slack group started March 11 2015
- iii. VCBW forecast
  - a. meeting next week Nigel and Chris
  - b. brewmaster's dinner? Education class at Steel Toad?

### **15. Meeting End 10:33 - President**