

7:12 pm Thursday April 09, 2015

Location: Shawna and David Perry's house

Meeting Minutes

Attendance:

Chair: David Perry

Secretary: Danika Strecko

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

Non Exec:

CAMRA BC:

Absent: Shawna Perry, Danny Seeton

1. Call meeting to order - President
2. review and approve last meeting minutes - Sam
 - a. Exec March 10, 2015 <https://docs.google.com/document/d/1uvG3z-47WniFFqLn8PR-hlm7U-X6DHjybOzHSa-APEY/edit?usp=sharing>
 - approved and seconded
3. Review Action Items (CAMRA Vancouver Task List) - President
 - a. inventory
 - b. How are we doing after CiderWise for inventory (memberships etc)
 - c. "Future inventory tracking will be done in hard copy form, kept in cash box at events" - YES - sheet in zipcar folder in suitcase, count in and count out
 - i. Hard copy in suitcase, added after the event, tri-cities use was successful
 1. Checked mailbox - Danika
 - a. pass "return to sender memberships packages back to Dan (forgot to bring them, get them to Dan)
 2. Schedule recurring monthly meeting date (2nd Thursday of the month)
 - a. Next Meeting: May 14 7:00pm
 - i. Arrange next meeting's location - Danny house?
 - ii. Arrange who will be acting secretary at the next meeting while Danika is away in William's Lake
 1. Sam with take over (or Renata)
 4. President Report - President (David)
 - a. CAMRA South Okanagan is getting set-up
 - i. sent them prototypes of our business cards, magnets, stickers, coasters, pencils, membership cards, and buttons.
 - ii. Sent them a case of 20 growlers as a gift. Horseshoe Bay Beer fest June 13 (included in inventory)
 1. Jeremy is attending Horseshoe Bay
 2. Frankie G's Cask for a Cause is June 13 (as well)
 3. Festive-ales with Joe Wiebe on Friday April 10
 4. GOBF Next Month
 - iii. Twin Sails - Met Clay and his brother. They say they are optimistic for a late summer/early fall opening. Told me that a lot of their long term business model is centered on packages product and selling in LrS. Aren't feeling too good with the changes in wholesale pricing models - may have to reevaluate their business focus.

- iv. Stopped in at the new Big Rock Urban Eatery - nice location, great staff, I imagine they will do very well! Got a contact with the bar manager and tasting room manager, Sabrina, there. bare Manager, JM James Pelland is a card carrying member and would be interested in arranging a discount - In touch with Jeremy
 - v. Spoke with the owner of Rocky Point Taphouse - He wants to have a CAMRA discount. Emailed him to finalize number haven't heard back yet - Business card given to Jeremy
 - vi. Tri Cities Cask Fest was a huge success. Saw a Little under 100 people in a very tight venue.
 - 1. \$289, Memberships sold 2 couples and 4 individual)
 - 2. People loved it, brewers loved it
 - vii. Comps at CAMRA event (BC summit topic) BC exec gets compt for attending other events
 - 1. No expectations, inquire and feel out response, discounted rate at Powell River event
 - 2. exec rate for events - option
 - 3. Tighter with future compts (parents etc) - what was their role?
 - 4. General policy for events: a percentage of tickets sold? Sam (vote through Slack)
 - 5. Invoice for CiderWise graphic \$600, \$35/hr charged for 18 hours, no written agreement (set hours etc.) waiting for a detailed breakdown, offer \$300 (\$450 max) - Renata will draft all outgoing invoices
5. Financial Report - treasurer (Renata)
- a. financial report - as of March 31
 - i. Income - 410414.80 (super high bc of CiderWise)
 - ii. Expenses - \$4186.42
 - iii. Bank - \$17480.32
 - iv. PayPal = 42110.45
 - v. Total - \$19690.77
 - vi. CiderWise gain or loss \$1076.00, cheques paid out today \$4721
 - b. Inquire into Custom token to prevent fake tokens
 - c. Glassware (4-5 boxes) keep selling at events, ordering more for session cask fest, Look at Canadian Vendors (non-profit discounts!)
 - i. review first three months regarding profit/loss and meals
 - 1. look at costs in terms of members money
 - 2. Get profit Breakdown from Renata
 - a. Expenses: meals and entertainment \$1600, office expenses \$1100
 - 3. Need end of month big money projects, look into charitable donations
 - 4. We can accept donations (no tax receipts)
 - 5. Upcoming costs: education events
 - 6. NEXT MEETING BIG PROJ DECISION MUST BE MADE- Slack discussion board with a budget
 - d. No requests so far for money for CAMRA BC, stuck well to budget at the BC Summit
 - i. future summits: BC pays for travel and board, different branches host (host branch pays for food) - breakdown should be received ahead of time
 - ii. We pay CAMRA BC May and Nov (~\$2500)
 - 1. \$5 of \$10 per couple membership - official stance \$5 from every membership (no matter which). \$7.50 for couples proposed
 - 2. GENERAL RULE \$5-7.50, need to run numbers (Dan looking at membership list) - \$1250 transfer more
 - iii. Expense form for new exec
 - 1. Going well, no issues, make a new blank doc, no colour
 - 2. remember to schmooze - perks perks perks
6. Vancouver 24 interview on brewing - Kerry

- a. asked to interview for CBC for advocacy, didn't take it -
- 7. Slack group charity/big proj: Charitable partner for session cask fest
- 8. Budget Update: events, monthly events...
 - a. First quarter is coming along
 - b. AGM very low cost, divert funds to expand the experience, more giving back to members events
 - c. Alibi room gives 10% off CAMRA/Community discount
 - d. Spending more money to reach more people
 - e. Exec road trip to North Van needs organizing
 - f. Trolley rental/terminal city /mixed venue, one free beer and prize give away
- 9. CAMRA BC budget requested - everyone got them completed
- 10. Transportation/taxi vouchers not addressed at summit meeting
- 11. CAMRA BC - Kerry
 - a. Summit - Kerry represented
 - i. Skyped in president of Okanagan Branch
 - ii. AGM delegate
 - 1. just one delegate will not represent Vancouver
 - 2. Society Act does not allowed a closed AGM
 - 3. BC felt attacked at Van AGM - want parliamentary rules (no shouting)
 - 4. BC will pay for hosting web services \$48/month (Ask Ryan who is currently paying)
 - 5. partitioned drive with membership (Paddy - uniform membership system. - back-end programming on back burner (website task force)
 - 6. BC is supporting new branches \$300 incentive
 - 7. Advocacy Committee: Paddy, Glen, Brian and Kerry - focus on provincial reform
 - 8. Next Summit June 21st in Penticton
- 12. Membership report - Membership (Dan)
 - a. Membership report
 - i. CiderWise 5 new , 3 renewed
 - ii. New floor plan for next CiderWise, use stage more effectively
 - 1. indiv 730
 - 2. couples 520
 - 3. total 1250 (up 8 total)
 - iii. Newest member #'s April F633 i1822 March F618i1793 net 15 couples 29 individuals
 - iv. Large percentage of dropouts are still industry people
 - 1. we want engaged members not members for the sake of numbers
 - 2. group membership for industry who organize education sessions
 - 3. Memberships online, who is their contact - Paypal goes out to a membership folder
 - 4. renewal email info should be added to improve welcome emails
 - v. Membership supplies
 - 1. welcome letters/benefits letters - NEED SOME ~100 Sam to print
 - 2. As needed office hours at 12 Kings - keep and eye out on social media for dates and times
 - 3. think of fun new welcome items - pins
- 13. Community Liaison - Community Liaison (Jeremy)
 - a. new benefits / lost support
 - i. Legacy discontinued due to new April 1st liquor pricing
 - ii. off the rail, dogwood 10%, merchants 10%, inquiring with Ninkasi about potential member benefits
 - b. Spot Lights
 - i. R&B/Howe Sound - grand re-opening support

- ii. Big Rock
 - iii. Legacy GM is looking to support us in other ways
 - iv. Central City timeline?
 - v. Upcoming dinner - announcements, expensing 50% so that Dan can represent us
14. Events - Events coordinator (Sam)
- a. CiderWise (March 21st) 1-5pm
 - i. SO GOOD. Everything went smoothly
 - ii. guests seemed very pleased, great media coverage too!
 - b. Education classes - April 28Th @Steamworks 6:30-8pm
 - i. Craft beer 101 Kai Miller ? and Beer History Ken Beattie
 - 1. 5:45-9p volunteers Kerry, David, Renata and Jeremy (if needed)
 - 2. May 26th - (Sam Away) Kerry, Renata and *Danika (its Danika's bday that day, will confirm next meeting)
 - c. Upcoming: CAMRAPALOOZA
 - i. hoppapalooza happening May 31st @Cobalt (parking lot and boxcar)
 - ii. Session cask fest will not be held at Cobalt - looking for new venue (slack group)
 - d. VCBW Closing fest (June 6-7)
 - i. working with Vanbrewers to host an education stage (share a tent between our booths), offer short classes every hour (Craft beer 101/Homebrewing 101)
 - ii. Only 6 passes per day - rotating shifts
 - e. Summer Session Cask fest
 - i. July 4th tentative date
 - ii. outdoors, parking lot, 200-250 ppl
 - f. Squamish Beer Festival - July 11
 - i. contacted them to get a booth, waiting to hear back. Anyone have a contact there?
 - ii. CRAFT BEER CRUISE - NO MULTIPLE SAILINGS - DAVID CONTACT
 - g. Whistler Village Beer Fest - Sept 16-20
 - i. working with Liam to have CAMRA discounts and education classes during the fest - TED talk style
 - ii. Per Diem, expense boarding
 - iii. More interactive CAMRA . Prizes and/or instagram scavenger hunt
 - h. Centennial Theatre Beer Fest - Sept 24,
 - i. Tastings from North Van
 - ii. Pushed back to January 2016, scale down
 - i. Events Committee
 - i. starting to take shape
 - j. Events Calendar!
 - i. BIG EVENTS EVERY 3-4 MONTHS, UNIQUE MEMBERS ONLY EVENTS, NEW MEMBERS EVENTS e.g. Hike and trip to a Brewery,beer trivia, really welcoming
15. Communications and Marketing, incl Web (Shawna rep David)
- 16.

LAST MEETING	THIS MEETING
a. Twitter - 7410	a. Twitter - 7512
b. Facebook - 2242	b. Facebook - 2270

c. Instagram - 828	c. Instagram - 887
d. Newsletter - 1601/39% 1129/56%	d. Newsletter – 2935/60%

- a. new newsletter went out. Feedback?
 - i. Promote on twitter
 - ii. Teasers are great
 - iii. More visual opening page
- b. New website launch - still working on some elements , hopefully up next month (beta to look at soon)
- c. Twitter changeover was seamless - stand up poster is semi-busted - needs a new pole
 - i. replacement sticker for twitter

17. Marketing

- a. new Merch - David has examples and pricing
 - i. Laser engraved keychain bottle opener, black
 - ii. Hats, military style unisex (\$13.23/50)
 - iii. Sunglasses, light zip up hoodie – merch group on slack, before summer beer fest
 - iv. Bottle savers - google
- b. marketing calendar - brilliant meeting Plans for new events tie in with social content calendar for tweeting and facing
- c. April members survey - going well, lots of insights. results for next meeting
- d. BC mug t-shirt order with CAMRA SO. order due in 2 weeks
- e. t-shirt design contest planned for Sept
- f. Business cards arrive Monday

18. Education - Danny (rep David)

- a. education report
 - i. off and on flavours went well, good feedback,
 - ii. up coming classes planned and staffed
- b. Meet the Brewers - Dan Helmer learned to properly tap a cask
- c. Joe Weibe is presenting - email David and forward to Danny
- d. Next meeting: education for Whistler Fest - start slack group
- e. Upstairs at Rocky Point Taphouse was a great venue for future education events

19. Sub Committees

20. Advocacy

- a. save-on-foods grocery liquor store in South Surrey
- b. SRM scale, beer pour card

21. other Business

- a. business cards- ordered and on their way
- b. Communication between meetings - Slack is working out

22. Meeting end - President 10:07pm