

7:00 pm [90 min] Thursday May 14, 2015

Location: Danny's place

Meeting Agenda

Attendance:

Chair: David Perry

Secretary: Sam Ingham

Exec: Shawna Perry, Dan Olson, Danny Seeton, Kerry Dyson, Renata Duquemin, Jeremy Noonan

Non Exec: Ashleigh [Begg](#)

CAMRA BC: Ari Dressler

Absent: Danika Strecko

1. Call meeting to order - President
2. review and approve last meeting's minutes -
 - a. Exec April 09 2015
https://docs.google.com/a/camravancouver.ca/document/d/1furZRJ4VyXK37qWvZmyWEWiZS6p9BPTXby_9fhGNg-8/edit?usp=sharing
3. Review Action Items (CAMRA Vancouver Task List) – President [5 min]
 - a. Checked mailbox – last checked May 12th. Give Dan returned mail.
1. Any mail updates – Renata (super quiet month)
 - a. Nothing but a few things for Dan and one cheque - no one owes us money
 - b. Schedule recurring monthly meeting date (2nd Thursday of the month)
 1. **Next Meeting: Thursday, June 11 7:30pm**
Starting at 7:30 works best for Kerry and Shawna
 - i. Arrange next meeting's location - Danny's Place tentatively (26 East 50th Ave - Backyard)
4. President Report - President (David) [10 min]
 - Big project to undertake? Outstanding from last meeting.
 - See Community section below
 - Craft Beer Comraderie (David wrote in NL)
 - Members have more power and sway than we might realize, so be cautious
 - Postmark Brewing meeting (Nate and Steve of Postmark)- beef is a prominent member of the beer scene airing their grievances about Postmark publicly.
 - They have been offering a CAMRA discount without our knowledge because they want to support us so we'd like to work closely with them in the future
 - CAMRA and Callister Brewing
 - Any issue with a Callister Cask at WVBF?
 - Could that be a conflict of interest with a past president's brewery?
 - Consensus - not feeling like that's a problem at all

- Vanbrewer awards and CAMRA Sponsorship
 - Been doing it for 5 years - no issues.
 - Sponsorship should be under the budget - an opportunity to support future brewers
 - Danny's suggestion: Donating a pin to second place winners?
 - David wants all of us to hold each other accountable for processing items such as this - communication is key!
- Bus trip to Powell River for Oktoberfest? October 3 & 4th weekend
 - Danny proposes a trip to Powell River (we all agree!)
 - Kills 2 birds with one stone - BC Summit happening the next day (will cut back on travel costs)
 - Can we propose the summit meeting pre-festival? Ari will be discussing logistics with presidents of other branches
- Generally, seeing great response from people from personal "presidential" email blasts. If people can't come to special new members promo education/events, they usually respond with a message saying how they are interested to join in the next one
 - Perhaps we begin doing a monthly meetup for our members(pub crawls, cask nights, etc)

5. Community Liaison - Community Liaison (Jeremy) [10 min]

- a. new benefits / lost support
 1. Biercraft - 20% off food at all 3 locations
 2. Firefly Maple Ridge - had been offering 10% off beer
 3. Beyond the Grape - 10% off craft beer classes
 4. Big Rock Brewery - 10% off food and retail
 5. Pacific Liquor Store (New West) - 10% beer
 6. Many from Abbotsford and South Fraser
 7. Wishes and Luck - Going to offer something, will figure it out
 8. Bottle Jockey doing an incentive program - in the works right now
 - Has any other branches been passing on membership benefits? Nope. Ari is on it!
- b. Spotlights

Got a ton in the works!
- c. Tri Cities Brew Club
 - i. general reception to idea of joining CAMRA
 - Seriously interested in starting a Tri-Cities branch. Members don't see a value of folding into CAMRA or having an executive (number of people is a factor)
 - ii. Problems with Golden Spike Days and exclusion of YD / Moody (who puts this on? City councillor calls the shots - Jeremy has got the name)
 - issues with being included; Golden Spike only wants to deal with Whistler Brewery (no one else is allowed to serve beer except for Whistler brewing)

- Looking for some guidance to handle this properly
- They should let the community know; let the people of Port Moody make the decision. CAMRA can't take a stance officially, members of the community should be a part and take a stand.
- Ari is happy to reach out to the community and clarify what exactly it is that we do.
- Brew Club wants to have a meeting of head honchos
- July - 2nd Tuesday of the month CAMRA can host an Education program for their monthly meeting, and show 'em what we do!
 - iii. Ribfest CAMRA participation collab (see events below)

d. Portland/US Beer Community

- breweries are willing to offer members discounts while CAMRA members visit
- Ninkasi, Gigantic, Cascade, Deschutes and Belmont Station
- Expected to reciprocate - extending memberships to the representatives of US breweries?
- Ari trying to move away from incentive to memberships because of backlash from GCBF
- Members would be paying for a membership - it's good in England, Alberta and all over BC.
- Not about benefits, but it's about advocacy and community. We're all in this together!

6. Financial highlights – Renata [5 min]

- i. Income - 4499.32 (membership and Brewery Street paid us, growlers, etc)
- ii. Expenses - \$6776.09 (CiderWISE payouts, etc)
- iii. Bank - \$12261.88 (End of April)
- iv. PayPal - \$3551.47
- v. Total - \$15813.35

New merch costs - \$390.65 for 48 t shirts - waiting for payment from SO for rest of that order \$8.14 each (sell our shirts for \$20 each)

- \$378.42 for hats - \$ 15.77 each (sell for \$20 each)
- \$2412.48 for 2500 key chains .96 cents each (one of the first big expenses of the year)
- Hats and t-shirts as assets
- Most income will be from memberships
- South Okanagan made a request for some BC Mug shirts
- Sold the rest of the growlers (all out of the BC Mug ones!)

- End of May, we will be paying our dues to CAMRA BC - about \$2000

7. CAMRA BC – update [5 min]

- a. Next Summit - Powell River - October 3rd and 4th (Will be doing Oktoberfest/members' bus trip)
- b. Ari went to Kelowna, dropped off t-shirts for SO
- c. South Okanagan
 - i. Okanagan Fest of Ale - Kim was the only one manning the booth (SO needs more volunteer support)
 - ii. Membership about 30 people
 - iii. SO needs a lot of guidance, hoping CAMRA Vancouver could give guidance to them
- d. Merch for BC - trying to design more for BC and selling more shirts (unofficial request)
 - i. Going to have a store on the website - it's on the way!
- e. Might have to take website down for maintenance
 - i. Will only affect BC and Victoria branches. Don't think Vancouver is part of the same host.
 - ii. Some confusion with cost and payment for our servers (Dreamhost is the server - do we do a yearly payment)
- f. Reminder, CAMRA BC AGM is January 30th, 2015.

8. Membership report - Membership (Dan) [10 min]

a. Membership report

This month's:

- i. 726 individual
- ii. 516 joint
- iii. Total 1242 (down 8 from last month)

Last Month:

- ii. Individual-730
- iii. Couples-520
- iv. Total-1250 (up 8 total)

- We're down because this time last year, we held session cask fest, accounting for a lot of renewals and new memberships
 - i. Newest member #'s - are we growing? 40 new members this month (with no events)
 - ii. VCBW closing fest last year - close to 60 renewals plus lots of new ones
 - iii. Renewal email info should be added to improve welcome emails, make things clearer for members
 - iv. Membership supplies (stamps, envelopes?)
 - v. Dan to train David and Danika on membership updating

vi. Membership is second tier to re-hosting the website (could transition to a new system in the future)

9. Events - Events coordinator (Sam) [10 min]

a. Education classes - @Steamworks 6:30-8pm

1. May 26th (Craft Beer 102 and Beer History 101)

a. Kerry and Renata, need one more to set-up. (Sam away)

i. Danny to arrive early to setup (make effort to get beer a day or two beforehand)

b. Hand-off education package to someone (Danny has it at his place)

c. Maintaining the Craft Beer 101 discount for the future- 2 tickets for \$15

b. Upcoming Events

1. Olympic Village Beer Crawl - Saturday May 16th, 12-4:30pm

a. Big Rock, Steel Toad, CRAFT, Tap & Barrel

b. Who's coming? Renata, David, Shawna

0. CAMRAPALOOZA (kinda) - Spoke with Nigel, working out a way to allow CAMRA members to arrive 1hr early and have a special cask.

1. VCBW Closing Fest- June 6 and 7th - scheduling executive for both days

a. Mini-education classes in collaboration with Vanbrewers

2. Postmark Pairing Dinner - Member's Only Event

a. Mid-June/July, Belgaard Kitchen and Wine Room

i. About 40 people, will open a space inside the brewery

ii. Flexible on menu, can appeal to many people

iii. Their own events coordinator & Sam will sort out logistics

3. Session Cask Festival - July 4th 12-4pm @ Steel Toad

a. Logos! Everyone loved Mr. Cask

b. Beer Judging for best in show! - Want to help? Danny!

4. Squamish Beer Festival - Saturday July 11th- CAMRA Booth(?) and bus from 12 Kings

5. Port Moody RibFest - Saturday July 11th - CAMRA to source volunteers, potential booth? (if we have a booth at Squamish, perhaps exec could volunteer to pour at Ribfest and schmooze that way?)

6. New Member's Only North Van Hike (Early August?)

a. Lynn Canyon or something easy, bus to a brewery or two for reward

b. Good chance for new members to interact with each other and exec

7. Craft Brew Cruise - August 22nd and 23rd - Reached out, nothing yet

8. Whistler Village Beer Festival - September 16-20

a. CAMRA to play BIG part this year (education events, pre-fest scavenger hunt, sponsorship and prizing)

b. Liam is VERY into the idea of a Sea-to-Sky branch, has got lots of people in mind for executive.

c. Will be pouring a cask of Callister's Real Ale

Plans for the Fall/Winter:

1. Member's Only Event in November (eyeing Strange Fellows)
 - a. Similar to CAMRA X Brassneck - no nonsense beer tasting and food
 2. Member's Only New Year Beer Crawl (January)
 - a. Pub crawl or brewery crawl
 2. CAMRA BC AGM - January 30th
 3. CAMRA Vancouver AGM (Feb 21st)
 4. CiderWISE - Mid-March
 - a. bigger and better than ever!
10. Communications and Marketing, incl Web (Shawna) [15 min]

LAST MEETING	THIS MEETING
a. Twitter - 7512	a. Twitter - 7604
b. Facebook - 2270	b. Facebook - 2318
c. Instagram - 887	c. Instagram - 957
d. Newsletter - 39.2%/2956	d. Newsletter – 34% opens - 2957 people

- a. 2nd newsletter went out. Feedback?
 - i. Mobile-friendly hard to read (Ari)
 - ii. Lots of links to external articles, slows things down
- b. Survey Response
 - Great feedback, helps with transition period between executives
 - We should send one out each year to see how exec is doing
- c. Marketing - standing sign needs replacing in next year
 - Instagram summer long contest
 - Share where you're drinking BC beer, use the hashtag (#drinkBCbeer)
- d. new Merch -
 - i. Hats - ordered - 12 brown, 12 black
 - ii. Got a quote for tote bags - super expensive
 - iii. keychains orders - handing out standards
 - iv. CAMRA BC shirts have arrived
 - v. Sold rest of growlers to Dogwood
- e. Business cards distributed
- f. How to not like our own page - FB
- g. New committee member - Jill
 - External events
 - Will be there on Saturday for the beer crawl
- h. New website - Benefits page and logins for feedback (Ashleigh)

Will give us each logins

11. Education - Danny [10 min]
 - a. Education report
Kai is into CB 102 -
June 30th - Chad is confirmed for Off-Flavours
Talking with Tak for English Ales (cask-conditioning)... lead-into Session
Cask Fest
Move outside of Vancouver for Summer education classes (North-Shore for July
and Port Moody for August)
12. Sub Committees
13. Advocacy
 - a. Come through liquor review
Consensus - breweries and people are kinda pissed off but not much will come
from it in the future
 - b. "MOAR ADVOCACY" - is the response from the survey
14. other Business
 - a. Societies act meeting June 4th 9am-12pm \$100/person
 - i. Who are we sending/paying for?
Danika to volunteer?
15. Meeting end - President 9:40pm