

7:15 pm [90 min] Thursday June 18, 2015

Location: 12 kings Pub

### Meeting Minutes

Attendance:

Chair: David Perry

Secretary: Samantha Ingham

Exec: Shawna Perry, Kerry Dyson, Renata Duquemin, Jeremy Noonan

Non Exec: Ashleigh Begg. Jill Pasquayak

Absent: Danika Strecko, Dan Olson, Danny Seeton

1. Call meeting to order - President
2. review and approve last meeting's minutes - approved & seconded
  - a. Exec May 14 2015  
<https://docs.google.com/a/camravancouver.ca/document/d/16SpbS1BK3lj5e4gcfXz5bM7uwYyY6gCfTe07mmaoKik/edit?usp=sharing>
3. Review Action Items (CAMRA Vancouver Task List) – President [5 min]
  - a. Checked mailbox – last checked June 10th.
1. Any mail updates – Renata (super quiet month)
  - a. Nothing except handoffs to Dan at VCBW
  - b. Schedule recurring monthly meeting date (2nd Thursday of the month)
    1. **Next Meeting: Thursday, July 09 7:00**
      - i. Arrange next meeting's location - Danny's Place?
4. President Report - President (David) [10 min]
  - Big month on the advocacy front. Numbers from The liquor reform have been released, wasn't positive. I wrote a piece for our members calling them to action. Have received people responding since.
    - Members wanting to be involved
    - Stuart works hard to get to the government
    - Bravo Beers has received an 81% increase since April 1st. Not over yet.
    - Many breweries are feeling it out and re-adjusting after a little bit of time has passed
  - The BC Executive has sent a letter to the office of Suzanne Anton expressing our displeasure with the liquor reform. Letter was signed by all the branch presidents.
  - Would like to have a discussion around advocacy campaigns. Our members have asked us for a stronger presence on the advocate front, these reforms are opportunities to do so but we can't drag our feet. Possible campaigns that I've been mulling around:
    - Boycott BC Liquor Stores

- As this is the arm of the LDB, attacking it head on is an option. The unfortunate thing is we could be seen as attacking the people that work in the stores, instead of the government. So we need to be clear that our beef is with the government, not the people.
  - It's a negative thing to boycott BCLs, how about promoting shopping local?
  - Government is looking to dissolve BCLs and focus on distribution - that's the plan with the liquor reform.
  - "Fill your growler campaign" - buy directly from breweries - does that cut out the middle man?
    - cheaper for breweries as taxes on draft are cheaper than selling bottles.
- Host a "Letter writing evening." After discussing with the BC Executive, we are learning from past experience and not using form letters. In the past, we saw that form letters get no response from the government, As such, we have called people to compose their own letters to Suzanne Anton and their MLAs. The problem is a lot of people (and some have written in to tell me) that they don't know where to start with their letters. Maybe we host an evening at pub or community centre and draft out letters with our members, hitting the major talking points, and helping them be effective.
- Along the same vein, I am working on a "how to draft your letter article." I am trying to get it done so it can be posted on the CAMRA BC site.
- Awareness campaign and stand outside BCL stores and give information to people who are interested?
  - form letters vs. emails?
  - David writing a piece for others on how to write a letter and send it to government
  - Infographic to post around town/online telling people what's happening and how to act on it.
  - Letter writing party seems to be the most effective thing
    - how many people are we going to get out by making a last minute letter writing campaign?
    - Potential to make a youtube seminar and have David Eby involved - social media could be the best way to do this.
      - Reach out to Darren - need a quick turnaround
- Other BC level stuff
  - A discussion was had about calling for volunteers and if CAMRA is "sanctioning" certain events by making a call for volunteers for them. Ultimately, the policy is CAMRA doesn't recruit volunteers for events that are "for profit." But as Community members we can leave the info available in our social media/newsletter to have people contact festivals/groups/companies directly if they wish to be involved.
    - want to maintain our reputation

- still able to promote on social media & allow people to apply and decide for themselves.
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- Ari is trying to have a stronger focus on the societies act and what BC's responsibilities are on that front. This is stemming from a member who wanted to join our organization and was curious how we were meeting societies act requirements. Sounds like we will be working with Chad McCarthy who is a former VP of CAMRA YVR and a lawyer. He is heavily involved in this stuff so he will most likely be working with them for this.
  - BC wants to re-do all the by-laws and start looking at changing them by their AGM.
- Tri-Cities branch is moving ahead nicely. Jeremy has been working closely with Ari to try and get this set-up. There are some obstacles, as can be expected, but we are confident we could have something established in the next few months. Biggest priority is equipping them for success so we don't see them fall down the same path as the Fraser Valley Branch did.
- Had a good meeting with Danny and Sam regarding education. Biggest issue is people are not attending like they used to. Why that is, isn't totally clear. We imagine it has a lot to do with the venue and the content being the same.
  - July - Terminal City Touring program
  - July - tri-Cities Cask Fest Cask Education program prior to the fest (like our meet the brewers one.) July 19th
  - August - Vancouver Brewery Tours Program
  - September - Whistler Village Beer Fest (Sam)
  - September - Cider 101 / 102 - Txotx
  - October - Thanksgiving Pairing at Big Rock Brewery (with Brewmaster, Head Chef and Chester)
  - November - Traditional/Experimental Beers at Hearthstone
- We are hoping that we can rekindle people's interest in our education programs by offering something slightly different in the coming months.
- I would like to see a stronger focus on the Corporate Education program. This is easy money for CAMRA and doesn't require much work on our part. Start thinking about pubs and restaurants with sizable staff that can learn about taps, beers, casks, whatever! I have a few of these in the works and am hoping that we can get a few done before summer is over. I will be reminding our members in the next newsletter that they can let establishments know that CAMRA offers this program and they should let us know if they are interested.
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## 5. Community Liaison - Community Liaison (Jeremy) [10 min]

- a. new benefits / lost support

1. Value-On (Marpole) - 5% craft beer
2. Whole Foods Cambie Pretzel Deal for month of June - not seeing much movement
3. Brew Street benefit is 15% off food
4. Darby's is 10% off beer
5. Bottle Jockey 10% off singles of cans and bottles of craft beer
6. Inquiring with P49, Strange Fellows and various breweries in Portland about potential member benefits
7. Denman Liquor: 10% off craft beer

Port Moody to offer an offset on licensees and vendors

- not for public consumption until end of August when they take it to vote.
  - 25% to vendors and licensees, promoting growth in the community
  - looking for support from more government representatives
    - People applying in Port Coquitlam are having problems
- b. Spotlights
- Callister coming up shortly
- c. Tri Cities Brew Club
- i. June 11 Meeting
    - Not really an organized meeting, will we see that reflected in CAMRA?
    - Individuals themselves are definitely fit to be leaders in the community.
    - Brewclub and CAMRA are not one in the same, its usually the first thing people are concerned about.

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6. Financial highlights – Renata [5 min]

- i. Income - \$2875
- ii. Expenses - \$3290.23
- iii. Bank - \$12690.24
- iv. PayPal - \$2624.02
- v. Total - \$5954.61

shouldn't be spending it on frivolous things  
 want to invest in something that will give us a return  
 perhaps replace the standing banner?  
 Collateral - like promotional/advocacy material  
 Ashleigh to design them.

VCBW profits and costs - gas, mats, lunches, tokens = \$160  
 - one shoplifted hat -15.77

- profit 1698.15

7. CAMRA BC – update [5 min]

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

a. Membership report

This month's:

Individual: 722

Family: 546

Total: 1268

Last Month

- i. Newest member #'s: i1885. f655
- ii. 40+ signup/renewals at VCBW. About 1/2 renewal, 1/2 new members
- iii. David and Renata now know the basics of the membership system.
- iv membership “go-kit”
  - i. Do we have a second label printer? Do we need to purchase a second one?
    - I believe Danika has the second printer. Is it in the storage locker?
    - ii. What other materials do we need to set up a membership table at an event?
      - Blank membership cards - Dan should have all of them. None in the storage locker.
      - Labels. There should be some in the extra printer, and I also have a lot at home.
      - Laptop or other electronic device that can connect to printer. Memberships can be processed from smartphone/tablet as well.
  - v Who should house the “go-kit”
    - Backup printer lives with Danika or David, who will take over membership if I die.
      - Kerry wants to have several ‘go-kits’ with a banner and a printer and square reader.
      - Shawna will own making the kits.

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

- a. Education classes - @Steamworks Uber Room June 30th, 6:30-8pm
  1. Off-Flavours 101
  2. English Ales 101

- Sell tickets to Session Cask Fest at the education classes as English Ales 101 is a great lead-in to the event!
- Could use another push to get people coming. We've sold about ½ the tickets

**b. Recent Events**

- i. Olympic Village Beer Crawl - Saturday May 16th, 12-4:30pm
  - a. So much fun! Members old and new had a great time and they are taking advantage of the benefits we offer
- ii. . VCBW
  - a. Awesome time! Feedback on how the scheduling went would be appreciated.
  - b. Thanks to everyone who volunteered!

**c. Upcoming Events**

1. Session Cask Festival - July 4th 12-4pm @ Steel Toad
  - a. SHARE SHARE SHARE! Word of mouth helps so much!
  - b. Coming along swimmingly, we have about 27 beers to pour! Need volunteers, please ask your friends and have them contact ME so I can plan accordingly.
  - c. Member's email blast?
2. Squamish Beer Festival - Saturday July 11th- CAMRA Booth confirmed and bus from 12 Kings in the works
  - a. Bus is \$750 to Thomas, thinking of selling round trip tickets on EB for \$15 or selling tickets the day of for \$20 cash if not sold out
  - b. Thoughts? SQBF bus is \$25, and probably way less fun than ours
  - c. Final vote: NO on the bus.
3. 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?)
  - a. Who is volunteering for what?
    - i. Boys to Ribfest and Girls to Squamish
    - ii. Waiting on email from SQBF
4. Wishes + Luck super keen to do an event with us - suggested a member's pub crawl down Commercial Drive with them as the first meeting spot.
5. Craft Brew Cruise - Happening! 2 people per cruise, will be offering CAMRA discounts!
6. Whistler Village Beer Festival - September 16-20
  - a. Education events happening Friday, September 18th
    - i. Hops 101 - 4pm (Danny)
    - ii. Cider 101 - 6pm (Txotx guys!)
  - b. Will be pouring a cask of Callister's Real Ale at the main event.
    - i. Following up with Liam - can we drink behind the table?

**Plans for the Fall/Winter:**

1. Delta Burnaby - WitchCraft event (Friday, October 30th)

- a. Appealing to older, suburban crowd with an approachable craft beer event at the hotel.
  - i. 6-8 breweries in the ballroom with a dance floor and band/dj
  - ii. Themed event with encouragement to dress up! Prizing potential
- 2. Strange Fellows Member's Only Event in November
  - Similar to CAMRA x Brassneck event, laid back vibe, good beer and good food.

Moving to Ticketzone for events?

Talked to the rep, Allen, and he offered us discounts on printing (custom wristbands, tokens, tickets)

Can offer same cost to us as EB currently.

10. Communications and Marketing, incl Web (Shawna) [15 min]

LAST MEETING	THIS MEETING
a. Twitter - 7604	a. Twitter - 7671
b. Facebook - 2318	b. Facebook - 2404
c. Instagram - 957	c. Instagram - 1048
d. Newsletter - 34% opens - 2957 people	d. Newsletter – 34% opens, 2969 people

- a. Newsletter.
  - i. CAMRA Calendar reminder 5 days in advance. All articles due by the first Tuesday of the month
  - ii. Kerry
    - a. Newsletter articles
    - b. give a week notice that the newsletter comes out - homebrewing thing is awesome,
      - Instagram summer long contest. Share where you're drinking BC beer, use the hashtag (#drinkBCbeer). Tickets to something, or brewery prizepack?
      - Budget up to \$500
- b. HUGE response to the advocacy stuff online. HUGE.
  - 4000 views on facebook - 1000 people went to website
  - Executive and volunteer shirts to be priced out for easy approachability.
- d. New website -
  - i. Feedback?

section needs an overhaul, it's all old stuff from 3 years ago.

ii. Hosting expiring in August, continue with same plan?

Renata to talk to BC about whether they are paying for us in the future or using them instead of an independent host?

iii. July 15th is the date for website launch

12. Sub Committees

13. Advocacy

a. Ari going to Victoria to confront them in July

14. other Business

a. Societies act meeting June 23<sup>th</sup>

i. No longer listed as a workshop :( - Danika signed up for emails about future workshops

ii. LET'S ALL HANG OUT AS FRIENDS SOON

15. Meeting end - President