

7:36 pm - Thursday July 09, 2015

Location: Danny's place

Meeting Minutes

Attendance:

Chair: David Perry

Secretary: Danika Strecko

Exec: Shawna Perry, Renata Duquemin, Samantha Ingham, Danny Seeton

Non Exec:

Absent: Dan Olson, Kerry Dyson, Jeremy Noonan

1. Call meeting to order - President
2. review and approve last meeting's minutes - approved & seconded
 - a. Exec June 18 2015
<https://docs.google.com/a/camravancouver.ca/document/d/1CaTmwpGJMjNm2V9Tmji-xgxikiF41n3dnnn7j6p5vg/edit?usp=sharing>
3. Review Action Items (CAMRA Vancouver Task List) – President
 - a. Checked mailbox – last checked July 5th.
Any mail updates – Danika

Next Meeting: Thursday, Aug 13 7:00

- i. Arrange next meeting's location - Danika's (byo-chairs)
4. President's Report - President (David)
 - Whistler housing arrangement
 - Limit of 10 people
 - renting it in CAMRA's name
 - 8/11 exec
 - partners - \$40/night per person
 - adding spots with no additional cost to CAMRA
 - Motion for second room RD - seconded SI DS
 - booking a room Sam/Renata
 - A lot of positive response from advocacy pieces that have come out recently
 - People are sending Kerry and I the responses they are getting from letters
 - lots of comments and views on Kerry's last piece
 - Kerry and David to meet with a (self proclaimed passive) member who has a background in Government relations and is hoping to help us out a little bit.
 - still planning a meeting
 - In talks with owner of Marquis wine cellar who was inspired by my piece about what WCL Kerrisdale is doing and he wants to do something to be involved. Not sure what yet.

- Planning a meeting in the next 1-2 weeks with David
- Had an interesting email from Mike from YD - Someone from tricities brew club is spreading nasty rumours so we need to maintain the high road.
 - Jeremy and David dug around and found the source of the rumours used to reduce for CAMRA in the area
 - Flags noted to CAMRA Vancouver and CAMRA BC
- Spoke with Alina at Craft Beer Market - Caskapalooza is coming on _____ and they want CAMRA to be involved again in terms of educating the staff about cask beer and tapping it before the event.
 - Tuesday Aug 11th 4-8pm (Danny and David) ~20 breweries still unknown
 - Tapping and education 3-3:30pm
 - Danny for Cask Education
 - Ninkasi Brewmaster's dinner on July 28
 - Suggesting a Corporate Education night

5. CAMRA BC – update (David)

- Meeting with Ari and Megan next week to discuss cross branch signups
 - signed up a member (originally from CSF) who now lives in Vancouver
 - no other branch signs up people for other branches, we tell people where their local branch is available
 - there is no system to provide this service
 - shared drive document
 - meeting can strive to make this policy
 - on the agenda for the BC summit
 - Concerns about overlapping jurisdiction with geographically close branches

6. Community Liaison - Community Liaison (Jeremy)

- a. new benefits / lost support
 - i. White Rock Kahuna F&C 10% off the enter bill with a purchase of a craft beer
 - ii. Granville liquor store 10% off all beer
- b. Spotlights
 - i. Postmark and Callister
 - ii. Advocacy forward piece
- c. Tricities on hold after squabbling

7. Financial highlights – Renata

- i. Income - 4041
- ii. Expenses - 1398
- iii. Bank - 12999.96
- iv. PayPal - 4040.45
- v. Total - 17040.41

SCF

- i. Liquor Licensing, partnering does lose profit but reduces upfront costs
- ii. take home \$800, profit ~\$300 (costs like printing, t-shirts, volunteer food)

With membership. First six months transfer to camra BC due

- i. Email from Ryan that it was requested by the end of June, defer to Dan before moving forward
 - how do we estimate a list?
- ii. owe around half our membership list as an estimate

8. Membership report - Membership (shawna)

LAST MEETING	THIS MEETING
Individual - 722	Individual - 688*
Family - 546	Family - 455*
Total - 1268	Total - 1143*

*not sure what method of totalling Dan usually uses. I exported to an excel and counted the rows for each membership type. There were errors in this process as some couple memberships did not export both persons

- i. Need clarification on how member counts and fee payments work (family memberships)

213 members expire before Sept 30 - reminders!

147 have expired and not renewed since April 30, doesn't look like most were sent reminder emails. Perhaps David can send a personal one?

a. Membership "to-go kit" update

- i. Secondary kit ready to go, second printer found and works

- waiting for a USB plug
- everything the suitcase has but in fewer number, in a dufflebag

Handing out full membership packages at events, envelope with welcome letter, coaster, sticker etc, instead of just the card.

- Supported!
- new letter needed with no benefits list mentioned
- stuff additional envelopes during exec meetings or separate get-together

- Renewal thank you letter for returning members
Action - members backend needs complete overhaul: after new website launches?
- when Dan returns meeting with David, Dan, Ashleigh and Peter to make a game plan and assign roles
- number of hours needed for membership/frequency - can we divide them amongst other exec
- 45 memberships sent out!

9. Education - Danny

a. education report

- i. Tricities cask fest July 19, no education this time
- ii. Brewery Tours
 1. Questions and Inquiries
 2. look into Wild Side
- iii. August
 1. Aug 11 education at CRAFT
- iv. Sept/Oct
 1. Big Rock pairing, Thanksgiving themed
 2. Cider 101/102 - contacts needed
- v. Nov
 1. experimental vs traditional (Hearthstone)
- vi. Dave Bridger (sp?)

10. Events - Events coordinator (Sam)

a. Recent Events

i. Session Cask Beer Festival

1. Went well, could have used more help on Steel Toad's side
 - a. understaffed, opened upper floor on short notice - learning experience
2. Feedback is much appreciated - I could always improve
 - a. Stunning venue
 - b. persue doing it again next year
 - c. setting up all the casks was super appreciated (Howe Sound, Big Rock Josh)
 - d. Fall cask fest? Real Ale w/pins, members only
 - i. members mild mixer
 - ii. first week of November (8th)
3. People enjoyed the beer and the breweries were impressed that everything was set up for them already!

b. Upcoming Events

1. Squamish Beer Festival - July 11th (12-6pm)
 - a. Shawna and Renata to represent!
2. Port Moody Ribfest - July 11th (11am-9pm)
 - a. David, Ashleigh, Jeremy to rep a booth and do some pouring duty.
 - b. Could use one more person?
 - c. Gave them Saturday for the CAMRA booth and Jeremy to pour on Sunday (if you still can?)
3. Postmark Pairing Dinner - Tuesday July 21st 7pm (tentative time)
 - a. Great menu! 4 dishes, \$75 (with a bonus cask for the guests) price includes tax and **tip**
 - i. **should do this more in the future**
 - ii. Tickets back with eventbrite to get them out (July 10)
 - b. Will set up a table in the brewery
 - c. They were a little late in giving us the menu for the newsletter so hopefully they can deliver social media advertising on time
4. Craft Brew Cruise (August 22nd and 23rd) 2pm and 4pm sailing
 - a. Giving us a table for all 4 sails - will begin to schedule now.
 - b. Doing a member's only promotional code for discounts on tickets!
-Little late for promo code, can we suggest extra drink tickets like last year - (shawna)
5. 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!)
 1. work with developing the presentation
 - b. Will be pouring a cask of Callister's Real Ale at the main event.
 - Have we checked the legalities of this yet? (shawna)
 - insurance and liabilities
 - Is Jeremy willing to pour?
 - deadline: July 31st

Summer Plans:

1. Vancouver Canadians Game - group rate
 - a. Sunday, August 9th- 5:05pm? - yes for Sunday
 - b. Mondays/Tuesdays at 7:05pm?
2. Member's hike - hold off
 - a. Saturday or Sunday in August with a trip to Bridge Brewing on the way back.
 - i. Hire Thomas or use transit?
3. CAMRA endorse and MC
 - a. Friday October 30th
 - b. 25% of the ticket sales, booth, logo

Moving to Ticketzone for events.

11. Communications and Marketing, incl Web (Shawna)

LAST MEETING	THIS MEETING
a. Twitter - 7671	a. Twitter -
b. Facebook - 2404	b. Facebook -
c. Instagram - 1048	c. Instagram - 1117
d. Newsletter – 34% opens, 2969 people	d. Newsletter – 31% 2964 people

- a. DrinkBCbeer contest underway - still need suggestion for one prize
 - i. try it on your own instagram
- b. Running low on stickers, reorder? same same
- c. Out of shield buttons - deplete old mug logo buttons (150) before ordering new
- d. New website - July 15th Launch - looking good?
 - i. try it out, login in, click stuff - Do it it the next 48 hours
- e. Ashleigh working on prototype for new collateral (like coasters but not coasters)
- f. Jill too busy to continue assisting - good-bye
 - i. hello Julianne?
- g. Craft beer passport?
 - i. inspired by Bellingham passport
 - ii. talk to breweries, get a stamp, earn some merch like a glass
 - iii.

Other

Newsletter- Dates, deadlines, communication and conflicting commitments (Danika)

- No entries after Monday night. Must be in by Monday. Time has been set aside in Shawna's schedule to put it all together for Thursday.

12. Advocacy - Kerry

- a. Next steps on Advocacy front
 - i. Getting interested individuals motivated and supported

13. other Business

- a. LET'S ALL HANG OUT AS FRIENDS SOON
 - I. Paintball
 - II. Dreamscape escape room
 - b. What's Brewing (hard copy paper) Zoomer members would like to work to start this up again.
 - i. we need to purchase the name
 - ii. moving it to an e-magazine
 - iii. Paul Morris (sp?)
Historic CAMRA story night
14. Meeting end 9:35pm- President