

7:28 pm - Thursday Aug 13, 2015

Location: Danika's Place

Meeting Minutes

Attendance:

Chair: David Perry

Secretary: Danika Strecko

Exec: Shawna Perry, Renata Duquemin, Samantha Ingham, Dan Olson, Kerry Dyson, and Jeremy Noonan

Non Exec: Ashleigh Begg

Absent: Danny Seeton

1. **Call meeting to order** - President
2. **Review and approve** last meeting's minutes -
 - a. Exec July 09 2015
<https://docs.google.com/a/camravancouver.ca/document/d/1cpDPpPU6m4S7qbmhE2X8pDT04RWIXIU4mT34E2aSsJs/edit?usp=sharing>
3. **Review Action Items** (CAMRA Vancouver Task List) – President
 - a. Checked mailbox – last checked Aug 7th.
Any mail updates – Danika (bank statement and return memberships)

Next Meeting: Thursday, Sept 10 7:00p

- i. Arrange next meeting's location - Kerry's Place
4. **President's Report** - President (David)
 - Met with a member who is a former political staffer and he was very concerned with our perceived NDP focused partisanship.
 - More of a BC Thing
 - Suggested less antagonistic approach (see CAMRA BC update)
 - Offered to help us set-up a meeting with the powers that be if needed.
 - Would be interested in writing an article
 - approaching government, appeal process
 - Met with Alex from BC distilled - he would like to start a BC Spirits advocacy group like ours.
 - Spoke a lot about CAMRA's structure.
 - Said I would discuss a community spotlight on his efforts once he is off the ground for exposure.
 - Would be interested in attending our next meeting (Sept 10) if possible.
 - Extend invite for Sept 10th approved
 - Community expansion article went out last week. Wanted to talk a time to talk a little bit about that effort and what it looks like.

- we are widely spread, we have focused on places such as Port Moody and Squamish but other locations get little to no attention
- Not currently working with SF they have been referred to SF CAMRA
- Reached out from Tricities and New West
- Invest time and money into the communities, run events with them (eg. education events) once several events are successful hand the reigns over and support them opening a branch.
 - K - How do we connect these people?
 - R - we should set strict guidelines for how they work with us
- Create a framework make clear what we are looking for/expectations. We are choosing them and they are representing us. Executive support
 - K pre-plan what the transition from exec support to a new branch
- Assemble a team that will head this up
 - David, Renata, Jeremy, Sam, Kai** and Meagan **
**email
 - Timeline: 2 month goal for having it off the ground by the end of 2015
- We must work closely with the support team. Keep encouraging CAMRA BC to be involved in policy creation.
- Where does this leave us for communities that requested a branch? Ask Ari, CAMRA BC decision. **Revisit Port Moody decision.**
 - **Re-open:** who would be involved?
- Trying to set-up some mid-year meetings with everyone to talk about what has worked, what hasn't in the first 6 months. I feel like we all kinda have some legs under us... so good work everyone!
 - YAY we are all still here!
- Membership database: Ashleigh and Dan database getting

5. CAMRA BC – update (David)

- Currently have a letter out to CAMRA BC board for approval to send to Coralee Oakes (the new MLA in charge of liquor reform.) Waiting on that.
 - That letter also being CC'd to Naomi Yamamoto, Todd Stone, and Heather Deal (city wide liquor review in the works) as they are strong Beer advocates within the BC Liberal party.
- Paddy is travelling to the Sunshine Coast to talk about starting a branch

6. Community News - Community Liaison (Jeremy)

a. new benefits / lost support

- Old Abbey %15 of growler fills, 10% of merch and \$1 off growlers
- West Coast Liquor Store %5 off craft beer
- Denman 15% off everything? 10% beer
- Doans 10%

- Darby's 10% off beer there and at bitter tasting room
- Marquis wine cellars 10%

b. Spotlights

- Denman
- Nigel pending

7. **Financial highlights** – Renata

- i. Income -
- ii. Expenses -
- iii. Bank - 20685.14
- iv. PayPal - 1867.29
- v. Total -

- session cask \$3980, learn for next year
- check for whistler look at expenses
- what can we keep? (not profit)
- under on education
- good investments in t-shirts and banners
 - ~ First six months transfer to camra BC due
 - ~\$2000
- help anyone set up their square accounts
 - Kerry, Sam etc

8. **Membership report** - Dan

LAST MEETING	THIS MEETING
Individual - 688*	Individual - 698
Family - 455*	Family - 522
Total - 1143*	Total - 1180**

** - 40 Amendment in total membership number Sept 10

Calculate final number for payment to BC, Check July minutes for numbers

- a. 1000 membership cards ordered – ready for pick-up
- Experiment on improving renewals
 - Rewrite renewals email
- Transferring memberships
 - Vote at the AGM
 - Renew at the AGM

- No BC policy on wanting to sign up with Vancouver after being made aware of other branches
- We can facilitate them signing up for other branches at our events
- Really need to revisit this with CAMRA BC

9. Education - Danny

- a. education report
 - i. corporate education events
 - ii. working with Kai
 - iii. Dublin Gate on the to-do list
 - iv. Nick at CRAFT would like to get everyone educated
- b. Asked to run a bachelor party education class – weird but cool
- c. Big Rock JM great room for education events
 - i. Heavily focused beer chem. Class
 - ii. Thanksgiving beer class
 - iii. Cooking with beer

10. Events - Events coordinator (Sam)

a. Recent Events

1. Squamish Beer Festival - July 11th (12-6pm) Renata and Shawna
 - a. Shawna – talked to locals, promoted a potential branch
2. Port Moody Ribfest - July 11th (11am-9pm) David, Jeremy
 - a. David – attendance was great, first day very strong
 - i. Members only VIP porta potty?
 - ii. Very excited community and city council
3. Vancouver Canadians Game - Aug 9 (3pm-8pm)
 - a. Fun times! Saw lots of new faces and got to know a bunch of people
 - b. Will try and be more assertive when it comes to who exactly can come. (Members brought non-member guests)
 - i. You MUST (all parties) have a valid membership – list consequences for not having a valid members
 - ii. Plus one?
 - c. Planning for a Commercial drive pub crawl/brewery crawl OR bus trip to a bunch of breweries
 - i. More events like these! Keep costs low!
 - ii. Another New Members event (eg. Bus tour)
 - iii. Main Street crawl – second week of Sept

b. Upcoming Events

1. Postmark Pairing Dinner - August 25th, 7pm
 - a. Cancelled - they're going through a transition of their brewers and won't be prepared.

2. Craft Brew Cruise (August 22nd and 23rd)
 - a. Tentative Schedule:
 - Saturday, August 22nd, 2pm - Danika and Sam
 - Saturday, August 22nd, 7pm - Kerry and Ashleigh
 - Sunday, August 23rd, 12pm - David and Dan
 - Sunday, August 23rd, 5pm - Danika and Julianne
5. Whistler Village Beer Festival - September 16-20
 - Got a 2nd Apartment for Friday-Sunday. Awesome spot, super cheap!
 - Will Callister have a booth at WVBF?
 - Lets talk rides? **Sept meeting**
6. Yaletown Cask Festival - Saturday, September 26, 11:30am
 - Wants us to have a booth there & source volunteers.
 - Anyone interested?
7. Powell River Bus Trip - Oct 3-4
 - \$100-130 (bus, ferry and event ticket) and 50% off for exec, billeting?
 - Set aside ~25 tix for members and exec
 - Who wants to go?
 - Dan, Renata *
8. BC Cider Week/UBC Beaty Museum Anniversary Party. Saturday, Oct 17th, 7pm
 - We've got a booth. Good way to start interest in CiderWISE 2016.
 - Mock up flyer to promote CiderWISE (Ashleigh)
9. WABE - Engineer Education Night - Tuesday, Oct 20th
 - 120 Engineers at Vancouver Curling Club as team building event. Expecting about 40 people interested in a Craft Beer 101 class.
 - Can we bring in our own beer for the education event
10. WitchCraft - Friday, October 30th w/Delta Burnaby
 - No interest with breweries so far. Will continue to reach out.
 - Can they buy kegs and get volunteers to pour
 - Set a point at which we have to back out: **Sept 1st**

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

LAST MEETING	THIS MEETING
a. Twitter -**	a. Twitter - 7812
b. Facebook -**	b. Facebook - 2502
c. Instagram - 1117	c. Instagram - 1213

d. Newsletter – 31% 2964 people	d. Newsletter – 55% open 1322 3151 34% open
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** sorry I am missing these from last month's minutes. - DS

- a. Thank you cards available in storage locker
- b. Stickers - Need new ones, small ones not available from vistaprint (too small anyways), recommend 2"x2" squares with proper branding from clubcard – YES
 - i. Tattoos for Whistler
- c. Two new horizontal banners now in, stored in locker, treat them kindly
 - i. Throw out old ones
- d. CAMRA computer fixed, ready to go for events
- e. Google Nexus tablet fixed, not quite ready to go, we still have iPad
- f. Found more buttons so we should be ok between new and old for sometime
- g. Still looking for branded, fitted table clothes, usual supplier can't do it
- h. T-shirt order placed and shirts now in
- i. Students push for back to school
 - i. Meet with IQ2000
 - ii. Coordinate for t-shirt contest

Web

- A. New website launched! Still some dead links, please click around to find where they are and send to Ashleigh :) also let us know about any broken images, areas to be updated, etc.
- B. Hosting is up August 18, need to decide on which package to move forward with. Options: 1 year - \$119.40 (\$9.95/month), 2 years - \$214.80 (\$8.95/month), 3 years - \$286.20 (\$7.95/month).[CAMRA BC has said going with 3 year is fine.]
 - a. Go ahead for 3 years
- C. Membership system. Currently looking at ways to better integrate the system into the website (members only area, more accurate reports, etc).
 - a. Free version is solid
 - b. Connects with mailchimp
 - c. Does it integrate with printing?
 - d. Working in membership numbers
 - e. Do we need membership numbers? Consistent better than emails
- D. Website needs a BIG content update, lots of out of date/incorrect info. See task list to come.
 - a. Check your email for a task list they will be assigned

12. **Advocacy** - Kerry

- a. Meetings!

- i. Cynthia (Masters thesis)
- ii. Jeremy and FOIPA – small sections to address things every 2 weeks or so
- iii. Lawyers are getting involved and on board
- iv. Ari – BC and Advocacy need to restart BC Advocacy committee, Vancouver writing on behalf of BC for now
- v. Hop Hunter – community spotlight on BC Craft (video vignettes) 30 second CAMRA spot in each episode
- vi.

13. Other Business

- a. DP- got in touch with the paintball place that I have discount coupons for. We can try and set up a time to go for cheap :) Details forthcoming!
 - b. Bring Kai to exec ask him about his schedule
- 14. Meeting end** - President [9:28pm]