

7:12 pm - Thursday Nov 12, 2015

Location:

12 Kings

Meeting Minutes

*some names have been redacted for privacy

Attendance:

Chair: David Perry

Secretary: Danika Strecko

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

Non Exec: Ashleigh Begg, David

Absent:

1. **Call meeting to order** - President
2. **Review and approve** last meeting's minutes -

- a. Exec Oct 08 2015

- <https://docs.google.com/a/camravancouver.ca/document/d/1OT2zuqInaXk0SL9bH5rfYDkNpNvhldtSq52H5wkRrMI/edit?usp=sharing>

- motion to pass the minutes - Sam

- seconded – Jeremy

- all in favour – All

Motion to Appoint Kai Miller as our new Education Liaison – Dan

Seconded - Kerry

3. **Review Action Items** (CAMRA Vancouver Task List) – President

- a. Checked mailbox – last checked Oct 28.

- mail updates: bank statements – Danika

- b. **Next Meeting: Thursday, Dec 10 7:00**

- i. Arrange next meeting's location – Kerry's

- c. BC/Vancouver CAMRA Beer awards – David **continued to Dec**

- d. Did the expense total from the Oct meeting include Whistler expenses? - Renata

- e. Cask purchases update/conclusion - Jeremy and Renata

- f. Are all additional Whistler room costs collected - Sam and Danika

- g. Is a bus a feasible/appropriate purchase for CAMRA events? - Renata

- h. Reach out to 2000 member, Alana Grew with gift and thank you invite to event - Dan and

- Shawna **cont to Dec**

- i. 2016 shape of the Exec - everyone

4. **President's Report** - President (David)

- Had a meeting with the Donnelly Group regarding Partnership moving forward.
 - Constructive
 - questions about how does it benefit them as a business?
 - Interest in hosting events with us
 - Contact with Trevor
 - Honouring discounts when members present their cards
 - They want to know what our initiatives are for 2016 (is FUSS continuing? Left open)
- Some tension with [REDACTED] on FB. Has taken issue with our T-shirt contest.
 - Concern that we aren't respectfully working with graphic designers
 - Point Person: Ashleigh Begg (has worked in the industry)
 - Contacted Glen and reached out to [REDACTED]
 - Glen and Ari support the contest
 - Please keep screenshots and report any future points
 - We deleted the comments from our page because they were aggressive and negative
- Had a good conversation with [REDACTED] about being involved. Plan to set him up with Sam shortly once he gets all settled in his new jobs.
 - He is very busy and can lend his expertise
 - Great contact between us and the Donnelly Group
- Update on YVR relationship with What' Brewing.
 - Sat down with Paul at the BC beer awards
 - We will give them social media exposure
 - David will do a piece on them in the upcoming newsletter
 - Previous articles are still available for reference in the archives on the website

5. **CAMRA BC** – update (David)

- a. Advocacy
 - i. Ari is interviewing someone for this position to be reviewed by the BC board. Seems very keen
 - 1. Waiting to here if it goes through
 - ii. We are currently investigating venues for the AGM in Victoria in January.
 - 1.
- b. BC/Vancouver CAMRA Beer awards **cont to Dec**

6. **Community News** - Community Liaison (Jeremy)

- a. new benefits / lost support
 - Jake's liquor store in Port Moody (Burrard Public House)
 - Rocky Point in port Moody 15% off the entire bill
 - European Beer tours (10% off the tour) more info coming
 - Richmond Liquor Store 10% off Craft Beer
- b. Consolidating CAMRA BC benefits to be sent to Ashleigh

7. **Financial highlights – Renata**

a.

LAST MEETING	THIS MEETING
Income - 2150.44	Income 2488.52
Expenses - 1689.65**	Expenses 2330.69
Bank - 15931.23	Bank - 14876.11
PayPal - 1240.34	PayPal -2477.26

** does this number include Whistler expenses?

a. **ACTION ITEM Renata** - expenses clear as cheques clear - we run account on a cash basis, not on an accrual. Essentially until it enters, leaves the bank account it is not in the accounting.

i. This month's expenses include whistler

b. Cask purchases?

i. **ACTION ITEM Jeremy - update Renata on cask purchase**

chq given to Adam Chatburn i/a/o \$1200 for 8 casks

c. pending items:

-BC membership cheque - delivered/received/not cleared

-waiting for refund of damage deposit from Whistler big house - still

-need to connect with Sam and Danika about fees for non exec whistler rooms

Sam and Danika

-need to collect any cash payments from Van Dusen/ Hops Connect

d. future bus tours :

Look into insurance and storage for a bus?...ACTION ITEM Renata

- School bus for sale \$1000 runs on propane

- Insurance needs to be tied with BC level

- Overall no

8. **Membership report - Dan**

LAST MEETING	THIS MEETING
Individual - 680	Individual -692
Family -462	Family -466
Total - 1142	Total - 1158

*Down on renewals

* new membership program to boost numbers

- Reach out to 2000 member, [REDACTED] with gift and thank you invite to event ACTION ITEM Dan and Shawna cont Dec

9. Education - Kai

- a. Education report
 - i. Taught a class for WABE
 - 1. Party group but positive interaction
 - 2. Everyone got memberships although many don't live within our boundaries
 - ii. Regular classes
 - 1. Went well but low attendance
 - 2. Classes lined up for Nov
- Claire for science of beer

10. Communications and Marketing, incl Web (Shawna)

LAST MEETING	THIS MEETING
a. Twitter - 7903	a. Twitter - 794
b. Facebook -2576	b. Facebook - 2649
c. Instagram - 1311	c. Instagram - 1417
d. Newsletter – 2 days 303209	d. Newsletter – 32.5% record high

- a. t-shirt contest is underway
 - i. no submissions so far
 - ii. closes end of Nov
 - b. Hoodies - where are we
 - i. \$33.35 unit price (thicker zipped hoodies)
 - ii. \$43.45 for more expensive with taxes
 - iii. Brand recognition vs profit
 - iv. Can we move them?
 - v. Quality makes them wearable
 - 1. Go with thinner (bella) one and sell for a loss at \$40 (order of 36 units)
 - 2. Motion: 36 units of Bella sweaters \$1365.65
- includes all set up fees for both branded images - passed

Comment [1]: Amend hoodie total price with tax \$1495.38 - Dec 10

- a. Design and price TBA
 - i. Mug on front and crest on back
 - ii. Making profit on upcoming cask event
 - b. Motion Shawna
 - c. Second Kerry
 - d. Passed (1 abstained for concerns on merchandising operating at a loss)
- c. Clings going out - please update doc when you drop one off
 - i. Claim and update spreadsheet (in green)
- d. Membership Pin/growler sock
- e. David and I going to Bellingham to meet with Tap Trail people
 - i. Giving Shawna and David a tour on Tues Nov 17
 - ii. 18 K to work with them looking further into partnering with them
- f. Online store for 2016 cont
- g. Meet Dave!
 - i. Yay!
 - ii. Working on newsletter content
 - iii.
- h. Staples program
 - i. Business account!
 - ii. Printing or ink
 - iii. Go through Shawna and Renata if you want something ordered

Web

- a. Gift Membership System
 - Holiday gifts!
 - Fill out the form
 - Up and running for Nov 14 (fingers crossed) needs to be linked to paypal
 - Ashleigh will receive purchase emails and forward new member to Dan
- b. Ciderwise!
 - i. All promo materials designed and printed
 - ii. Meeting with Ashleigh's contact Josh
 - iii. Event slated for Feb 13
 - 1. 60% done: square, posters, pop up banners etc wool!
 - 2. 14 vendors to invite
 - 3. \$1200 to run
 - 4. Asking if untapped wants to sponsor it
 - 5. Promo through Sam at Gluten Free expo (Jan 16-17)
 - 6. Updated brochure that guests receive as they enter
 - a. Kai and Ashleigh to update copy and add more education info
 - b. Meeting with Sam and Danika to support volunteers

11. Events - Events coordinator (Sam)

- a. Recent Events – **6 events in 7 days!**

1. BC Cider Week/UBC Beaty Museum Anniversary Party. Saturday, Oct 17th, 5:45pm
 - First kick off promotion for CiderWise
 2. Cask Meetup @ 12 Kings - Sunday, October 18th, 1-5pm
 - very quiet about 5 participants
 - will move away from these events in the future
 - 3. WABE - Engineer Education Night - Tuesday, Oct 20th.
 - membership mailing party to get large influxes of cards out - TBA
 - 4. Education Class - Thursday, Oct 22nd 6:30-7:30/8-9
5. Van Dusen Year of Beer
 - new group of attendees (older demographic)
 - sold about 6-7 new members
 - Difficult to have only one person
 - minimum 2
 - must commit "staff" before we commit to the event
 - contact with Hailey for future events
 5. BC Beer Awards - Saturday, October 24th, 4-9pm.
 - sold memberships and some hats
 6. Hops Connect Cup - Saturday, November 7, 2-8pm
 - Kerry sold a lot of memberships
 - promo for CAMRA Trivia night

b. Upcoming Events

7. No-Nonsense Cask Meetup Sat Nov 14 at Boxcar, 1-5pm.
 - i. 80 people have RSVP'd
 - ii. CAMRA to be paid back by Cobalt after the event
 - due to credit issues we will front the money for the casks
 - take turns staffing the table
 - Gift memberships at the event
8. IQ 2000 trivia night Tuesday, November 24th at Koerner's Pub, 8pm
 - Koerner's giving free 1oz samples in between each round of trivia. Wants us to talk about each beer/brewery a little bit.
9. Education classes moved to 3rd Thursdays of the month
 - except Nov 26th! Science of Beer 101 with Claire Wilson of Dogwood

Upcoming Prospects

1. Vine & Hops Tours
 - a. Want to work together on a tour like our #missiontomission, could work as a quarterly trip
 - b. \$74/person for a 3hr, 3 brewery trip (pretty expensive)
 - i. Offered proceeds to us but instead we could give that money back to the customers and lower the cost
2. Coffee & Beer festival inquiry.
 - a. Breweries team up with local coffee roasters and offer it as an event (cask potentially)
 - b. We can have a table but we would not host it

FYI - I won't be very available in Dec & January (work and planning the big events)

2016 Events

1. CiderWISE - Saturday, Feb 13th, 12-4pm.
 - a. Meeting with Josh to help with event
 - b. Promotional materials timeline
2. AGM - Sunday, Feb 28, 12-3pm
 - Need to start thinking about location, duties, etc.
 - Duties such as powerpoint
 - Location: Big Rock
 - CAMRA awards – **Dec meeting ACTION Item**

12. Advocacy - David

1. Kerry is updating the Website on our actions
 - talk to BC and work with the new advocacy person
 - Individual pages/links for past campaigns
2. Jeremy's FOIPPA
 - 75% through records
 - 3 out of 4 case law examples. Looking for one more aiming for January
3. BC Level advocacy person

13. Other Business

- Whose running next year? any candidates to start grooming?
- Vantage Point Consultant (Danika)
 - Strategic Planning half day workshop
 - have CAMRA BC and Vancouver Exec involved for maximum benefit
 - Kai – I move that CAMRA Vancouver pay half \$450 of a half day seminar with CAMRA BC if they commit to meet us and pay the other half
 - 2 abstained
 - Passed
 - **Date and decision by Dec meeting**
 - Plan for before CAMRA BC AGM
 - potential dates
 - AGM Jan 20th
 - January Appreciation meeting **Dec meeting**
 - Central City?

14. Meeting end 8:46pm