



# Fairtrade Edmonton Steering Committee Meeting Minutes

April 23, 2014 6:15pm-7:15pm  
Chancery Hall, 8th floor - 3 Sir Winston Churchill Square

## Attendees

|                   |  |
|-------------------|--|
| Michael Kowalenko | <a href="mailto:michael.kowalenko@edmonton.ca">michael.kowalenko@edmonton.ca</a> |
| Heather MacKenzie | <a href="mailto:mackenzie.heather@gmail.com">mackenzie.heather@gmail.com</a>     |
| Anita Lunden      | <a href="mailto:lunden@telusplanet.net">lunden@telusplanet.net</a>               |
| Ken Bracke        | <a href="mailto:brackek@shaw.ca">brackek@shaw.ca</a>                             |
| Michael Zelmer    | <a href="mailto:mmzelmer@gmail.com">mmzelmer@gmail.com</a>                       |
| Valantina Amalraj | <a href="mailto:valantinajoseph@gmail.com">valantinajoseph@gmail.com</a>         |
| Andrew Gillese    | <a href="mailto:agillese@gmail.com">agillese@gmail.com</a>                       |

**Distribution:** Attendees, Michael Kalmanovitch, Christine McMeckan, Elauna Boutwell

## Meeting Minutes

- **Introductions**
- **Fairtrade Edmonton Intro**
  - History of Fairtrade Town Status
    - Refer to the Fairtrade Edmonton announcement press release attached
    - Refer to the Fairtrade Edmonton proposal that was issued to City Council attached
  - Committee responsibilities & draft bylaw review
    - Refer to the attached draft bylaws for the Fairtrade Edmonton Steering Committee
    - *Feedback:* Section 1.1, for the definitions section, consideration to be given for Fairtrade vs. Fair Trade to allow for more inclusivity in the wording
    - *Feedback:* Section 4.1, meeting frequency - if the constitution is written to meet once a month it may be difficult to achieve throughout the year; perhaps it should be written that the Steering Committee meet four times per year at a minimum
  - Media Outlets <http://www.fairtradeedmonton.ca/>
    - facebook: Fair Trade Edmonton, twitter: FEdmonton



- **Opportunities**
  - Goals brainstorm
    - Event Collaboration
    - Increased Awareness (a lot of people still don't know what Fairtrade is)
    - Pool of Speakers (to know who we can draw from as presenters for events)
    - Business Relationships (increased)
    - Stay away from being an organization to keep things simple
    - Increased awareness that there's lots of Fairly traded goods (sports equipment, ..)
    - Increased awareness of other Fairtrade principles, such as fair to the environment
    - Engage major supermarket chains to put the FT products more spread out throughout the store (not a specific Fairtrade section); idea being Fairtrade products sell more if not in a specific section
      - Fairtrade has little hangars that you can put on the shelf to highlight FT
    - Focusing on front line sales is certainly relevant - though need to ensure that we stay true to the principles of Fairtrade on a grassroots level
    - Just Christmas venue potential collaboration with Fairtrade Edmonton / using a City of Edmonton venue
    - Pursuing the Fringe Festival to go Fairtrade
    - Pursuing the University of Alberta to go Fairtrade
    - Collaboration with other organizations
  
  - Strategies to accomplish goals
    - Create an inventory of what resources are available
      - Willing volunteers
      - Presenters
      - Financial Resources
      - Organizers
      - Skills
      - Etc.
  
  - Collaboration with other organizations
    - Habitat for Humanity
    - YMCA
    - Just Christmas
    - Engineers Without Borders
    - Make Poverty History
    - Other Fairtrade Town Steering Committees (other cities)
    - National organizations
    - Etc.
  
- **Next Meeting Scheduled for June 4th, 2014 @ 6:30pm**
- **Next Meeting to be held at Ritchie Mill Building – 10171 Saskatchewan Dr.**



- **Questions and Answers**

- **Q1:** During the Fairtrade Edmonton campaign, for the community awareness / lobbying efforts, who was involved?
- **A1:** Many volunteer and community members were involved, MPH, EWB, WUSC, Ken was involved with Catholic Schools, Ten Thousand Villages has been involved with making the products available, Michael Zelmer gave a ton of support from Fairtrade Canada who also approved the application.
  
- **Q2:** What is the difference between Fairtrade and Direct trade?
- **A2:** Direct trade vs Fairtrade: Michael Z there is a lot of misinformation on it, FT in the US was built as Fairtrade certified by Fairtrade US – as a result direct trade was born. Direct trade is similar to Fairtrade. Ten Thousand Villages has the longest standing relationship with Fairtrade as any Canadian company. Direct trade is very similar to Fairtrade.
  
- **Q3:** Is Fairtrade Edmonton a formally registered group?
- **A3:** No it is not.
  
- **Q4:** What is the role of the City of Edmonton with the Steering Committee?
- **A4:** Improved commitment and relationship with Fairtrade and other Fairtrade Committee members
  
- **Q5:** What is the role of the City of Edmonton with the Steering Committee?
- **A5:** Improved commitment and relationship with Fairtrade and other Fairtrade Committee members

## **Meeting Minutes**

Meeting minutes published on the Fairtrade Edmonton website

<http://www.fairtradeedmonton.ca/>