



3.Fair Trade Edmonton Steering Committee Meeting Minutes

July 30th, 2014 7:00pm-9:00pm
Chancery Hall - 3 Sir Winston Churchill Square

Attendees:

- 🌐 Michael Kowalenko michael.kowalenko@edmonton.ca
- 🌐 Heather MacKenzie mackenzie.heather@gmail.com
- 🌐 Andrew Gillese agillese@gmail.com
- 🌐 Elauna Boutwell 2elauna@gmail.com

Meeting Minutes:

🌐 Shortlisted goals from meeting #2 - Expanded:

1. **Encourage the purchase and use of FTC sport equipment in schools & community leagues.**

Discussion:

- a. *We need to create a list of all the types of available sports equipment*
- b. *We need to create a list of all the vendors in Edmonton and major suppliers that sell FTC sports equipment.*
- c. *The city purchases sports equipment- can look into switch to FTC.*
- d. *There are many community associations who may be logical partners such as soccer and hockey associations since FTC soccer balls and pucks exist.*
- e. *Consider approaching Tim Adams (CBC radio morning) about the use of FTC sports equipment. He heads up some neat community rec. leagues for newcomers and those who can not afford to participate in organize sports.*
- f. *Sport Check may be a chain to approach. Andy had a vision about Sport Check making the switch.*



STEPS: Sports Equipment

1.) Create lists

- What kinds of FTC sports equipment exists?
- Where can we get FTC sports equipment?
 - Local sales
 - Manufacturers
- Who would be good allies in this venture? What types of groups should we approach? Who in the organization is the decision maker on these issues?

2.) Start meeting with sports leagues, the city of Edmonton, schools, sport store vendors, etc.

2. Business Associations

Discussion

- a. *Need to define what we want to do with the business associations.*
 - i. *linking up with them*
 - ii. *educate about what is available*
 - iii. *encourage them to buy/add to their inventory*
 - iv. *create a percentage that businesses need to reach to become a “fairtrade buis”*
 - v. *encourage them to be more visable about their purchasing (especially if they are purchasing ethically – mentioned Duchess purchases ethically but does not advertise it)*

3. World Fairtrade Day (host an event/promote someone else’s)

Discussion

- a. *WFT day is the second Saturday in May every year.*
- b. *A list of worldwide events at: <http://www.wfto.com/>*



- c. *One idea is to have a chocolate hunt for kids (like at Easter, but not necessarily on Easter. Could have it in City Hall, have the Mayors kids participate)*
- d. *Work with councils hired event planners*
 - i. *Correction: these don't really exist.*
- e. *We should get the city to make a proclamation of the day*
 - i. *Alayne Sinclair is the person probably to speak with about that.*
- f. *Captain Fairtrade should show up*

4. Encourage Festivals & Events to switch coffee/tea to FTC.

Discussion

- a. *Encourage Edmonton Folk Festival to become MORE Fair - totally Fair - and get their model so we can recommend it to others.*
 - i. *Talk to Terry Wickham – right after folk (mid august)*
 - ii. *Folk's coffee, tea, and volunteer shirts are FTC.*
- b. *Target Interstellar (talk to them in September)*
- c. *Target Fringe – (Side note: Andy's brother does a show called Scratch - check it out) (talk to them in September).*
- d. *Film Festivals @ Metro (if metro already does FTC then it should be an easy win to have their film festivals FTC). (Side Note: Heathers mother is doing "got a minute" videos in the LRT stations)*
- e. *The City Clerks office would have a list of all the festivals in Edmonton, we could obtain this list then send out a carefully prepared pitch to them all about how great it would be to make the move towards FTC and a list of available products.*



Notes from General Discussion:

- Need to form a decision making structure
- It is important to be aware of language (and intent). Enforce vs. Promote and Influence.
- Use university students to do some leg work this fall like to check in with vendors about what they sell, make sure our lists are up to date.
- Fair trade chocolate hunt on Easter
- Need to create a message and a pitch before meeting with people.
 - o Remember to remind people that the CITY is doing it, not just you, it is bigger. It can be a powerful, persuasive message.

- Do we add small ft to our list of sports equipment, etc?
- Having an extensive FTC catalogue would be sweet. Does one exist already? Could we create one?
 - o Fairtrade finder on the Fairtrade Canada Website, but not very exhaustive.
- Members of the group view sourcing completely differently. Michael tells his source he wants an item – they find it. Vs. a consumer side (where in town can individuals find products), vs. how do we find where local stores can buy from (finding sources for our sources)
- Captain Fairtrade should perhaps acquire a more gender neutral name.
- Find a day that can be consistent each month for our meetings. Suggestion: last Wednesday of every month.
- We should have an end of year wrap-up to celebrate our achievements.



ACTIONS ITEMS:

➤ Elauna

- upload meeting minutes to website.
- **and others** – figure out how to get rid of the old website, and optimize the new one in google!
- update the FTC chart – add websites where FTC goods can be found as well as local sources.
- figure out who to contact in Interstellar and arrange a meeting for October (ish).
- will do the re-application form.

➤ Michael

- will contact larger organizations such as the Uni procurement.

➤ Heather

- can contact the smaller organizations like community leagues that Michael is not.
- create a pitch and will bring it back to our next meeting to refine
- talk to Dan about Fringe and Metro to find out who we should talk to about making the FTC switch.

➤ Andy

- email Sean and Ethical Ocean about list of sports equipment available, manufacturers & vendors.
- will ask Ahmed if he will contact Elaine at the city.
- will email Terry from Folk to arrange a meeting. Once Andy gets a date,



he will doodle poll it to us, then who of us can meet him – pick his brain about what he does, how they can become better, etc.

****Next Meetings: Sept 24, Oct 29, Nov. 26. ****

Tentatively last Wednesday of every month