

Fair Trade Edmonton Steering Committee

Meeting Minutes

Sept 23, 2014 7:00pm-9:00pm

Chancery Hall

Attendees:

- 🌐 Andrew Gillese agillese@gmail.com
- 🌐 Anita Lunden lunden@telusplanet.net
- 🌐 Elauna Boutwell 2elauna@gmail.com
- 🌐 Ken Bracke brackek@shaw.ca
- 🌐 Michael Kowalenko michael.kowalenko@edmonton.ca

Read through last meetings minutes

1.) SPORTS EQUIPMENT:

- a. Andy has worked on creating a list of distributors.
- b. Michael K. also looked.
- c. Ten thousand villages sold soccer balls at world cup time.
- d. Andy will continue to work on the list.
- e. Others please keep your ears open also about ft sport equipment.
- f. Point – lots of the producers are small, therefore if we are looking for large quantities then we may have trouble...it can take them a long time to create.
- g. However, can maybe make requests of products to create from smaller producers.
- h. Need to be aware of quality. Will they work for the league's needs?
 - i. Can we get references? Someone who has been using this equipment for a while that can vouch for their quality.
 - ii. Good to avoid a trial period ourselves if possible – but may be necessary.
 - iii. Try the ft balls as practise balls – not game balls.
 - iv. Get a couple balls and give them to high-end players to kick against the wall a bunch of times and let us know what they think. Quick test period.
- i. Steps same as last meeting:
 - 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:

- a. The only business association that Anita is familiar with is the Old Strathcona association.
 - i. They have an emphasis on why Whyte Ave is different than the mall – how to keep it that way.
 - ii. Because of the Farmers Market there is a focus on Local.
 - iii. Don't want too many bars, but some, to maintain atmosphere.
 - iv. We need to think about what we can offer them. How do we help them attract people (and compete with 124 st).
 1. What CAN WE offer them??
 - v. Who is already there?
 - vi. Old Strathcona really likes Ten Thousand Villages, they are a model citizen that are highlighted often.
 - vii. Want to attract families
 - viii. Not THAT many stores that actually sell FTC currently
 - ix. Associations that may be good fits: 124 ave, down town, 118 ave (revitalization, and small businesses).
 - x. Structure of Old Strathcona's Business Association:
 1. Three employees of Old Strathcona's Business Association.
 2. Board made up of business owners.
 3. The businesses pay into it.
 4. It is kind-of like a little town council (they deal with problems like traffic, fights, etc.)
 - xi. Anita can approach the General Manager to ask him what he thinks about this.
 - xii. Seasonal promoting of FTC (especially chocolate)
 1. Christmas/Easter/Halloween goodies, etc.
 - xiii. Why would FTC be a draw?
 1. Strathcona the heartland of Alberta left
 2. Pride in it
 3. School kids' education – associated to school lessons
 4. Vote with your dollar mindset
 5. Chicken and the Egg – demand and supply – for the businesses. The City can create a demand – businesses have to respond to demand. How do we play that line? How do we start the cycle?
 6. The strength of Old Strathcona, 124, etc. is that they offer something different.
 7. People at Old Strathcona are not there for a deal. They are there for a day out, to find a specialized product. It is a special trip, not a daily run.

8. Protect the atmosphere of Whyte Ave (if it all turned into bars what would happen to it?)

3.) WORLD FAIRTRADE DAY:

- a. Ten Thousand Villages very behind this
 - i. Store opening happened on World Fair Trade Day
 - ii. Had coffee supplier come in and talk to people
 - iii. Partner with a Kings College event (seminar, etc.)
 1. College students out by May
 - iv. Elementary and High schools that Ken has connections with
 - v. Churches – will request Ten Thousand Villages to serve coffee in the lobby – coordinate to make a big event with multiple supporters.
- b. Princess Theatre could be a venue on whyte to use (Andy has connections through brother). Opportunity to have a big party.
- c. City Proclamation probably doable.
 - i. Maybe should submit a draft to the mayor
- d. Ten Thousand Villages can invite artisans through their connections to do presentations.
 - i. How can we maximize their time? If they are invited from afar, we can use them at multiple venues.
 - ii. Cost share to make it affordable.
 - iii. Have a City of Edmonton presentation
 - iv. Next meeting we can talk about topics we would be interested in, and then Anita can help us think of appropriate guests.
 - v. Topic Ideas:
 1. Skeptism of FTC – how do we prove it.
 2. Have the administrative level of Ten Thousand Villages speak about what are challenges, options, etc.
- e. Next meeting, think of other events that can go along with this.
- f. Old Strathcona Buisness association has been promoting groupings of stores.
 - i. Princess, plus ten thousand, plus a couple restaurants. “an ethical Saturday outing”
- g. Everyone start floating the World Fairtrade Day idea in their circles, see what oppportunities present themselves.

4.) FESTIVALS:

- a. We are having a meeting with Terry from Folk
- b. Meeting with Terry Oct. 2nd – next Thursday @ 7pm. Meeting spot?
 - i. Meet at Wild Earth Café
- c. Interstellar – Elauna called and emailed, no response.
- d. Need to have a criteria to make festivals ethical.
 - i. Folk may help set the metrics of Festivals
 - ii. Need to think about it holistically. The workers here need to be treated fairly – they are a part of the production line as well.
 - iii. Switch from FTC to fair trade.
- e. Can we certify other organizations and businesses? What is the extent of this certification thing?

NOTES:

- Need to find someone from Kings to represent on our committee. They are an active college.
- Ten Thousand Villages could pull together list of people who have requested speakers to find potential supporters.
- Should get support from Student groups at the UofA again.
- Build momentum from one event to the next. Fairtrade Day, to Fringe, etc.
- Need to clean up and ratify the constitution.
- Thought – have a large meeting once a year (or quarterly), have everyone – all constituents interested in fair trade attend and help steer the direction.
 - Advertise the meeting on our website – free food – attract people.
- Constitution help from FT Canada possible?
 - Should probably be consistent, no?
- Pitch with Terry:
 - when was this decision made for Folk to go Fair?
 - how do you supply?
 - how did you go from a regular festival to a ftc festival?
 - Can we get more ftc in the Folk?
- Signing of the annual renewal
 - Need to ask if everyone wants to be a part of the committee still
 - Write names correctly

ACTIONS:

ANDY:

- Work on the list of FTC distributors/manufacturers.
- Approach the Princess about using their space for a couple hours.
- Ask EWB (both chapters) about getting involved

ANITA:

- Approach Old Strathcona Association about their support of FTC. How open are they to FTC and what could their support look like. Get a better feel for how to best pitch the idea officially to them.

MICHAEL:

- Approach Alayne about getting the city to proclaim World Fair Trade Day in Edmonton.
- When talking to Alayne ask about a list of festivals in Edmonton.

KEN:

- Approach: Micah centre at Kings, what kind of support can they offer, how involved do they want to get?
- Ask kings about their student groups that may be interested in joining us.
- Greg at ATA

ELAUNA:

- Change meeting minutes – Elaine to Alayne Sinclair. (3E).
- (3d.) – Work with hired planners – Michael thinks these do not exist.
- Call interstellar again
- Ask robin about her connections to the Fringe.
- Elauna will take a look for the updated constitution draft and/or ask valantina for the updated document with Ken's suggestions. Then send to Michael to massage.
- Ask Fairtrade Canada for model steering committee constitutions.
- Contact the UofA students groups. Wusc & MPH. Get reps for this meeting.
- Find out if people want to be taken off the list before sending Annual Renewal
- Send updated annual renewal for approval to group
- Separate the Michaels – and spell names right.

HEATHER:

- Talked to Dan at the Fringe??

EVERYONE:

- Meeting Oct 2nd – 7pm at Wild Earth.

NOTE: Agenda item for next meeting – Constitution.

Next Meeting October 29th