

**Executive Director Report**  
**July 10<sup>th</sup>, 2017**  
**Pls. note beside titles – Decision and/or Review**  
**Required by BOD members**



**Financials – Decision – Motion Required**

***FDFA 2016 Audited Statements – Motion Required***

Over two weeks ago, the FDFA sent out via email to the Board the 2016 audited statements for review, comment and approval with a deadline. There were no comments by the board, but to meet the audited process, a formal motion is required to be noted in this set of minutes. It was required that the FDFA distribute the audited statements before the end of June 2017 – in which we complied.

A request for motion on these statements will be asked during our Monday, July 10<sup>th</sup> teleconference.

**Government Relations – for review – no motions required:**

The GR Committee recently met via teleconference on June 27<sup>th</sup> to discuss key GR topics, some of which were highlighted during the open discussions at the Semi-Annual meeting. Pls. see a summary of the topics/outcomes.

***B117 – Sales Stats***

- Given the recent formal communication from CBSA that the sales stats collection/distribution would be ending most likely in a year's time, the GR Committee discussed the importance of creating a private stats forum that the FDFA could facilitate.
- Recommended ACTION: Abe noted creating a secure cloud based system
- Since we will be asking the members for permission to collect stats relating to general advocacy stats i.e. employment, and tobacco, Laurie will update the MOU to reflect the permission to collect other stats for potential sales stats distribution by the FDFA.
- The FDFA would send this to non-members as well – for consideration by Board

***Tobacco Sub-Committee – Collection of Stats***

- Simon Resch who leads the tobacco sub-committee, discussed some of the key questions to operators relating to stats which included the necessity to collect unit sales not gross sales, also breakdown of regional tobacco i.e. sticks going out, who is American vs. CDN customers, etc. The sub-committee will also work with the tobacco companies to retain information at least five years out.
- Overall, the Tobacco Sub-Committee will meet at the end of July 2017 to formalize the key questions for the GR and Board to review.

**Draft Memorandum of Understanding & CBSA Live Meeting**

- The FDFA office put together a draft of the MOU for the GR Committee's review that was agreed upon at the recent semi-annual meeting.
- **ACTION:** The GR Committee has requested an update to the MOU to reflect additional stats be requested for future sales stats collection by the FDFA since CBSA is disbanding this process.
- Since the April FDFA/CBSA live meeting in Ottawa, it has been agreed upon to have a live meeting bi-annually in the same format. **ACTION:** Laurie to contact CBSA to assess what Fall dates would work and then begin working with the GR Committee/ Board on requested agenda items.

### **Semi-Annual GR discussion follow up on National Liquor Discussions - review**

- During the recent Semi-Annual meeting under the Open Discussion portion, the topic of national liquor issues was raised. Specific members were discussing issues surrounding supplier pricing, etc. and it was recommended that the GR Committee consider facilitating a Fall teleconference with one duty free representative from each province to discuss potential national liquor issues and/ or supplier issues with liquor i.e. pricing?
- The GR Committee reviewed, and it was recommended that we simply place as an agenda item at the November Operator's meeting to discuss if there is any exchange of information required.

### **2017 Semi-Annual Conclusion Information (RCC/Overall Meeting Survey Results/Budget vs. Actual) – for discussion at board teleconference.**

- At the end of May 2017, the FDFA facilitated the 2017 Semi-Annual in Mississauga at the Sandman Hotel – in conjunction with the RCC STORE Conference.
- The FDFA distributed out post surveys on all aspects of the show, and ALL FDFA Members completed the survey. No non-members completed, even though they were sent a survey.
- The board has been provided consolidated survey results for their review, budget, etc.
- RCC Conference – Over 60% of our FDFA Operators have noted that we should consider investing in aligning Semi-Annual with their conference in future. Other mentions considered lobbying day in Ottawa. Not a priority for board to make decision now, should consider in Fall 2017.
- Highest rated presentations at the Semi-Annual Ops meeting were Tania Lee's Strategic Convention proposal followed by L.Karson's Hotel presentation. Lowest rating was CBSA's. All documents/presentations were immediately posted for all members reference following conference.
- Budget – the overall cost was \$15K – we were \$230 over budget. This was a result of extra graphics for larger presentations than originally anticipated. Slightly over on A/V.

### **Strategic Convention Committee Update – ACTION to Potentially Strike a new committee**

- The Strategic Convention Committee recently met via teleconference to conclude their meetings – since the mandate of the committee was met.
- One critical area that was identified was the logistic challenges associated with the proposed format. L.Karson/A.Boucher completed mock up appointment schedules of key operators (specifically reviewing the schedules of those members who attend solo or with only one buyer – there are approx.. 8 of these member types i.e. Simon Resch, R.Caria).
- As part of this analysis, the FDFA recommended to the Committee that we move one of the group presentations i.e. Bacardi to the afternoon since the original schedule would have the other liquor buyers who were not presenting and the fragrance houses with no meetings for the entire morning of Monday of the convention schedule.
- If we move i.e. Bacardi to the afternoon, this will allow for other liquor/fragrance companies to engage in other appointments and free up the solo operators for more time during the overall convention.
- **ACTION: See Strategic convention committee new format schedule. This does not deviate from the proposal or concept but recognizes the important changes required.**
- **New Committee Mandate – see separate report that requires board review and action. On board page under Strategic Convention Committee.**

### **2017 Convention Committee/ Gold Standards Update – review and action:**

- The FDFA Convention Committee recently met in Montreal to conduct extensive suite and hotel tours, etc. for the upcoming Montreal November show.
- Gala dinner will tie into Joie de Vivre theme and will be an upscale French Bistro menu and décor. Working with event planners and Imperial on the roll out.
- Gala tasting in Montreal with Imperial scheduled for beginning of September.

- L.Karson has begun sponsorship calls and secured all Gold Standards, Imperial, PMA, TIAC and will continue this process for the next month.
- Committee working on volunteer scheduling/budget, convention directory, etc.
- News Release of Convention has been completed, and is being mailed out and convention is officially launched – registration.
- Gold Standards 2017 package is available for board reference. Removed the National Marketing Integration award given that is not relevant this year.
- **Recommendation: If no comments – FDFA launching week of July 10<sup>th</sup>.**
- **ACTION: Abe to update on his discussions with ATM supplier as to whether this is a potential revenue stream or valuable for the FDFA to consider further. This is noted from previous action of board discussions.**