



Draft Minutes - Board of Directors
March 3rd, 2017 – 1:00pm to 3:00pm (EST)

Teleconference

Item #	Description	Action
1	<p>Call to Order The meeting was called to order by Abe Taqtaq at 1:00pm sharp. Attendees: Simon Resch, Abe Taqtaq, Tania Lee, Cam Bissonnette and Laurie Karson.</p> <p>Absent: Philippe Bachand</p>	<p>Motion for approval of March 3rd, 2017 agenda, draft minutes of Feb. 1st, 2017: motioned by Tania Lee and seconded by Simon Resch. All members voted in favour. No opposition.</p> <p>Motion for approval of BOD 2017 Calendar of meetings, Committee listings and respective Cmte Chairs: No amendments requested. No opposition. Motion by Cam Bissonnette and seconded by Simon Resch. All approved.</p>
	<p>Government Relations</p> <ul style="list-style-type: none"> • The board reviewed the extensive report of recommendations provided by the newly formed GR Committee. • These recommendations included a detailed analysis of a potential Road TRIP 2018 initiative. This analysis includes reviewing potential accommodation component as part of a rebate package. L.Karson to meet with Hotel Association President to assess interest and report to GR Committee. Further analysis is being conducted to identify if the program should be expanded to airports or specific airports within the pilot, to not only expand GR reach/advocacy, but to create more of a wholesome program to include the air traveller which is a question asked previously by most stakeholders and political representatives. Once GR Committee has reviewed findings, they will decide on whether Road TRIP is an initiative that they want to recommend to the board. • Further recommendations included the development of a sub-tobacco committee led by Simon Resch and more proactive meetings with CBSA on non-regulatory issues to ensure a more consistent approach and provide more insight, better relationships and create a platform for communications, should regulatory or serious policy issues arise. 	<p>ACTION: GR Committee meeting again on April 4th and L.Karson will report to the board on their next series of recommendations, updates and comments for Board review and decisions as required.</p>

Committee and Association Updates:

Semi-Annual 2017 Meeting Proposal

- Laurie provided an extensive proposal for board review on the semi-annual meeting. The proposal includes an end of May timeline attached to the RCC Store conference with a one day FDFA only meeting. JTI has requested to host a private operator's dinner in Mississauga which is included in proposal for consideration.
- Board reviewed the full proposal with dates, tailored agenda outline for both RCC and private ops meeting, specific objectives to be achieved and FDFA payment of one store member to attend RCC show – new member benefit.

Strategic Convention Committee Update

- Tania Lee as Chair updated the board on the current progress of the Strategic Convention Committee. She noted that an extensive series of both telephone interviews and member online interviews have been conducted and analyzed by the committee to identify trends, what is working and how the mandate can be achieved.
- She noted that some clear trends that have already emerged include a Toronto based location, no working panels, networking is important, nightly lounges, and more group meetings that make sense with key supplier decision makers being in attendance. Having our Canadian identify is important.
- While the committee is still reviewing whether synergies exist to consider a duty free show of the Americas – thus far, it appears we will have our own Canadian show as historically done but more review is required.
- All documentation and analysis has been posted privately on the FDFA site with board access available at any time.
- Included in analysis is convention benchmarking pricing, review of hotels that could meet future needs i.e. breakout rooms, etc. gala placement, awards more diversified in terms of communication, do group meetings occur by size or region, how do we shorten convention timelines for more efficiencies as per request by members.
- FDFA provided committee with full P&L of each convention event and a meeting at IAADFS has been confirmed with IAADFS, AUSTIL, Laurie Karson and Abe Taqtaq – report back to board on meeting outcome.

MOTION: Simon Resch approved the motion to accept proposal in its entirety and seconded by Cam Bissonnette. All approved and no oppositions.

ACTION: L. Karson/A.Boucher to create a semi-annual announcement, negotiate with RCC and have board review announcement document for approval before sending to operators.

ACTION: Strategic Convention Committee is now reviewing various new future agendas for consideration based on recent member interviews and survey's – in conjunction with committee mandate. Committee is set to meet now on March 23rd and will report back to board on status and next steps. Still planning on final recommendations after board approval for member vote at semi-annual meeting at the end of May 2017.

Membership Meetings with Non-Members and Member Communications:

- Tania and Abe reported that both Peninsula and 1000 Islands who are current non-members are open to a discussion with the board regarding potentially re-joining the association. The meeting will discuss their needs and the status of the FDFA.
- In terms of Peace Arch Duty Free, Simon Resch spoke to Peter Raju and he is somewhat interested in understanding the board's mandate and objectives before considering re-joining. He is still interested in excise tax and freedom from provincial liquor boards to create a true duty free industry as per other global duty free countries.
- Tania and Abe have not met with Peace Bridge, so they discussed whether when they should approach this situation.
- Laurie discussed the importance of also meeting one last time with John Slipp of Woodstock given that he is a non-member and we should be equitable in our approach to non-members for better optics and to be fair to all.
- Laurie noted that the land border invoices for their member dues have not been distributed. She recommended that the member covering letter identify the key objectives that the board has set forth for better accountability alongside the Semi-Annual announcement – a true member package that would be disseminated both electronically and via mail. This showcases a professional and serious board communication which will serve well in terms of member confidence.

Convention Committee 2017

- Convention Committee has identified the theme of the 2017 November show – which is Joie de Vivre (translated to Enjoying the Good Life). It will tie into the Montreal 375th Anniversary and Canada's 150th Anniversary. The SAQ will be invited to multiple events as this is critical to ongoing negotiations with Quebec duty free stores and their provincial liquor board.
- Lauren Guay, Chair and Allison Boucher recently toured the Westin where the convention is being held, and met with our largest sponsor – Cliff Johns from Imperial Tobacco.
- They noted that the hotel offers many options for the convention and will assist in identifying any contract changes that the Strategic Convention Committee requests. They noted that Cliff Johns has confirmed his ongoing support of the gala and the same historical price point of 50K.
- Laurie and Philippe to conduct hotel tour in mid April 2017. Convention Committee approved and developed Convention November 2017 advertisement for duty free magazine requirements and promotion.

ACTION: Tania and Abe will look at a SKYPE type meeting with Peninsula, 1000 Islands and the board in the next few weeks. Tania to work with Allison on the logistics of this meeting. Also, this will be considered for future board meetings – i.e. web conferencing.

ACTION: Laurie to send board the draft member communication package for their review and comment.

ACTION: Tania and Abe to update board on trying to meet with Peace Bridge Duty Free to rejoin association and Simon to update board on discussions with Peter Raju – for next BOD teleconference.

ACTION: Convention Committee to continue moving forward with their planning and are cognitive that they will be receiving recommendations to amend convention format based on strategic convention committee recommendations (only approved by board/members). They are aware that changes can only be made for 2017 based on current flexibility in previously signed Westin contract and 2018 will mean full implementation of newly created convention format.

	<p>FDFA Office Updates:</p> <ul style="list-style-type: none"> • New FDFA websites changes have been made as per board’s requests from live Feb. meeting. Board has reviewed current changes and launch will be made in March to all members for better mobile viewing and more modern communication platform. • Bag program underway – loss of \$400 FDFA revenue due to lack of larger stores participating – due to non-member issues. • L.Karson attending IAADFS and will report back to board on meeting outcomes i.e. World Duty Free Council, supplier meetings, media interviews, etc. <p>In Camera – Performance Reviews</p> <ul style="list-style-type: none"> • Board met in camera to discuss FDFA employee performance reviews and review of previous job description, salaries, etc. 	<p>ACTIONS: FDFA set to launch new website in March to FDFA members. L.Karson to report to board on IAADFS meeting outcome and any findings/recommendations.</p>
4	<p>Adjournment of the Meeting Next BOD Teleconference Meeting is April 11th, 2017.</p>	