

MINUTES
Canadian Agri-Marketing Association (MANITOBA)
Annual General Meeting
December 13, 2018
6P Marketing, Winnipeg, MB & Conference Call

There were 8 members in good standing present at the meeting.

1. Welcome to Meeting – Robert Mensies

The meeting began with welcome to new members and guests from Robert Mensies.

2. Presentation and Acceptance of the Agenda – Robert Mensies

The agenda was presented by Robert Mensies.

Motion: Nathan Mitchell made a motion to accept the agenda as presented. Seconded by Camila Jerger. Approved.

3. 2017 – 2018 Financial Statement Review – Mary Thornley

Mary Thornley presented the financials for 2017-2018. There was a net surplus of \$35,872. It's to be noted that the hotel and speaker fee expenses for the Earning Public Trust conference was not made until after the 2018 year-end of April 30. This will be reflected in the 2018-2019 financial statements (anticipate more of a loss). Mary reviewed each line item in the Income Statement and Balance Sheet and discussed any large numerical changes between last year and this year.

Update: It was noted under Expenses – Meetings Costs – Lunch & Learn Management amount should have been recorded in Management Fees. This is not a duplication amount. The new Management Fee amount should read as \$13,950. The reason for the increase in Management Fee amount is that \$2,100 was paid to Alan Friesen for the timeframe of April, May and June 2017.

Motion: Hiten Shah made a motion to accept the 2017-2018 financial statements as presented with the change to the management fee amount. Seconded by Amanda Meyer. Approved.

4. Appointment of Accountant for 2018-2019 – Mary Thornley

Mary Thornley recommended that CAMA continue to use W. Todd Barber CPS Professional Corporation for review and preparation of the CAMA MB financial statements for 2018-2019.

Motion: Kelly Green made a motion to continue to use W. Todd Barber CPS Professional Corporation as accountant to review and prepare 2018-2019 financial statements for the Annual General Meeting. Seconded by Hiten Shah. Approved.

3. President's Report – Robert Mensies

The Chapter has held many successful events throughout the year: 2017 – 2018 Year in Review:

- February 28, 2018 – Lunch & Learn with Nexus Exhibits and Genumark
- March 22, 2018 – Lunch & Learn at Buhler Industries
- April 27, 2018 – Earning Public Trust Conference
- October 9, 2018 – CAMA Information Night at the University of Manitoba
- November 1, 2018 – Lunch & Learn - Digital Media Panel Discussion at Farmers Edge

Robert thanked the 2017 - 2018 board of directors on behalf of CAMA Manitoba for their help and support throughout the year.

4. Election of Board Members – Mary Thornley

Mary indicated that Marty Fisher, Theresa Bolton and Jillian Einarson would be leaving the board of directors.

Mary nominated Robert Mensies, Amanda Meyer, Nathan Mitchell, Hiten Shah, Andrew Vercaign, Camila Jerger and Jodee Karlowsky to the CAMA MB board.

All board members accepted the nomination. No other nominations from the floor.

Motion: Mary Thornley made a motion to accept Robert Mensies, Amanda Meyer, Nathan Mitchell, Hiten Shah, Andrew Vercaign, Camila Jerger and Jodee Karlowsky to the CAMA MB board for 2018/2019. Seconded by Nathan Mitchell. Approved.

5. The 2018 - 2019 Board of Directors – Robert Mensies

President:	Robert Mensies, <i>6P Marketing</i>
Vice-President:	Vacant
Directors:	Camila Jerger, <i>YES! Winnipeg</i> – Strategic Partnership Chairperson Amanda Meyer, <i>Cibus</i> – Professional Development Chairperson Nathan Mitchell, <i>MacDon</i> – Events Chairperson Hiten Shah, <i>Western Producer</i> – Membership Chairperson Andrew Vercaign, <i>University of Manitoba, ABSA</i> Jodee Karlowsky, <i>Alliance Seeds</i>

Executive Director: Mary Thornley, *Mary Thornley Management*

Portfolio Vacancies: Student Engagement and Communications

6. The Year Ahead – Robert Mensies

- a. **Offer relevant, desired and valuable professional development opportunities for members.**
For example, new speakers, topics, hands on/tactical experience; non-aggie PD
 - i. Research, consumer and otherwise
 - ii. Media relationships and opps (paid and non)
 - iii. Public Trust and sustainability
- b. **Keep building strong connections with peer organizations to strengthen our membership network.**
- c. **Diversify membership**
 - i. Continue to incorporate food-based member value and recruit members from the end of the value chain.
 - ii. Incorporate internal marketing departments and product managers.
- d. **Work with the UofM and specifically FASO to build a working relationship with students** and bring the student recruitment opportunity to our members (knowing recruitment is a priority)
- e. **Work with other provinces and CAMA National to have a cohesive network coast to coast.**
For example, missions, website and strategies.
- f. **Commitment to AITC-MB**

Opportunities / Areas of Focus & Improvement

- Increasing membership – currently flat and decreased in numbers due to loss of Monsanto
- Membership engagement
- Increase value for members (ex. PD events)
 - Challenging for find guest speakers & topics
- Directors adding 2-3 more to board – adding more from value-chain. Fill portfolio positions.

Upcoming Lunch & Learn Events:

1. January 31, 2019 - Lunch & Learn – Possible Topic: Sports Marketing and the ag industry.
2. February, 2019 – Date and location TBC – Lunch & Learn
3. End of March, 2019 – “Marketing with Technology” ½ day Professional Development event
4. April, 2019 – “Date and location TBC – Lunch & Learn
5. October, 2019 – Date and location TBC – Lunch & Learn

Focus Topic for 2019

The focus for topics in 2019 will be technology. We will transition from Public Trust to technology – what’s new and how can the ag industry incorporate new technologies.

Public Trust Part II

Would CAMA MB be interested in organizing another Public Trust event? It was indicated that few CAMA members attended the Public Trust event in April 2018. It was suggested that if CAMA National strategically wants to move in the direction of being in the Public Trust space, a large National event would be organized by National or at provincial levels only by each Chapter.

Membership Survey

It was suggested to send survey to membership to inquire about preferred topics for events. It was indicated that survey responses were typically low.

AITC Canada Ag Literacy Month (March) & Canada Ag Day (Feb 12)

It was questioned whether CAMA MB promotes these events to our membership to encourage industry involvement. It was suggested both event be included in the CAMA MB e-newsletters (January). Both events are good opportunities to promote to CAMA members.

7. Other Business

a. Changes to the CAMA MB Constitution

The CAMA MB Constitution has been reviewed and revised by the board the directors. The tracked changes have been emailed to Manitoba membership for review and approval. It was noted in Section III, copy should read, “All memberships are payable upon one year of their membership purchase or renewal.”

Motion: Camila Jerger approved the suggested changes by the board of directors to the CAMA MB Constitution. Jodee Karlowsky seconded the motion. Approved.

8. Adjournment

Motion: Nate Mitchell made a motion to adjourn the meeting at 9:10AM. Camila Jerger seconded the motion.