

2018-2019 BOARD & COMMITTEE REPORTS

BOARD OF DIRECTORS

A volunteer Board of Directors comprised of nine elected voting winery members and two non-voting *ex officio* members governs the BCWI. For information about the Board structure, [click here](#).

December 3, 2019

Business of the Fiscal 2020 second quarter Board meeting included:

- Approval of the Board's BC Liquor Stores Retail Practices Task Group "BCWI Policy Recommendations for Growing the Domestic BC Wine Industry" white paper;
- Review of draft BCWI business objectives for Fiscal 2021, including activation of WineBC2030, in providing direction to staff for Fiscal 2021 planning;
- Regularly scheduled review of BCWI Board of Directors Governance Manual;
- Approval of the Finance & Risk Management Committee (F&RMC)-reviewed financial statements for the second quarter of Fiscal 2020;
- Update on the membership dues analysis (model based on tonnage was deemed unacceptable), with a final recommendation for Board approval at the February 2020 Board meeting.

September 26, 2019

Business of the Fiscal 2020 first quarter Board meeting included:

- Discussion of the prior strategic planning session summary to be presented to the Board at the next meeting for approval as Fiscal 2021 Business objectives for which the BCWI Annual Operational Plan will be prepared;
- Approval of a motion to form the BCWI BC Liquor Distribution Branch Task Group to "identify specific BC Liquor Stores (BCLS) retail practice priority issues impacting the BC wine industry with recommendation to the BCWI Board of Directors regarding advocacy priorities and strategies";

- Approval of a motion to deny BC fruit winery and meadery (New Wave Wine Society) membership, due to BCWI Bylaw stipulating membership is restricted to grape wine producers;
- Approval of a motion to recommend BC Wine Institute winery membership approval (at the July 2020, AGM) the name change from “British Columbia Wine Institute Society” to “Wine Growers British Columbia” as per the recent Canadian Vintners Association (CVA) name change to Wine Growers Canada;
- Approval of a motion to accept current director Ezra Cipes as the BC Wine Authority’s Wine Industry Advisory Council member observer at BCWI Board meetings for the remainder of the current fiscal year;
- Approval of a motion to accept a Finance & Risk Management Committee recommendation and approve amendment of the BCWI “BC VQA Wine Stores – BC VQA Marketing Fee (Purchase)” policy, with an effective date of April 01, 2020, to read: “For sales to any BC VQA wine store on the purchase model, BCWI BC VQA Marketing Fee will be 5% (20% for non-members) of the wholesale price.”

June 11, 2019

Business of the quarterly board meeting included:

- Discussion of a letter from the BCWA board with respect to WineBC 2030 resulting in staff direction to arrange for joint board meeting;
- Discussion of a letter from New Wave (Non-grape) Wine Society with respect to a relationship with the BCWI resulting in staff direction to develop a position paper on the options;
- Approval of the Governance Committee’s annual board composition, evaluation and succession planning;
- Approval of the Finance and Risk Management Committee (F&RMC) endorsed Annual Financial Statements to March 31, 2019
- Review of the Board Funding Structure Review Task Group report with a motion to refer preliminary recommendations to the F&RMC for further review & analysis;

- Review of nominees and final selection of BCWI Industry Recognition and Award of Distinction;
- Discussion on proposed next phase of a BC Wine Centre of Excellence feasibility study.

February 19, 2019

In addition to scheduled review of BCWI policies and President's Report (third quarter), the Board was presented with an update on WineBC2030 that included next steps, feedback and adjustments to be incorporated for final Board review and approval prior to presentation to industry at the BC Wine Industry Insight Conference on March 12, 2019.

Several motions were passed with respect to Fiscal 2020 strategic direction, budget and implementation of WineBC2030, specifically:

- Ratification of the updated strategic direction for Fiscal 2020 (providing direction to staff for the development of the Fiscal 2020 Operation Plan);
- Approval of an interim Fiscal 2020 budget as presented (pending review of BCWI funding structures and potential Fiscal 2020 impact of implementation of Board-approved WineBC2030 strategic plan);
- Formation of the Board's Funding Structure Review Task Group.

COMMITTEES

Active committees comprised of expert volunteer members assist the organization. For information on the structure of the Committees, [click here](#).

FINANCE & RISK MANAGEMENT COMMITTEE LATEST UPDATES

February 13, 2019

Review with recommendation for board approval of third quarter financial statements; BCWI membership dues continue to be \$0.10 per litre (plus GST) of all 100% BC grape wine sales within the province of British Columbia (based on data reported by the winery to the BC Liquor Distribution Branch for the prior available fiscal year (April 1 – March 31); the collection of commissions from the wineries for sales to the BC VQA Wine stores on purchase model, specifically, BCWI invoice and collect the commissions directly, rather than withhold them from winery payment and remit to BCWI and the Fiscal 2021 draft operations budget.

November 20, 2019

Second quarter financial statements review; continued review & discussion regarding Funding Structure, including rejection of recommendation to change model to crush tonnage and recommendation for further analysis of a member dues model continued to be a dollar amount per litre (plus GST) of all 100% BC grape wine sales within the province of British Columbia (based on data reported by the winery to the BC Liquor Distribution Branch). Later analysis for review by F&RMC and Board at their respective February 2020 meetings.

September 11, 2019

First quarter financial statements review; review & discussion regarding Funding Structure; with recommendations to Board of Directors.

May 30, 2019

Fourth quarter / fiscal year end meeting to review and make recommendations to Board of Directors: annual financial statements, including presentation by BCWI accounting firm Grant Thornton; policies related to finance & risk management; update regarding preliminary report from Board's Funding Structure Review Task Group; etc.

February 14, 2019

The Committee reviewed (with no changes) BCWI Finance & Risk Management policies, including: 1) Annual Budget approval by Board of Directors; 2) Annual Budget – Year End Forecast whereby CEO must ensure fiscal year end is within budget and at the request of the CEO, the Board of Directors may approve unbudgeted expenditure(s); and 3) CEO responsibility for BCWI office lease.

Committee motions:

- To approve the third quarter fiscal 2019 financial statements ended December 31, 2018 as presented and recommend for Board of Directors approval.
- To recommend that the Board direct staff to prepare for Board consideration a second budget option with zero increase for member dues and store fees, with offsetting expense adjustments. *

*See Board of Directors February 19, 2019 update whereby the Board approved interim Fiscal 2020 budget as presented, pending report from the Board's Funding Structure Review Task Group.

November 22, 2018

Second quarter meeting to review and make recommendations to Board of Directors: financial statements; BCWI finance & risk management policies; etc.

BOARD GOVERNANCE COMMITTEE LATEST UPDATES

November 07, 2019:

Annual review of the BC Wine Institute Board Governance Manual, including Board Role & Responsibilities, and current BCWI policies, with recommendation to the Board of Directors to ratify current documents, with one addition to the Manual. Preparation for 2020 election of Directors and beyond, including review of Board composition and succession planning, with Committee actions and recommendations to be presented to the Board of Directors at its December 2019 meeting.

May 03, 2019:

Preparation for 2019 election of Directors, including review of Board effectiveness self-evaluation, Director skills /knowledge questionnaire results, Board composition and succession planning; preparation for annual President evaluation, with Committee recommendations to be presented to the Board of Directors at its June 2019 meeting.

Fall 2018:

Agenda deferred to December Board meeting: Annual review of the BC Wine Institute Board Governance Manual, including Board Role & Responsibilities, etc., with recommendation to the Board of Directors to review and ratify current documents.

BOARD ADVOCACY & MEMBERSHIP COMMITTEE

Formerly the Government Relations Committee it is currently a board committee to recommend to the board policy priorities and strategies for advocating policy changes that benefit the British Columbia grape and wine industry and BCWI Society members. Includes former BTAP Input & Review Task Group

LATEST UPDATES

February 24, 2019:

Review of advocacy strategies, tactics and KPI (key performance indicators) for supporting Board-approved business objectives for Fiscal 2021 strategic priorities and business objectives. Focus strategies include:

- Advocate, with input from and in collaboration with industry, on high priority issues and supported government policy recommendations;
- Advocate for government support of the BCWI's "*Policy Recommendations for Growing the Domestic BC Wine Industry*" White Paper;
- Support the BC Wine Authority, BC VQA program and plebiscite process and results;

- Continue advocating to all levels of government for support of the BC wine industry in key federal trade policy including the USMCA and WTO challenge(s);
- Continue supporting Wine Growers Canada (WGC) in its lobbying efforts at the federal level including keeping BC provincial officials informed of the importance of interprovincial trade to our industry;
- Advocate for support of accurate figures for entire BC wine industry for vineyard acreage, wine production, pricing and sales trends.

November 19, 2019:

Committee recommended to the BCWI Board advocacy priorities for the business objectives for Fiscal 2021:

- With input from and in collaboration with industry, key priority issues and government policy recommendations will be advocated for and supported.
- BC Wine Authority, BC VQA program and plebiscite process and results will be advocated for and supported.
- In collaboration with Wine Growers Canada national initiatives, provincial lobby efforts for certified 100% BC grape wine access in all provinces will be advocated for and supported.
- To protect the BC wine industry in the USMCA and World Trade Organization challenge, all levels of government will be advocated and supported.
- A sustainable funding model will be maintained to deliver on the BC Wine Institute strategic vision and goals, and Board-approved budget guidelines and policy.

February 7, 2019:

Reviewed BCWI Board's Fiscal 2020 Strategic Advocacy Objectives including:

- British Columbia and federal governments will maintain current supported programs.
- Industry supported recommendations for updating related government policy will be implemented.
- BC wine industry's 60 licences, including individual winery off-site tasting rooms and retail stores, will be protected.

- Interprovincial wine barriers, with focus on Alberta, Ontario and Quebec, will be removed.

Discussed specific strategies, tactics and action plans that include: facilitating regular meetings with key BC wine industry associations; continue lobbying for better access to the BC wine industry farm distribution channel; advocate for the full implementation of the BCWA Industry Plebiscite Results and continued support of the CVA in their direct-to-customer lobbying for interprovincial trade to our industry.

MARKETING COMMITTEE

LATEST UPDATES

November 21, 2019:

The Committee reviewed the *Wines of British Columbia* brand update with discussion and preliminary recommendations, including SWAT analysis, to staff for preliminary Fiscal 2021 planning and WineBC2030 strategic alignment.

January 25, 2018:

Final input to Fiscal 2019 planning.

TASK GROUPS

Ad hoc task groups are created from time to time to augment work done by either the Board or staff and include invited member wineries to assist and provide input. For information on task group structures, [click here](#).

BOARD: BTAP INPUT & REVIEW TASK GROUP

To provide BC Wine Institute and industry overview and input into BTAP priorities and recommendations to government and provide the BC Wine Institute board ongoing updates

September 5, 2019:

At a townhall meeting in Penticton, topics included: product and SKU registration and listings; winery promotional opportunities; in-store tasting registration process; pricing and markup and the impact of recent government regulations changes. Regarding the latter, Save-On-Foods reiterated their commitment to 100% BC through their wine-in-grocery agreements and licenses. Winery input during the town hall will also be taken into account in the development of the AMMP to be included in the BCWI Fiscal 2021 Operation Plan.