

Minutes **APPROVED**

Attendance:

Jack West, Co-Chair, IBWA
Annick Moreau, Co-Chair, EFBW
Geoff Parker, ABWI, ICBWA Vice-Chairman
Patricia Fosselard, EFBW
Stewart Allen, ICBWA Chairman
Chris Dunn, ICBWA Treasurer
Doug Hidding, Supplier
Bob Hidell, Supplier
Nathalie Beriot-Nicolas, Advisor
Kyle Hidding, Guest
Tim Carey, ABWI
Madam Zhoa, CBIA
Valbona Malo, Advisor
Scott Shi, CBIA

Jyoti Bhasin, Guest
Ulrich Kreuter, Advisor
Jacki Allen, ICBWA

Regrets:

Edgar Castillo, LABWA
Petra Sanchez, ABINAM
Carlos Lancia, ABINAM
Joe Doss, IBWA
Phyllis Rokus, Advisor

Phone:

Elizabeth Griswold, CBWA

The board meeting was called to order by Chairman Stewart Allen at 9:36 am GMT
A quorum was determined to be present.

Minutes – Review and Approval

Minutes of March 5th, 2019 were motioned for approval by Jack West, second from Doug Hidding, with all in favour. MOTION PASSED.

1) Accounting

- Switched accountants in April 2019 after an RFQ went out to 3 accountants
- Cost of Corporate Tax filing will go from \$3500 USD to \$1800 CAD
- HST was filed, as was an amendment for 3 previous years (small error was discovered, we are owed \$2800 USD from Canada Revenue Agency (still waiting on Audit), we received our Input Tax Credit return for 2018 in full
- Corporate taxes will be completed and filed before June 30th, 2019
- Current account balance: \$55,546.16
- Of our \$42,052 expense budget for 2019 we have only spent \$1,665.43
- We are shy \$3975.00 for Dues from CBWA, but the cheque is on its way



- **YTD vs Budget Financials**
 Reviewed

Expenses	2019 Actual - YTD (As of May 28 th , 2019)		2019 Proposed	
Management Fee	\$0.00	0.0%	\$25,000	59.5%
Travel (1 trip)	\$0.00	0.0%	\$2,900	6.9%
Board Dinner	\$0.00	0.0%	\$2,400	5.7%
Board Meeting Exp	\$0.00	0.0%	\$225	0.5%
Office	\$0.00	0.0%	\$600	1.4%
Tel/Fax	\$0.00	0.0%	\$500	1.2%
Interest & Bank Charges	\$245.82	14.8%	\$300	0.7%
Web Site Maintenance	\$500.15	30.0%	\$1,000	2.4%
Other	\$0.00	0.0%	\$0	0.0%
Accountant	\$0.00	0.0%	\$3,100	7.4%
Communications Comm.	\$0.00	0.0%	\$0	0.0%
Documents	\$0.00	0.0%	\$0	0.0%
DWRF	\$0.00	0.0%	\$5,000	11.9%
Director's Insurance	\$919.46	55.2%	\$1,000	2.4%
Bad Debt				
Contingency/Other	\$0.00	0.0%	\$0	0.0%
Build back reserve	\$0.00	0.0%	\$0	0.0%
Total	\$1,665.43	100%	\$42,025	100%
Dues Collected				
Excess of revenue over expenses			(\$500)	
Surplus beginning of year			\$13,539	
Target @ 25% of Proposed Expense Budget			\$10,506	
Available to offset dues			\$3,033	
Actually use to offset			\$0	
Surplus, end of year			\$13,539	32%

- **Dublin Budget**
 Reviewed

	Cost in Euros	Cost in USD	Cost in CAD
SG Flights	n/a	\$ 550.20	\$ 743.51
SG Hotel	€ 956.00	\$ 1,070.72	\$
Board Dinner	€ 790.00	\$ 884.80	\$
Transportation to Board Dinner	€ 350.00	\$ 392.00	\$
Meeting Room + Coffee/Tea June 17	€ 1,190.00	\$ 1,332.80	\$
Meeting Rooms + Coffee/Tea/Lunch June 18	€ 1,581.00	\$ 1,770.72	\$
		\$ -	\$
Total	€ 4,867.00	\$ 5,451.04	
Total Dublin budget (travel + board dinner)		\$ 5,525.00	
over/under [results are favorable to budget]		-\$ 73.96	

- **Year End Accounting**

reviewed, not yet prepared

- **Receivables** – reviewed, the only outstanding Dues to be paid are from CBWA. Elizabeth let Jacki and Stewart know, in advance of our Dublin meetings, that the cheque was in the mail.

USD	YTD AR + AP	
accounts receivable	invoice amount	paid
ABWA	\$ 3,975.00	y
ABINAM	\$ 5,100.00	y
CBWA	\$ 4,491.75	n
CBIA	\$ 5,100.00	y
EFBW	\$ 9,700.00	y
LABWA	\$ 3,975.00	y
IBWA	\$ 9,700.00	y
total	\$ 42,041.75	

Secretary General Discussion

Jacki Allen was asked to step out of the room for this discussion, minutes taken/added by Chris Dunn, Secretary Treasurer.

With Jacki outside the room the Board entered a discussion of the progress made by the search committee. Jack reported on the applicants and interviews that were conducted along with the conclusion by the committee that there is no better candidate than the one we currently have serving – Jacki Allen.

The search committee has had conversations with Jacki who has expressed an interest and willingness to serve as SG.

The search committee is therefore recommending that Jacki Allen be offered the position of SG. It views the trial period commenced last October 1st. The end of such a period was proposed to be linked to the conclusion of the Strategic Planning initiative. This juncture should provide clarity on the resource the Board wants in the SG position and if Jacki's appointment should be made permanent.

A discussion transpired among members that many were surprised to hear that since October 1, 2018, Jacki has been doing the job without compensation. It was stressed this was a voluntary act on the part of Jacki to at first initially help what was thought to be a relatively short transition to the end of the year but for reasons stated has continued through the first half of the year.

Patricia made a motion with Doug Hidding seconding that Jacki should be compensated on a pro-rata basis retroactive to October 1st, 2018.

Chris answered the question of the budgetary impact. It was explained the expense shows on the budget and the cash is available.

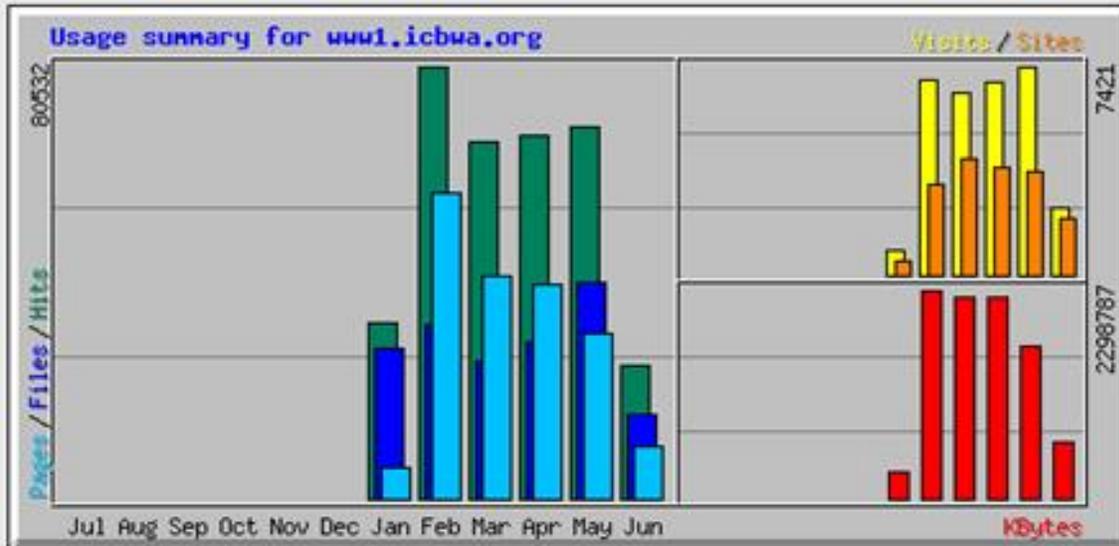
The MOTION was put to a vote with everyone present voting in the affirmative that compensation should be paid to Jacki from October 1st forward so long as she is in the position of SG.

An additional MOTION was put forth by Jack West and seconded by Geoff that a contract be entered with Jacki to formally serve the role of SG until such time as the strategic plan is completed and the Board has determined the job duties of the SG.

Jacki was invited back into the room and congratulated!

2) Website

- Content, the Secretary General can go to committee chairs for posting for now
- Jacki will post the Consumption Guide to the website for public viewing
- Jacki will continue to post any relevant material to the website for both members only as well as the public
 - Reviewed updated analytics
 - Jacki will gather content creator quotes for Board review
- New updated backend analytics have enabled us to track the substantial increase in web traffic. See chart for data.



Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Jun 2019	2058	1306	819	200	2012	619615	2408	9830	15679	24697
May 2019	2229	1293	995	239	3641	1678407	7421	30859	40094	69128
Apr 2019	2260	969	1325	229	3849	2212894	6875	39760	29099	67803
Mar 2019	2149	827	1339	209	4105	2210158	6489	41512	25660	66627
Feb 2019	2876	1151	2035	246	3242	2298787	6902	57001	32231	80532
Jan 2019	1370	1172	237	35	508	292103	851	5699	28128	32898
Totals						9311963	30946	184661	170891	341685

3) Committees

- Committee chairs need to supply Jacki a list for who is on what committee

4) New Members Update

- **Nepal - Jacki**

The Nepal association claims to have 200 members. Jacki will circle back and move forward with membership per the standing policy previously adopted by ICBWA. When an applicant's packet is complete, the SG will forward a copy to each Board member prior to the meeting when a vote is to be taken on request for membership.

- **Ethiopia – Jacki**

This association reports as having 70 members including Coca-Cola. The precise nature – being inclusive of all beverages or only water, requires additional clarification.

A procedure similar to Nepal will be followed in acting on their interest.

- **India – Chris**

No new activity to report

- **Middle East – Stewart**

No new activity to report

- **Japan**

No new activity to report except that Joe continues to maintain contact with support inside the JSDA association from some members, but not yet a sufficient number to prompt their application.

- **General**

A discuss took place among the group on how or if any type of discount or pro-rata membership fee should be offered a prospective applicant.

Ideas included:

- a) Invitation to participate for free in conference calls and/or face-to-face to help the applicant fully understand the scope of ICBWA.
- b) 50% off the first year's dues regardless of the time of the year an application is received
- c) A "candidate member" status for the first year of joining that would have % discount.
- d) Within the calendar year of application and acceptance, pro-rata to when membership was granted. e.g. Applicant formally accepts membership in July, the dues for the current year would be 7/12 of annual amount. Full dues thereafter.

The discussion closed, and a vote was taken in favour of Option (d).

5) **Bylaws Documentation**

Jacki explained that within the achieves of ICBWA passed to her, the last "signed" version of the Bylaws was Version 3.0 signed by Annick. There are references to a Version 4 having been passed by the Board, but no definitive copy of the final text could be located.

Thus, Jacki will circulate a red line version of by laws showing what she believes is what Version 4.0 was; and then seek approval to pass at the next Board meeting. Following this, a signed copy will be created with the Chairman's signature and digitally as well as paper filed.

6) **ICBWA Secretary General Search – update from Search Committee**

See above. This discussion happened out of place on the Agenda.

Break for lunch 11:30 PM GMT



Board Meeting (80)
Tuesday, June 18th, 2019
9:30 am-3:30 pm GMT
Face to face – Dublin, Ireland

After lunch resume 1:06 PM GMT

7) New Business (If any):

Strategic Meeting

Geoff – it is contingent upon all of the board to periodically review the roles, etc of ICBWA. Geoff wants to start having a discussion about a strategic planning session. Must be a face to face meeting, with an appropriate amount of time dedicated to it.

Bob - wants to walk away from this meeting with identification for steps.

Geoff - suggests posing and answering questions (where are we going, what have we been doing, etc)

Bob - is everyone around the table in concert with reconsidering the strategy of the organization

Patricia - in favour of reconsidering strategy, wants to start with a survey

Bob - does everyone believe that we're a global leader?

Stew - we should be open to regular discussions on strategy

Bob - we need to change how we disseminate information, to the masses. we need to create an educational package

Geoff - our issues agenda is broader and deeper than ever before. we need to determine which issues we pick off and tackle a couple of them in great detail

Scott - we need to work on helping the world, not just one country

Stew - situation analysis, we started getting together 25 years ago to connect the world together for bottled water. sharing technical info, communication, management of international regulatory bodies.

Bob - how do we bring value to our member organizations. the threshold for value is much higher

Stew - we have functional associations around the world now, we need to educate in the chapters.

We need to be consistent in the chapters, and ICBWA already helps with that.

Annick - we need to do more information sharing on our website

Patricia - information sharing needs to be more frequent. Maybe there should be a monthly report that each member circulates. We're better equip to take things to the next level.

Bob - Secretary General role might change. We need to determine what should be shared in the front-end vs back end.

Patricia - we should be able to work/engage with more global bodies (reputable).

Valbona - members need to report info to membership about ICBWA

Geoff – The members need to be able to dip into ICBWA and gather the best resources, anytime. Becoming a reputable, creditable voice in the industry will not happen overnight. Likely needs to be a 3 year strategic plan with milestones

Chris: Time to utilize the website more aggressively for information sharing

Kyle: Has ICBWA ever thought of having a bottler sit on the board?

Key issues to focus on will first be strategies. These will then prompt discussion of tactics and finally, the cost/budget/manpower implications of preferred tactics. From the Boards brief discussion, topics will focus on questions like these:

1. What should our presence be in relation to other International Regulatory Bodies such as WHO? Should we seek formal NGO status?
2. Should ICBWA seek to position ourselves more prominently on the global scene? Should relationships be established at the council level or remain a clearing house for member activity?
3. What type of additional resources do Council members require?

While the conversation was vigorous, the limited time prevented any conclusions other than additional dialog was necessary and desired by the Board.

There was agreement that in advance of the Strategy session, one and possibly two surveys should be launched to solicit and quantify members point of view and relative rankings of importance. The SG with support of the executive will draft and launch the surveys as soon as possible.

An information motion was put forth by Geoff and unanimously supported that our next face-to-face meeting should occur before the end of the calendar year.

The dates of December 4th & December 5th were tentatively agreed to.

The location was discussed with tentative selection of Brussels; but the SG and Chairman will review other options that would promote the greatest participation of the Board as possible.

Regardless of location, the previously scheduled telephone conference call for December 3rd is cancelled.

The Committee Chairs suggested that a telephone Conference Call of each Committee should take place before the December Face-to-Face.

Adjourned 3:09 PM GMT