Aboriginal Tourism Marketing Circle
Conference Call
Friday, January 31st, 2014
9:00 AM BC Time (PST)

1-877-394-5901
Code: 3629505

Draft Minutes

Keith Henry
Robin McGinley
Lori Beaver
Blake Rogers
Charlene Alexander
Jeff Provost
Trina Mather-Simard
Douglas Dylan

Brenda Dragon
Linda Sarazin
Carole Bellefleur
Dana Schoahs (consultant)
Craig van der Merwe (consultant)
Paula Amos
Teresa Ryder (AtBC admin support)

1. Call to Order
   Meeting commenced at 9:05.

2. Review Notes from December 4th, 2013
   • No amendments were noted and the notes approved.

3. ATMC Cruise Industry
   a. Project Update – Consultant Dana Schoahs
      • Met in Ottawa in January with representatives from each of the 5 cruise regions – very diverse, different needs
      • Objectives finalized – 4 main pillars identified:
         o economic benefits by region;
         o how to work with the cruise industry;
         o how to work with the Aboriginal communities;
         o examples and case studies
   b. Next Steps
      • Developing content, then developing tools
      • Want to ensure participation from Atlantic Canada
         o ATMC executive member Brenda Dragon agreed to follow up with Deborah Ginnish – Nova Scotia; Mi’kmaw
      • Prepare for final presentation in April at IATC in Whistler
      • Continue to focus on 5 major regions to meet timeline for Cruise Ship project
4. **ATMC Draft Website**
   a. **Discussion**
      • Use imagery from other regions – ATMC members to send 1-3 images to Craig to choose from
      • Rather than have a space to upload all content from all members, will include links to members sites to share new developments – less website maintenance, bilingual
      • Sort content by province/region for easier access
      • Images at top to rotate photos representing each member, make sure information is up to date
      • Tag images to represent regions
      • **Next Steps:**
         o Craig will send out email to request pictures from each region to ensure a national view of Aboriginal tourism in Canada.
         o Photos of each member representative for directory
         o Add captions
         o Challenge- translation of all of the content needs to be costed out and completed
            ▪ Heritage Canada – grant available to have something translated into one of the official languages
            ▪ Carole agreed to take lead on translating website into French
            ▪ Craig to send content to Quebec to determine how much work will be involved

5. **ATMC Meeting AANDC in Ottawa January 10th, 2014**
   a. **Review email sent by chair**
      • Positive feedback from AANDC
      • Asked for full costs of website project and formalized agreement between ATMC and AANDC for formal recognition

6. **International Aboriginal Tourism Conference**
   a. **April 15th and 16th, 2014 - Review Draft Agenda**
   b. **ATMC Travel Arrangements and Registration**
   c. **ATMC Meeting April 14th**
   • **Next steps:**
      o AtBC Staff to follow up with ATMC Membership to make travel arrangements for tourism conference in accordance with AtBC travel policies.
      o ATMC chair reminded the ATMC members that there is approximately $20,000 to assist travel for the meeting which will enable further cruise project finalization.
      o AtBC staff will review the requirements of ATMC to see if the budget can support each member, including conference registration.

7. **Other**
   a. **Heritage Conference 2015**
   • Deferred to next meeting.
8. Next Meeting
   • Will be addressed via email soon.

9. Adjourn
   
   *Meeting adjourned at 10:05.*