Aboriginal Tourism Marketing Circle
In person meeting
Tuesday, April 14th, 2014
Fairmont Chateau Whistler
8:30 AM - 3:30 PM

Draft Minutes

In Attendance

Don Wilson  don.wilson@travelalberta.com
Jeff Provost  jeff.provost@eastinc.ca
Patricia Dunnett  patricia@metpark.ca
Lori Beaver  lorigbeaver@gmail.com
Robin McGinley  robin@creetourism.ca
Dorothy Stewart  product@creetourism.ca
Charlie Sark  charlie@sark.ca
Teresa Doolittle  teresadoolittle@sixnations.ca
Charlene Alexander  calexander@northwestcel.net
Blake Rogers  blake.rogers@tiayukon.com
Jackie Frederick  jackie@spectacularnwt.com
Cathy Bolstad  executive@spectacularnwt.com
Douglas Dillion  douglas_dillon@gov.nt.ca
Kevin Eshkawkaogan  keshkakogan@circletrail.com
Linda Sarazin  linda@aboriginalexperiences.co,
Dave Laveau  dlaveau@tourismeautochtone.com
Carole Bellefleur  cbellefleur@tourismeautochtone.com
Trina Simard  trina@aboriginalexperiences.com
Jeff Ward  jeffward@membertou.ca

1. Call to Order
   Introductions

2. Review Notes January 31st, 2014 - noted approved with one amendment.

3. Regional Updates (Only a few points captured from each member)
   
   **Jeff Ward, Membertou Heritage Park, UTA**
   - Unama’kai Tourism Association Nova Scotia

   **Trina Simard, Aboriginal Experiences**
   - Aboriginal Experiences presented model to Ontario Tourism,
   - Completed Aboriginal Cultural Ambassador training student in Alberta
   - Starting training session in BC April 22 with AtBC
   - Summer Solicits Festival
Dave Laveau, Quebec Aboriginal Tourism
• 1 million visitors
• French speaking market
• 150 Aboriginal tourism businesses
• Partnership with Tourism Quebec building cultural and nature strategies
• Tourism Quebec is working with QAT

Carole Bellefleur, Quebec Aboriginal Tourism
• Pilot project in the cruise industry 2013

Linda Sarazin, Aboriginal Experiences
• Assisting with training in BC

Kevin Eshkawkogan, Great Spirit Circle Train
• 2014 bookings already exceeding 2013 levels
• European market still strong, increased bookings from Ontario and USA
• Majority business from Travel Trade i.e. Jonview

Douglas Dillon, Government of NWT Tourism & Park
• Partnership directly Government of NWT
• Minoring AtBC model

Jackie Frederick, NWT Tourism
• Mentorship Program for small businesses supported by NWT Government
• New product Destination Délı̨e phase one complete, phase two in development exclusive to travel trade partners

Blake Rogers, Tourism Industry of Yukon
• 375 members, 6 organizations
• Product development, Tourism Marketing Committee to assist government marketing planning
• Air North 95% aboriginal owned.

Charlene Alexander, Yukon First Nations Culture and Tourism
• Adaka Cultural Festival in Whitehorse
• Yukon Spring Conference, Whitehorse April 24 - 27, 2014

Teresa Doolittle, Six Nations Tourism
• Pan Am games
• Developing product in community
• Community engagement
• Developing strong partnership with government

Charlie Stark, Indian Arts & Crafts
• PEI sees 1 million tourist in 2 months
• Move to urban centres from rural areas
• Ecotourism strategy upgrades
• Culinary Tourism

Dorothy Stewart & Robin McGinley, Cree Outfitting Tourism Association
• Two organizations
• Partnerships Regional and Provincial
• Cree Air - Basecamp for surrounding cultural tourism products
• Product development and coaching programs
**Lori Beaver, Alberta**
- Last year’s flood still effective many operators
- Many new operations in development
- Indian Village at Calgary Stampede
- Guide Outfitter training

**Patricia Dunnett, Metepenagiag Heritage Park**
- New partner from neighbouring Community offering financial support
- New website Aboriginal Tourism Atlantic / facebook page
- Heritage Park operations engaging Community for support
- Heritage Park awareness has increased by supporting more community events
- Chief and Council purchasing land “Additions to Reserve” and building Entertainment Centre/Casino to help traffic to tourism products

**Jeff Provost, East Inc.**
- Manitoba government has mandate the development a provincial Aboriginal Tourism strategy, conference in Sept. 2014
- UN designation of shared lands Manitoba/Ontario
- New partnership/investors
- New product Boardwalk on wetland area with rare flora
- New canoe experience - certification required

**Don Wilson, Travel Alberta**
- Travel Alberta TV ads includes Aboriginal experiences

**Keith Henry, AtBC**
- ATS

**Keith Henry, ATMC**
- Invitation to present at Territorial tables
- Lobby for implantation of Cruise strategy
- Relationship with CTC
- New research specific to Aboriginal Cultural Tourism in Canada
- Request another meeting with Federal Aboriginal Tourism Marketing Group

4. **ATMC Cruise Industry - Schwaiahs Consulting**
   - Website Toolbox
   - Next Steps - French version; local cultural protocols; export ready for the cruise industry
   - French translation assistance - Charlie Sark; Carole Bellefleur; Patricia Dunnett
   - Looking for ATMC members feedback email to Dana@AboriginalBC.com
   - Site will go live May 12th
   - A request was made to further include Skagway information for Yukon Tourism

5. **ATMC Website Presentation**
   - Project Consultant Update Company
     - French translation on yet complete
     - Some image credits still outstanding, please see Craig
     - Twitter/LinkedIn/facebook feeds was requested
     - Link to ATMC member
     - Volunteers to prepare terms of reference for website use: Jeff Ward & Charlie Sark
b. Announcement of website
   □ Launch at IATC
   □ ATMC update including Cruise Website Toolkit
   □ Announce names of award finalists

Lunch 12:00 Noon

6. International Aboriginal Tourism Conference
   a. April 15th and 16th, 2014 - Review Agenda
   b. ATMC Award - Trina/Kevin will present award.

7. Other
   a. Heritage Conference 2015
      □ A letter will be sent on behalf of ATMC to support notion of conference
         and offer ideas of support. A draft will be created and sent to ATMC
         members for input before sending.
   b. AANDC Update - SPI Strategies, ATWG
   c. ATMC Governance - incorporated Federal entity discussion paper by May 31
      □ Volunteers to work on discussion paper - Lori Beaver; Linda Sarazin; Kevin Eshkawkogan, Brenda Dragon
   d. ATMC Priorities going forward:
      □ Research
      □ Communications Strategies
      □ Incorporate ATMC Strategies
      □ IATC 2015 Quebec - conference guidelines
      □ Cruise Ship Implementation
      □ Air Access Study
      □ National Best Practises
      □ National Training Coordination/Standards/ Implementation
      □ ATWG Meeting - AANDC
      □ Strategic Partners - CTC, TIAC
      □ AFN Partnership - Explore presentation for meeting in Halifax in June

Meeting Adjourned 3:10 PM