

# Aboriginal Tourism Association of Canada (ATAC)

## Board of Directors Meeting via Conference Call

Friday, November 18<sup>th</sup>, 2016

Participants:	Keith Henry, CEO/ATAC	Trina Simard, Ontario	Carole Bellefleur, Quebec
	Robert Bernard, Nova Scotia	Kevin Eshkawkogan, Ontario	Dana Soonias, Saskatchewan
	Jeff Provost, Manitoba	Teresa Doolittle, Ontario	Linda Sarazin, Ontario
	Patricia Dunnett, New Brunswick	Charlene Alexander, Yukon	
	Robin McGinley, Quebec	Lori Beaver, Alberta	

Staff: Keith Henry, President & CEO  
Casey Vanden Heuvel, Strategy & Projects  
Malcolm MacPherson, ATAC Lawyer

Regrets: Dave Laveau, Quebec  
Charlie Sark, PEI

### 1. Welcome & Opening Comments

Keith Henry welcomed the ATAC representatives present on the BOD Conference call today and reviewed the agenda as presented. There was some discussion on the upcoming BOD Meeting and the need to have one in person before the AGM scheduled during the upcoming 2016 IATC. A motion to host it prior to the start of the 2016 ATAC AGM was suggested, discussed and agreed upon by the participants on the call.

**Action Item #1 – 11.18.2016:** ATAC will hold next BOD meeting on Thursday, December 15<sup>th</sup>, 2016 at 6:00am with the agenda focussing on bylaws, financial policy, employee policies, Terms of Reference and HR policies.

### 2. Review and approval of the Agenda

**Motion #1 - 11.18.2016:** Motion to approve agenda as presented and amended.

**Motioned by:** Charlene Alexander, Yukon **Seconded by:** Jeff Provost, Manitoba

**All in favour. Question called. No objections. No abstentions. Motion passed unanimously.**

### 3. ATAC Board Nominations for December AGM

There was discussion on the recent ATAC call for Board Member Nominations across the country in terms of the applications that were received. A large majority of the applications came back as acclamations and therefore a number of the regions will have the same representation as follows...

Mike Willie	British Columbia (New)	Dave Laveau	Quebec (acclamation)
Lori Beaver	Alberta (Acclamation)	Patricia Dunnett	New Brunswick (acclamation)
Dana Soonias	Saskatchewan (Acclamation)	Robert Bernard	Nova Scotia (acclamation)
Jeff Provost	Manitoba (Acclamation)	Charlie Sark	Prince Edward Island (Acclamation)
Kevin Eshkawkogan	Ontario (Acclamation)	Phoebe Keeping	Newfoundland (In process)
Charlene Alexander	Yukon (Acclamation)	Kylik Taylor	North West Territories (NWT) - New Nunavut Rep (Required)

\*\*Please note shortly after the ATAC board meeting the reps from Newfoundland/Labrador and Nunavut were confirmed as:

- Nunavut – Gene O’Donnell – Artic Bay Adventures (New)
- Jillian Larkham - Director of Tourism with the Nunatsiavut Government (New)

Discussion on the floor surrounded ensuring we continue to push for representation at all regional levels and that the reps for NWT and Nunavut should be finalized soon and invited to the 2016 IATC and ATAC AGM.

**Motion #2 – 11.18.16:** Motion to accept the ATAC Board Nominations and acclamations as presented by Keith Henry, CEO & President for the Aboriginal Tourism Association of Canada (ATAC)...

**Moved by: Robert Bernard, Nova Scotia                      Seconded by: Carole Bellefleur, Quebec**  
**All in favour. Question called. No objections. No abstentions. Motion passed unanimously.**

**4. ATAC Operational Update**

**A. ATAC Bylaws Committee Presentation**

Jeff Provost (representing the Bylaws Committee) presented an update to the ATAC BOD on the process that the Bylaws Committee (including the lawyer representing ATAC) recently followed as part of updating the ATAC Bylaws restructuring initiative. He said that it was very lengthy, very beneficial, very time consuming but noted that this was exactly what needed to happen to explore and identify areas where the organization needs to focus on, protect as well as determine the best-case scenario for success of the organization. He also noted that this was a living, breathing document that will help guide the organization in the coming years. These bylaws also need to be finalized and reviewed and approved by the new ATAC BOD, preferably at the upcoming 2016 IATC.

**Motion #3 – 11.18.16:** Motion to approve the revised ATAC Bylaws as presented by Jeff Provost and amended by the ATAC BOD.

**Moved by: Jeff Provost, Manitoba                      Seconded by: Lori Beaver, Alberta**  
**All in favour. Question called. No objections. No abstentions. Motion passed unanimously.**

**B. 2016-2017 ATAC Budget**

Keith Henry presented the 2016-2017 Budget (Year to Date from April – October 2016) and noted that the budget is pretty well on schedule. There are a few accounts outstanding and that they are in the process of securing some additional partners that come attached with funding possibilities.

Keith also noted that there are a number of budgetary items that will supported with additional dollars on the way, for example the 2016 IATC will see monies from INAC (Indigenous & Northern Affairs Canada), ACOA (Atlantic Canada Opportunities Agency), Destination Canada and Parks Canada in the future. These will be identified in the next budget presentation.

Keith mentioned that there are a number of projects being delivered simultaneously across Canada and as well in international locations (in partnership with Destination Canada) and so the budget will reflect these current and upcoming objectives. Also to note that ATAC has actively taken on a capacity building support role in regions and that requires a significant amount of time and costs for travel to these regions across Canada but ATAC is very careful about these costs. Investments on behalf of industry, government and regional development dollars are managed very carefully budget wise and will show on our ATAC financial report by Cecilia Point, ATAC Controller at the upcoming ATAC AGM.

**C. Membership Update**

Keith Henry presented an update to the BOD on the current membership status and how it has really started to increase based on the membership applications received especially over the past few months since the official call went out. ATAC projected to have about \$8000 in membership fees and are currently over that at \$8238.00 which is great. We are seeing real diversity across the country signing up for ATAC membership with Aboriginal businesses, communities, industry and government applications for membership.

We are just under 100 applications and growing and with the high interest being developed and promoted across the country with so many different ATAC projects on the go including the upcoming 2016 IATC, the partnerships with Destination Canada, Tourism HR Canada and Parks Canada so these numbers are bound to spike again soon, which is great for membership.

Part of the goal will be to increase the Aboriginal tourism businesses and membership drives to our regions is important so ATAC representatives are strongly encouraged to push and build this momentum in their regions. Part of our online and email drives for the upcoming 2016 IATC will also build in yearly membership as part of their registration fees for the conference.

**5. 2016 International Aboriginal Tourism Conference (IATC)**

Keith provided a quick update on the upcoming 2016 IATC and noted that he was very impressed with the team that was assembled to bring this together. There has been a tremendous amount of work done by Robert Bernard (Nova Scotia) and the team he has assembled along with strong support by ATAC. Keith handed it over to Mr. Bernard to present a more detailed update to the ATAC BOD.

Robert noted that there has been a tremendous amount of work completed with respect to hosting the 2016 IATC in the Atlantic Region. There has been great partnerships formed, great support for funding for the event, key people at industry and government departments have come on board to help contribute in different ways for the event and quite an excitement now mobilizing in our region.

We have worked closely with ATAC to disseminate information across the country and to the international targets and currently we have approximately half of our target registrants achieved (approximately 180 for a target of 350 for the event). The budget has increased due to additional components recently added to the event including an International Media FamTour, local FamTours for the 2016 IATC registrants, as well as with the recent addition of the National Aboriginal Tourism Awards. We have secured additional support through ATAC partners in Destination Canada, Parks Canada as well as our own Tripartite (3 governments) in Nova Scotia for the event.

The focus of the event for our Atlantic Region is capacity development so we have incorporated an additional "Atlantic Capacity Building Day" so that we can begin generating the cultural tourism knowledge that we need to mobilize our people, communities, industry and government partners as well as our own leaders.

The International portion starts on Day 2 and we have quite a lineup of speakers from various industry tourism sectors and business presentations from around the world. Our website presence and our media promotion has been growing and looks to be a very interesting event coming Dec. 12-14 scheduled for the Membertou First Nation, just within the boundaries of Sydney, Nova Scotia.

**B. RFP Released to host the 2017 IATC – Update**

Keith Henry noted that ATAC has released an RFP to host the 2017 IATC and surprisingly enough there has been a great response and interest to host next year’s event. Currently they have received five (5) applications to bid on the 2017 IATC and they are now following up on these to see how many will submit an actual bid document.

These locations include the following;

- a. Calgary, Alberta
- b. Northwest Territories
- c. Quebec
- d. Yukon
- e. Saskatchewan (Non-Aboriginal bidder)

The plan is to announce the successful bidder at the 2016 IATC event so that all participants will know ahead of time who will be hosting in 2017 and word will start getting out a lot quicker with ample time to prepare. As with the 2016 event the 2017 version will more than likely be a fall/early winter event.

Closing deadline date for the RFP’s is December 5<sup>th</sup>, 2016.

**6. Parks Canada Proposed MOU**

Keith Henry provided an update on the Parks Canada MOU process that is currently in place. They (PC) are very interested in striking a partnership with ATAC and there has been numerous high level in person discussions with senior officials. The contribution agreement for the IATC is coming soon hopefully but they have committed to provided 50K of funding for the 2016 IATC event. Additional agreements and the large full MOU between ATAC and Parks Canada will focus on product development, mutual marketing opportunities, contract services that will have ATAC provide services directly to Parks Canada in their development of an updated Aboriginal strategy for relevant cultural experiences across the country.

This new MOU will be a 3-year agreement that will be reviewed on an annual basis with contribution agreements tied into reachable targeted goals for both parties. There is current work being done additional to the MOU in terms of preparing the partnership to possibly have the actual signing of the MOU between the two parties to take place at the 2016 IATC.

**Motion #4 - 11.30.2016:** Motion to accept the Parks Canada update as presented with the goal of signing the agreement with the focus being on developing a mutually beneficial agreement through the MOU process as identified in the update presentation.

**Moved by: Dana Soonias, Saskatchewan                      Seconded by: Carole Bellefleur, Quebec.**  
**All in favour. Question called. No objections. No abstentions. Motion passed unanimously.**

**7. Other Business;**

**a. Canadian Council of Tourism Minister’s (CCTM) – Update Report by Keith Henry**

There has been a real push at the CCTM table to promote Aboriginal tourism through the work that we are doing at ATAC. For years, there has been a growing interest but now they are starting to put resources behind this support through agreements with large organizations such as Destination Canada, Parks Canada and Tourism HR Canada. These partnerships are huge for the long term financial support for ATAC.

**b. Tourism Industry of Nova Scotia (TIANS) Presentation**

Through the regional development work of Robert Bernard in Nova Scotia, we have received an invite to present to a large conference in Halifax, Nova Scotia in mid November called the TIANS Conference. They have asked Keith to present one of the keynote presentation on Aboriginal tourism.

This is a great opportunity for Aboriginal tourism growth in their region but also supports the growth that is needed in the Atlantic Region. Keith will be presenting the ATAC 5-year plan and will be making some key connections at the event. This will support the current work that Mr. Bernard is doing to enhance not only the 2016 IATC but also the potential for an Atlantic Canada Aboriginal Tourism growth and support for funding for the regional bodies. This event is scheduled to have over 700 people attending and it is a very knowledgeable tourism sector driven organization. They will be covering costs for Keith to attend and the plan is to also visit New Brunswick while he is there so ATAC continues to support regional development.

**C. New Brunswick Tourism**

After the recent CCTM presentations Keith Henry was asked to present to the New Brunswick Tourism representatives while he was travelling East for the TIANS presentations in Nova Scotia. New Brunswick was very interested in mobilizing with Aboriginal tourism partners at the community and regional levels both Aboriginal, non-Aboriginal and French Acadian communities. Keith is in process of finalizing plans to attend this event with the support of NB ATAC Rep Patricia Dunnett as well as ATAC Executive Rep Robert Bernard from Nova Scotia. ATAC will present an update to the NB Tourism Reps as well as the ATAC 5 Year Strategy and the Aboriginal Tourism Videos developed through our Destination Canada partnership.

**D. Tourism HR Canada**

Trina Simard attended the Tourism HR Canada National Board Meetings and was happy to report that the partnership agreement between ATAC and Tourism HR Canada is progressing very well. Even though there are some issues with their own board in terms of internal challenges there is great support for Aboriginal tourism via ATAC. Phil Montour, the national chairperson has communicated on a regular basis with Keith Henry to maximize on the partnership agreement and are working on finalizing the multi-million-dollar funding submission to the Federal Government to build a support framework for Aboriginal Tourism HR through ATAC delivery models.

**E. Eastside Aboriginal Sustainable Tourism (EAST) Inc. – Manitoba Funding Issue**

Jeff Provost provided an update with a recent funding issue with Eastside Tourism in Manitoba as they have recently received word that their core funding will be discontinued for the organization. He suggests that monies are being promoted to make agreements with national organizations and an off-loading of responsibility going on to some degree with regional government funding organizations. He believes that the national funding that ATAC has received has affected their regional dollars and wants ATAC to help remedy this in his region if possible. Jeff wants ATAC to push for sustainable regional dollars across Canada and to help protect this in future years by clarifying ATAC's role to support regional development.

**Motion #5 – 11.18.2016:** That the ATAC Board of Directors do hereby clarify the role and purpose of the Aboriginal Tourism Association of Canada (ATAC), and that is to complement existing regional, provincial and territorial Aboriginal tourism organizations.

**Moved by: Jeff Provost, Manitoba                      Seconded by: Robin McGinley, Quebec**  
**All in favour. Question called. No objections. No abstentions. Motion passed unanimously.**

**Motion #6 – 11.18.2016:** That the ATAC Board of Directors supports the immediate reinstatement of Provincial funding for the Eastside Aboriginal Sustainable Tourism Inc.

**Moved by: Kevin Eshkawkogan, Ontario                      Seconded by: Charlene Alexander, Yukon**  
**All in favour. Question called. No objections. No abstentions. Motion passed unanimously.**

**Action Item #2:** The ATAC Board directs President & CEO Keith Henry to immediately direct support towards resolving the funding issues as presented by Jeff Provost, EAST Inc.

**CLOSING**

**Motion to adjourn ATAC Board of Directors meeting via conference call.**

**Moved by:                      Kevin Eshkawkogan, Ontario                      Seconded by: Patricia Dunnett, New Brunswick.**

**Meeting completed at 3:30pm.**

ATAC Chairperson

ATAC Secretary

Dated: January 23<sup>rd</sup>, 2017