Aboriginal Tourism Association of Canada (ATAC)
Board of Directors Meeting

Monday, January 23\textsuperscript{rd}
Tuesday, January 24\textsuperscript{th}

Grey Eagle Resort and Casino
3777 Grey Eagle Drive
Calgary, AB
T3E 3X8
1-403-385-3777

Approved Minutes

Board Members:
Kylik Taylor, NT
Jeff Provost, MB
Charlie Sark, PE
Lori Beaver, AB
Lisa Dewhurst, YT (Proxy)
Mike Willie, BC
Robert Bernard, NS
Dana Soonias, SK.
Dave Laveau, QC

Kevin Eshkawkogan, ON
Gene O`Donnell, NU
Jillian Larkham, NL
Karen Narvey, NB (Proxy)

Staff:
Keith Henry, President & CEO
Dene Sinclair, Director of Marketing
Sherry Daniels, Memberships

Casey Vanden Heuvel COO
Cecilia Point, Director of Finance

Guests:
Hal Eagletail, Eagle Star Tours, Protocol
Bruno D`Angelo, The Adventure Group
Brenda Holder, Mahikan Tours

Gabrielle Tuamisto, The Adventure Group,
Jordon Holder, Mahikan Tours

Noel Ma, Director, Development, Alberta Culture and Tourism,
Patrick Matten, Executive Research Business Development, Alberta Culture and Tourism,

Monday, January 23\textsuperscript{rd}, 2017

1. Welcome and Opening Comments 9:00 am

2. Review and Approval of Agenda

\textit{Motion 2017/01/23 – 01 – To accept the agenda}
\textit{Moved Mike Willie BC}
\textit{Seconded Dana Soonias SK}
\textit{Carried}
3. Review ATAC Draft Board Minutes
   
   a. November 18th, 2016

   **Motion 2017/01/23 – 02 – to accept the draft minutes, with amendments**
   Moved Dana Soonias
   Seconded Kevin Eshkawkogan ON
   Carried

   b. December 15th, 2016

   **Motion 2017/01/23 – 03 – to accept the draft minutes with amendments**
   Moved Kevin Eshkawkogan, ON
   Seconded Kylik Taylor NT
   Carried

   c. 1st Annual General Meeting Draft Minutes December 15th, 2016

   *Information only – will be reviewed at the next AGM*

   i. Confirm Appointment of Treasurer

   **Motion 2017/01/23 – 04 – to confirm appointment of Dana Soonias as Treasurer**
   Moved Charlie Sark, PE
   Seconded Kevin Eshkawkogan, ON
   Carried

   **Motion 2017/01/23 – 05 – to go in camera**
   Moved Charlie Sark, PE
   Seconded Kevin Eshkawkogan, ON
   Carried

   **Motion 2017/01/23 – 06 – to go out of camera**
   Moved Charlie Sark, PE
   Seconded Kevin Eshkawkogan, ON
   Carried

4. ATAC Board Orientation

   a. Review Policies and Procedures
      
      i. Bylaws
      ii. Board Manual
      iii. Finance Manual
         1. Procurement Manual
      iv. Human Resources
**Action Item #1 – 2017/01/23** Staff to send out electronic version of manuals to board

Break

5. ATAC Operational Update
   
a. Updated ATAC 2016-2017 Operation Budget Update

 b. ATAC Membership

**Action Item #2 – 2017/01/23** ATAC staff to create and distribute member benefits information package to board members to help recruit new membership.

**Action Item #3 – 2017/01/23** Keith to send out list of Aboriginal businesses from research project to regions.

   c. Product Development – Implementation of SPI

      i. Market Readiness Workshops – Tourism HR Canada

         1. Nunavut and Alberta Pilot(s)

      ii. Government of Alberta Conference February 13th

     iii. Arctic Indigenous Investment Conference February 13th – 15th - Yukon

   d. Marketing Update

      i. GoMedia

      ii. Showcase Canada Asia

      iii. RVC 2017 Update

      iv. Canada Media Marketplace (New York City, US)

      v. International Travel Berlin (ITB) March

     vi. Educational Travel Conference – February (St. Louis, US)

   e. US Consumer Research – Destination Canada

      i. Key Findings

      Lunch 12:30 pm – 1:15 pm

6. IATC 2016 Reporting

   a. Round Table Debrief

   b. Budget

   c. Summary of Survey Responses

   Break

7. IATC November 2017
Travel Alberta Press Release

b. Introduction of Conference Planners

c. Roles and Responsibilities

At 6:00 PM the Board and guests attended an evening hosted by Tsuut’ina Nation leadership to present their culture and to tour the 2017 IATC meeting facilities.

Tuesday, January 24th

8. 2017-2018 Operational Plan

   a. Year 2 of ATAC Five Year Plan
       b. Recommended Financial Investment Plan
           i. Baseline
           ii. Baseline plus potential additional funding (2 more scenarios)

Motion 2017/01/24 – 07– to go in camera
Moved Kevin Eshkawkogan
Seconded Dana Soonias, SK
Carried

Motion 2017/01/23 – 08 – to go out of camera
Moved Charlie Sark, PE
Seconded Kevin Eshkawkogan, ON
Carried

   c. Operational Recommendations

       Lunch 12:00 pm – 1:00 pm

9. Other:

   a. Government of Manitoba Response to ATAC December Letter

Motion 2017/01/24 – 09 – That Keith Henry is to respond to the letter from DM James Wilson and to proceed with a meeting with the Manitoba Government to discuss Aboriginal tourism in Manitoba. Keith is to copy the Manitoba Director on all communications and results.
Moved Jeff Provost, MB
Seconded Gene O’Donnell, NU
Carried

b. AtBC Update

Motion 2017/01/24 – 10– To accept MOU between AtBC and ATAC
Moved Mike Willie, BC
Seconded Dave Laveau, QC
Carried

Action Item #4– 2017/01/24 Robert Bernard, NS, Board Chair, to sign MOU

c. AIANTA Relationship – for information
d. Assembly of First Nations (AFN) Update

Action Item #5– 2017/01/24 Prepare discussion paper to guide AFN discussions

e. Nunavut Government Update – MOU Development: Deferred
   i. Assessment Tool
   ii. Establish Inuit Tourism Association
   iii. Marketing
f. Western Economic Diversification Submission – New Proposed Initiative: Deferred
g. Parks Canada National Forum – Lets Talk Consultation Process – for information
h. Canadian Council for Aboriginal Business (CCAB) – for information
   i. Tourism Forum – June 28th Halifax Convention Center
   i. Adventure Travel Trade Association MOU

Motion 2017/01/24 – 11 To accept the partnership agreement proposed by ATTA
Moved Mike Willie, BC
Second Kevin Eshkawkogan, ON
Carried

10. Next ATAC Board Meeting: Call of the Chair

11. Adjourn 3:00 pm

Motion 2017/01/24 –12 to adjourn
Moved Kevin Eshkakogan
Second Jeff Provost, MB
Carried

Approved by:

ATAC Chairperson
ATAC Secretary

Dated: April 19th, 2017