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

Tuesday, April 18th and Wednesday, April 19th
Grey Eagle Resort and Casino
3777 Grey Eagle Drive
Calgary, AB
T3E 3X8
1-403-385-3777

Approved Minutes

Attendance:
1. Charlie Sark PEI Representative
2. Dana Soonias Saskatchewan Representative
3. James Cowpar (proxy for Mike Willie) BC Representative
4. Jeff Provost Manitoba Representative
5. Robert Bernard Nova Scotia Representative
6. Kylik Taylor NWT Representative
7. Gene O’Donnell Nunavut Representative
8. Kevin Eshkakogan Ontario Representative
9. Carole Bellefleur (proxy for Dave Laveau) Quebec Representative
10. Brenda Holder Alberta Representative
11. Jillian Larkham Newfoundland Labrador Representative

Missing
12. Shirlee Frost Yukon Representative
13. Patricia Dunnett Nova Scotia Representative

Staff and Team Members:

1. Keith Henry, President and CEO
2. Dene Sinclair – Director of Marketing
3. Casey Vanden Heuvel – Director of Business Development
4. Cecilia Point – Director of Finance
5. Lori Beaver – Alberta Regional Coordinator
6. Malcolm MacPherson – Legal Counsel

Presentations
- ATAC Marketing Update Presentation
- Destination Canada Presentations
Tuesday, April 18th, 2017

1. ATAC Executive Meeting (Main Room) 8:00 AM
2. Protocol Event – Travel on Bus 11:30 AM

The ATAC board and staff in attendance will meet in the lobby at 11:15am to transfer to protocol preparation with Treaty 7 representatives.

Offering Ceremony - Location: 1021, 10th Ave SW, Calgary

*The protocol preparation was attended by partners Tourism Industry Association of Canada, Travel Alberta, Tourism Calgary, Destination Canada, Government of Alberta, and the board of the Aboriginal Tourism Association of Canada.*

3. Welcome and Opening Prayer (Local Elder – BOD, Staff & Guests) 5:15 PM

*Welcome to new Board member Brenda Holder representing Alberta. Local protocol was arranged with the TsuuT'ina Nation.*

4. ATAC Board of Directors In-Camera Session 5:25 PM

*Motion 2017/04/18 – 01 – To go in camera
Moved Dana Soonias
Seconded Kylik Taylor
Carried*

*Motion 2017/04/18 – 02 – To go out of camera
Moved Charlie Sark
Seconded Kevin Eshkakogan
Carried*

5. Review and Approval of Agenda 6:35 PM

*Motion 2017/04/19 – 03 To approve agenda as amended
Moved Dana Soonias
Seconded Brenda Holder
Carried*

6. Review ATAC Draft Board Minutes 6:40 PM

a. January 23rd, and 24th, 2017
Motion 2017/04/19 – 04 – To approve board minutes of January 23rd and 24th as amended
Moved James Cowpar
Seconded Dana Soonias
Carried

b. March 31st, 2017 – Executive Committee Update

The notes and action items were reviewed.

Motion 2017/04/19 – 05 – To accept the notes of March 31st
Moved James Cowpar
Seconded Dana Soonias
Carried

7. ATAC Board Training – Presented by Malcolm MacPherson – Legal Counsel 6:45 PM

a. Ongoing Training – Role of the Board

   i. Bylaws
   ii. Board Manual
   iii. Finance Manual

   1. Procurement Manual
   iv. Human Resources

Motion 2017/04/19 – 06 Motion to adopt the board manual, finance manual, procurement manual, and human resource manual as presented
Moved Dana Soonias
Seconded Carole Bellefleur
Carried

b. Formulation of ATAC BOD Committees

   i. Governance & Nomination Committee

   The committee is Dave Laveau, Mike Willie, and Jeff Provost

   ii. Finance & Audit Committee

   The committee is Charlie Sark, Dana Soonias, and Kylik Taylor

   iii. Human Resource Committee
The committee is Jillian Larkham, Brenda Holder, and Kevin Eshkakogan

Action Item #1 – committees to review relevant manuals and draft terms of reference for presentation to the next ATAC board meeting.

Action Item #2 – ATAC President and CEO to check if Shirlee Frost wants to play role on human resources committee in place of Kevin.

Motion 2017/04/19 – 07 Motion to accept committees as appointed.
Moved James Cowpar
Seconded Gene O’Donnell
Carried

ATAC board recessed at 8:30 PM

Wednesday, April 19th, 2017

   a. Strategic Partnership Initiative (SPI)
      i. 2016-2017 Year End Report
   b. INAC Report Year End

Motion 2017/04/19 – 08 Motion to accept the 2016-2017 Year End Financial Report as presented
Moved Kevin Eshkakogan
Seconded James Cowpar
Carried

Action Item #3 – ATAC management to identify manner in which additional tracking of member benefits can be considered and reported. This followed a presentation from Grey Eagle Resort and Casino General Manager Kevin Yates who outlined the benefits this past year of being part of ATAC. Included Showcase Canada Asia Aboriginal Showcase, Destination Canada board meeting, Rendez Vous Canada activities, etc.

Action Item #4 – ATAC management to set up a form for Provincial and Territorial Updates as a standing offer with work related specifically to ATAC.

9. INAC 5 Year Funding Agreement & SPI Funding (Overview) 10:00 AM
   Federal Tourism Round Table Update
There were good discussions about the follow up specific with the Federal International Trade Offices. This included the need to play a role more specifically with the World Indigenous Business Forum.

Action Item #5 – Support participation at WIBF in relation to the goal of meeting the objectives of the ATAC Five Year Plan.

ATAC Business Plan

a. 2017-2018 Operational Plan & Budget Outline
b. Revised Organizational Chart
c. Key Performance Indicators

Action Item #6 – Develop ATAC board training to support board members on how to present an ATAC supplied general presentation.

Action Item #7 – Develop ATAC Corporate messaging for the board training including common Q + A’s.

These items require tools for the board to use.

Motion 2017/04/19 – 09 Motion to accept the 2017-2018 Operational Plan and Budget as presented
Moved Dana Soonias
Seconded Charlie Sark
Carried

Action Item #8 – Report and update in 6 months on budget performance and reconciliation.

Action Item #9 – Prepare annual plan for the public to be used as the template for future years.

10. Name – Indigenous or Aboriginal Tourism Association of Canada

Action Item #10 - Tabled for legal advice with revised name change to Indigenous Tourism Canada including French translation as part of the rename registration.

Motion 2017/04/19 – 10 Motion to go in camera
Moved Dana Soonias
Seconded Jeff Provost
Carried

Motion 2017/04/19 – 11 Motion to go out of camera
Moved Dana Soonias
Seconded Jeff Provost
Carried

   a. Reporting from the US Market on Aboriginal Tourism
   b. May 7th and 8th – Presentation and Retreat Participation

   Destination Canada will be completing the report from the US visitor research and releasing in partnership with ATAC for use by the industry.

   Significant conversations ensued.

12. Other: 3:30 PM
   a. AtBC MOU – Executive Meeting Request

      Action Item #11 – ATAC Chair to follow up, respond, and arrange future discussions with AtBC on a priority basis.

   b. Marketing Update:
      i. 2017 Experience Guide
      ii. ATAC Online Results/Metrics

      Information was presented by the Director of Marketing

   c. Rendez Vous Canada 2017 Plan, Calgary

      Information was presented by the Director of Marketing

   d. Product Development Highlights

      Information referenced in the board package

   e. AIANTA Relationship

   Motion 2017/04/19 – 12 Motion to accept the agreement with AIANTA
   Moved Kevin Eshkakogan
   Seconded Brenda Holder
   Carried
Action Item #12 – ATAC to plan press release and formal announcement with AIANTA

f. Assembly of First Nations (AFN) Update

Tabled

g. Western Economic Diversification

Tabled

h. Canadian Council for Aboriginal Business (CCAB)
   i. Tourism Forum – June 28th Halifax Convention Center

Discussion only

i. TIAC Proposed Agreement

Motion 2017/04/19 – 13 Motion to approve TIAC Agreement as presented
Moved Kevin Eshkakogan
Seconded Kylik Taylor
Carried

Action Item #13 – Seek to have an Indigenous Board rep on TIAC

j. Xeni Gwet’in Report

Discussion of the report

Action Item #14 – Recommended to discuss situation with Executive Committee to ensure no negative outcomes.

k. Alberta Agreement Progress Report

The agreement and work is underway. An announcement will be made with the Government of Alberta May 8th.

l. NorthStar 22 Notes April Meeting

Information shared

m. ATAC Membership Update

Information shared

13. Next ATAC Board Meeting 4:45 PM

ATAC Board meetings for 2017-2018 are proposed for:

• August 29th and 30th Ottawa, Ontario
14. Adjourn 5:00 PM

Motion 2017/04/19 – 14 Motion to adjourn
Moved Kevin Eshkawkogan
Carried

Approved by:

ATAC Chairperson
ATAC Secretary

Dated: August 29th, 2017