



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

**Indigenous Tourism Association of Canada (ITAC)
5th Annual General Meeting (AGM)
Zoom 11:00 AM PST
Tuesday, December 15th, 2020**

Draft Minutes

Board Members in Attendance:

- | | |
|--|--|
| 1. Frank Antoine, Moccasin Trails | British Columbia Representative |
| 2. Brenda Holder, Mahikan Trails | Alberta Representative |
| 3. Kelly Fiddler, Kelly Fiddler Consulting | Saskatchewan Representative |
| 4. David Daley, Wapusk Adventures | Manitoba Representative |
| 5. Marie-Pierre Lainé, Indigenous Tourism Quebec | Quebec Representative |
| 6. Patricia Dunnett, Metepenagiag Heritage Park | New Brunswick Representative |
| 7. Darrell Bernard, Kluskap Ridge RV & Campground | Nova Scotia Representative |
| 8. Tara Saunder, Qalipu First Nation Representative | Newfoundland & Labrador Representative |
| 9. Jamie Thomas, Lennox Island First Nation Representative | Prince Edward Island Representative |
| 10. Marilyn Jensen, Yukon First Nations Arts & Culture | Yukon Representative |
| 11. Joseph Bailey, North Star Adventures | Northwest Territories Representative |

Voting Members in Attendance:

1. Tracy Therrien, Bucketlisttour
2. James Allen, Shakat Tun Adventures
3. Kimberly Cross, Kahnawake Tourism
4. Dawn Kisoun, Fishwheel Charters
5. Joe Urie, Jasper Tour Company
6. Cynthia Rayner, Kiixin Tours
7. Teena Dickson, Whitehorse Who What Where Tours
8. Sheila Flaherty, Indigenous Culinary of Associated Nations
9. Tracey Klettl, Painted Warriors
10. Dene Sinclair, Manitoba Indigenous Cultural Education Centre
11. Cheryl Chapman, Xat'sùll Heritage Village
12. Randy Vanatter, Explore Canada Marketing Group
13. Rhonda Leclair, Anishinaabe Wild Rice Experience
14. Sheila Nyman, Sulphurous Lake Resort
15. James Robinson, Aurora Village
16. Marc Bru, Square Timber Brewing Company
17. Georges Baudry, Oroseau: Rapids Park/Parc du Rapides
18. Isabelle Dubois, Nunavik Tourism
19. Leon Hunter, Metis Crossing



20. Matricia Brown, Warrior Women
21. Robert DuDoward, Skidegate Inlet Retreat
22. Michelle Savoie, Voyageur Wilderness Programme Ltd,
23. Bert Mercer, Nisga'a Tourism
24. Paula Cranmar-Underhill, Spapium 'Little Prairie' Farm
25. Alex Chafe, Wild Gros Morne,
26. Mandy Rosseau, Squamish Lil'wat Cultural Centre
27. Melanie Gamache, Borealis Beading
28. Michelle Lawson, Spirit Bear Lodge
29. Naomi Recollet, Ojibwe Cultural Foundation
30. Floyd Flavel, Miyawata Cultural Association
31. Daphne March, ShaMaSha
32. Richard Lewis, Royal Inn and Suites
33. Bear Baker, Wildhorse Ranch
34. Kalika Sinnett, Site d'Interpretation Micmac de Gespeg
35. Keith Diakiw, Talking Rock Tours
36. Joshua Morin, Michif Cultural Connections Company
37. Corey Stacinski , Manitoulin Hotel and Conference Centre
38. Chris Grimes, Stoney Nakoda Resort & Casino
39. Chris Bower, Nk'Mip Cellars
40. Renee Carriere, Big Eddy Lodge
41. Chris Tait, Klahoose Coastal Adventures
42. Robin McGinley, Cree Outfitting Tourism Association (COTA)
43. David Thompson, Kikino Silver Birch Resort and Campground
44. Monique Bouchard, Festival du Conte et la Légende de L'Innuadie
45. Maxim Lizotte, Wigwam
46. Isabelle Genest, Musée Amérindien De Mashteuiatsh
47. Serge Mckenzie, Société de Développement Économique Uashat mak Man
48. Lara Sioui, ONQUATA
49. Paule Rochette, Hébergement Aux Cinq Sens
50. Sean McDonagh, representing 4 businesses, voting on behalf of:
 - a. Aventures Arctiques
 - b. Tunulik, Aventures Arctiques – Payne River
 - c. Aventures Inuit
 - d. Voyages FNCQ
51. Sean McDonagh, representing 14 businesses, voting as a proxy on behalf of:
 - a. Hôtel des Coopeératives du Nunavik,
 - b. Hotel des coops du Nunavik:
 - i. Aupalik Co-op Hotel
 - c. Hotel des coops du Nunavik:
 - i. Inukjuaq Co-op Hotel
 - d. Hotel des coops du Nunavik:
 - i. Ivujivik Co-op Hotel
 - e. Hotel des coops du Nunavik:



- i. Kangiqsualujjuaq Co-op Hotel,
 - f. Hotel des coops du Nunavik:
 - i. Kangiqsujuaq Co-op Hotel,
 - g. Hotel des coops du Nunavik:
 - i. Kangirsuk Co-op Hotel
 - h. Hotel des coops du Nunavik:
 - i. Kuujjuaq Co-op Hotel
 - i. Hotel des coops du Nunavik:
 - i. Kuujjuarapik Co-op Hotel
 - j. Hotel des coops du Nunavik:
 - i. Puvirnituaq Co-op Hotel
 - k. Hotel des coops du Nunavik:
 - i. Quaqtuaq Co-op Hotel
 - l. Hotel des coops du Nunavik:
 - i. Salluit Co-op Hotel,
 - m. Hotel des coops du Nunavik:
 - i. Umiujaq Co-op Hotel
 - n. Hotel des coops du Nunavik:
 - i. Akulivik Co-op Hotel
- 52. Colombe Bourque, representing 4 businesses, votes on behalf of:
 - a. Hotel-Musée Premières Nations
 - b. Tourisme Wendake
 - c. Musée Huron-Wendat
 - d. Pow Wow International de Wendake
- 53. Mike Willie, representing 2 businesses, votes on behalf of:
 - a. Sea Wolf Adventures
 - b. Coastal Rainforest Safaris
- 54. Jillian Larkham, representing 2 businesses, votes on behalf of:
 - a. Nunatsiavut Government
 - b. The Torngats
- 55. Jeannine Villeneuve, representing 9 businesses, votes on behalf of:
 - a. Camping Taddoussac et Camping Tipi
 - b. Chalets De L'Anse-À-Jos
 - c. À Yves Et Chalets Shippek
 - d. Natakam Condos-Hotel Sur Mer
 - e. Pourvoirie Des Lacs À Jimmy
 - f. Pourvoirie Domaine Sportif du Lac Loup
 - g. Pourvoirie du Club Bernier
 - h. Pourvoiries Essipit: Pourvoirie du Lac des Coeurs
 - i. Pourvoirie du Club Claire
- 56. Patricia Dunnett: representing 3 businesses, votes on behalf of:
 - a. Indigenous Tourism Association of New Brunswick
 - b. Metepenagiag Heritage Park
 - c. Red Bank Lodge



57. Jamie Thomas: representing 2 businesses, votes on behalf of:
- a. Lennox Island First Nation
 - b. Indigenous Tourism Association of Prince Edward Island

Non-voting Members in Attendance:

1. Chris Maxfield, Indigeno Travel International
2. Suzanne Reeves, SURE Media
3. Judy Karwacki, Small Planet Consulting
4. Grant Chapman, Willow Ridge Ranch
5. Sebastien Desnoyers-Picard, Yarihwa Boutique Amerindienne
6. Douglas Dillon, Government of North West Territories
7. Suzan Meyers, Royal BC Museum
8. Quinn Soonias, Drift Out West Fly Fishing
9. Kylik Taylor, Tundra North Tours
10. Corey Meyers, Frontier Lodge – Gateway to Thaidene Nene
11. Darcy Lepowick, DR Game Ranch
12. Jenny Dupas, Eastern Manitoba Tourism Association
13. Linda Nelson, Town of Sundre
14. John Ritchie, Hideaway Adventure Grounds & Family Retreat
15. Charlene Alexander, Adaka Cultural Festival
16. Keleigh Cormier, Clearthink Group
17. Eric Bear, The Sun Lodge, The Place Where The Bear Sits Inc.

Observers in Attendance:

In addition to the in-person attendance by the ITAC team, gallery viewing for non-ITAC members was made available on ITAC's corporate website.

Total estimated viewers: 300.

ITAC Team in Attendance:

Keith Henry, President & CEO
Brady Smith, Chief Strategy Officer
Sebastien Desnoyers-Picard, Chief Marketing Officer
Teresa Ryder, Director of Business Development
Cecilia Point, Director of Finance & Administration
Joe Hidayat, Finance Manager
Manpreet Kaur, Bookkeeper
Jason Picard-Binet, Sales Manager
Ryan Rogers, Marketing Coordinator
Angela Ryder, Industry Coordinator
Genevieve Huneault, Development Coordinator



Tracey Pascal, Saskatchewan Coordinator
Holly Courchene, Manitoba Coordinator
Robert Bernard, Atlantic Coordinator
Malcolm MacPherson, Corporate Lawyer
Lyle Brown, ITAC Auditor
Craig van der Merwe, The Update Company

1. Opening Prayer 11:00 AM

Elder Lilyrose provided opening prayer

2. Opening Remarks 11:05 AM
- a. Chair Brenda Holder
 - b. Co-Chair Marilyn Jensen
 - c. Voting orientation – Palomar Distribution

The ITAC AGM delegates recognized a moment of silence to honour TIAC President and CEO Charlotte Bell who recently passed away. TIAC is on of ITAC's key partners and Charlotte was a friend to many in the organization.

3. Honourable Melanie Joly 11:10 AM
Minister of Economic Development and Official Languages

Welcome video was played from Minister Joly.

4. Call to Order – Verification of quorum 11:20 AM

Delegates were advised that quorum was determined as 41 based on the bylaws requirements.

5. Approval of AGM Chair 11:22 AM

MOTION20201215-01 to approve Malcolm MacPherson as the Chair of the 5th Annual General Meeting.

Moved by Marie-Pierre Lainé (Indigenous Tourism Quebec)

Seconded by Cheryl Chapman (Xatsull Heritage Village)

Motion Carried.

6. Approval of Draft Agenda 11:25 AM

MOTION20201215-02 to approve the agenda as presented.

Moved by Joe Urie (Jasper Tour Company)

Seconded by Bert Mercer (Nisga'a Tourism)

Question called, all in favour



Motion Carried.

7. Approve AGM Draft Minutes November 12th, 2019 11:28 AM

MOTION20201215-03 to approve the AGM Draft Minutes from November 12th, 2019 as presented.

Moved by Chris Grimes (Stoney Nakoda Resort & Casino)

Seconded by Patricia Dunnett (Metepenagiag Heritage Park)

Question called, all in favour.

Motion Carried.

8. ITAC 2019 - 2020 Reporting 11:30 AM
a. Review Annual Report – April 1st, 2019 - March 31st, 2020

MOTION20201215-04 to approve the 2019-20 Annual Report as presented.

Moved by Darrell Bernard (Kluskap Ridge RV & Campground)

Seconded by Tara Saunders (Qalipu First Nation)

Question called, all in favour.

Motion Carried.

- i. ITAC Financial Statements April 1st, 2019-March 31st, 2020
1. Lyle Brown, Culver and Co – Audit
2. Cecilia Point, ITAC Director of Finance

MOTION20201215-05 to approve the 2019-20 Audited Financial Statements as presented.

Moved by David Daley (Wapusk Adventures)

Seconded by Joe Bailey (North Star Adventures)

Question called, all in favour.

Motion Carried.

9. ITAC 2020-2021 Operational Highlights 11:45 AM
a. ITAC Second Wave COVID-19 Response
b. Provincial/Territorial Partners – Key Updates
i. Indigenous Tourism BC
ii. Indigenous Tourism Alberta
iii. Quebec Aboriginal Tourism
iv. NL Indigenous Tourism Association
v. Manitoba Indigenous Tourism Association
vi. Nova Scotia Indigenous Tourism Enterprise Network
vii. Yukon First Nations Cultural and Tourism Association
viii. Indigenous Tourism Association New Brunswick
ix. Indigenous Tourism Association PEI
x. Saskatchewan Update
xi. NWT Update



- xii. Ontario Update
- c. Destination Canada President and CEO Marsha Walden
 - i. DC Update

ITAC reviewed a range of updates including the current fiscal year progress, review of the proposed ITAC 2nd Wave Response recommendations and a new corporate video entitled “State of the Industry.”

The delegates provided positive reaction to the new 8-minute overview.

Destination Canada presented an overview of partnership work with ITAC and the impacts to tourism across Canada.

10. ITAC Resolutions

12:50 PM

Delegates were advised that there were no resolutions submitted to address.

11. Other business

- a. CBC / Stimulus management

ITAC Board Chair Brenda Holder provided the board overview and response to the recent CBC coverage and share the disappointment with the inaccuracies.

ITAC President and CEO Keith Henry also provided insight.

The ITAC board has decided to pursue legal options to exonerate the reputation of ITAC and staff.

12. ITAC Board Elections

12:55 PM

Reporting on election results:

- a. Quebec
- b. PEI
- c. Nunavut
- d. Ontario

**MOTION20201215-05 to approve the Nominations Committee Report as presented.
Moved by Keith Diakw (Talking Rock Tours)
Seconded by Monique Bouchard (Festival du Conte et la Légende de L’InnuCadie)
Question called, all in favour.
Motion Carried.**



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Quebec Election Results:

Marie-Pierre Lainé – 22 votes

Mary – 6 votes

Kimberly Cross – 0 votes

Marie-Pierre Lainé, Indigenous Tourism Quebec (Quebec), elected
Jamie Thomas, Lennox Island First Nation (Prince Edward Island), acclaimed
Sheila Flaherty, Indigenous Culinary of Associated Nations (Nunavut), acclaimed
Jason W Johnston, Cape Croker Park (Ontario), acclaimed

MOTION20201215-05 to approve the ITAC Board Elections as elected.

Moved by Colombe Bourque (Hotel-Musée Premières Nations)

Seconded by Joe Bailey (North Star Adventures)

Question called, all in favour.

Motion Carried.

13. Motion to Adjourn

1:00 PM

MOTION20201215-06 to adjourn the meeting.

Moved by Chris Grimes (Stoney Nakoda Resort & Casino)

Seconded by Joe Bailey (North Star Adventures)

Question called, all in favour.

Motion Carried.

14. Closing Prayer

1:00 PM

Meeting concluded at 2:47 PM PST.