



**MEETING – Dec. 4, 2014**

**9 am PST**

**In attendance:**

**Keith Henry – AtBC /  
Lori Beaver – Alberta/  
Brenda Dragon –NWT /  
Trina Mather-Simard – Ontario/  
Don Wilson – Alberta /  
Carole Bellefleur – Quebec/  
Robin McGinley – Quebec /  
Brad, Nicole, Michelle – AANDC/  
Kevin Kelly – Nunavut/  
Edie Styres - Ontario /  
Jeff Provost/ Manitoba/  
Kevin Kelly/Nunavut/  
Deborah/Nova Scotia/**

**1. Call to Order 9:05 am PST**

**2. Review Notes from November 13<sup>th</sup>, 2013**

*Chair- reviewed notes from last meeting. No issues, comments or concerns brought forward*

**3. Review of ATMC Request for Proposal Process**

*Selection process – 4 out of 5 Executive Committee Members reviewed the 2 received proposals and selected Showus Marketing.*

**4. ATMC Cruise Industry RFP**

**a. Introduction of Awarded Contractor**

**i. Showus Marketing**

*Dana Schoahs –Showus Marketing reviewed plan and timelines.*

**b. Project Steering Committee Selection**

*Chair recommended Committee members from Artic, Atlantic, Quebec, Great Lakes and Coastal BC.*

*Steering Committee will now include:*

- 1. Dana Schoahs - Consultant;*
- 2. Carole Bellefleur- Quebec Aboriginal Tourism*



3. Robin McGinley – Cree Oufitters
4. Deborah Ginnish – Nova Scotia; Mi'kmaq
5. Kevin Kelly Nunavut Tourism will follow up with CEO, Colleen Dupuis to sit on Committee
6. Kevin Eshkawkogan – Great Spirit Circle Trail
7. ATMC Chair Keith Henry will provide supportive role

*Chair will ensure follow up approach Charlene Alexander – Yukon Region to discuss committee participation.*

*AtBC will also consider another BC representative. AtBC representative Lillian Hunt (Umista Cultural Center) will be asked to support Steering Committee representation.*

**Action- Dana Schoahs will contact all Committee volunteers and arrange a face to face meeting in a central location. Chair recommends Ottawa to coordinate meeting with AANDC as well.**

**5. ATMC Governance**  
**a. Status of bio's**

*There was discussion about raising ATMC exposure (including our role at the upcoming Whistler IATC) and there interest was expressed by members on launching an ATMC website to host our organization and ATMC tools.*

*An ATMC website could also be used to also share resources and current ATMC strategies. It is recognized that ATMC members would all have contributions.*

*ATMC members were asked to consider in-kind donation or consider a small contribution.*

**b. Conference call with future AANDC Reps**

**6. Other**  
**a. International Aboriginal Tourism Conference – April 15<sup>th</sup> and 16<sup>th</sup>, 2014**  
**i. Review Draft Agenda**

*Chair will arrange a meeting for ATMC Members the day before the IATC on April 14, 2014 in Whistler.*

*ATMC sponsor a National Aboriginal Tourism Award at the Awards Dinner event.*

**Action – ATMC Volunteers to establish National Award criteria and application process.**  
*Brenda Dragon; Trina Mather-Simard and Kevin will request one of his staff to volunteer.*

**7. Next Meeting**

*Chair recommends next meeting conference call on Wednesday January 8, 2014 at 9:00 am. PST.*

**8. Adjourn 9:55 am.**