



MEETING - November 13
12pm 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
Charlene Alexander - Yukon
Douglas Dillon – NWT
Steven Jacobson – AANDC
April Richardson – New Brunswick
Dana Soonias - Saskatchewan
Kevin Kelly – Nunavut
Brian Desjardins - NWT
Edie Styres - Ontario

- 1. Call to Order 12:05pm PST**
- 2. Review notes from last meeting.**

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

- 3. ATMC Cruise Industry RFP.**

Chair – reviewed the RFP process currently in the process (administered by AtBC) and requested ATMC feedback on how we should proceed with selection of a contractor/proponent moving forward. Consensus was that ATMC Executive should review the submitted proposals and recommend a contractor that can best meet the deliverables within our budget and timeframe. On the next call, a National Steering Committee would be selected from ATMC membership to help manage the project deliverables. Some regions have more of a vested interest in the cruise industry and shared information on local initiatives in relation to the cruise industry project and others shared that this is not a priority in their region and would likely not participate.

Action – ATMC Executive to review the submitted proposals (deadline of November 19) and report back to ATMC on the selected proponent in a timely manner so that the project can move forward before the new year.



Action – ATMC to select a Steering Committee to manage the Cruise Ship project during our next ATMC conference call.

4. ATMC Governance

The Chair and Executive brought forward the increasing need to structure ATMC and clarify roles and responsibilities of the regions and Executive. All members agreed that this is of prime importance and should be discussed in further detail at our next in person meeting in April.

Action – Add ATMC governance onto the agenda for our in person meeting in April of 2014. At this time, ATMC will clarify roles and responsibilities and open the floor to those regions that may have the time and desire to contribute to ATMC on a more significant level on the Executive.

5. ATMC – AANDC Protocol

The Chair updated ATMC on the letter shared by our current AANDC contact, Barry Parker on the new point of contact and protocol for approaching AANDC as he has changed files. ATMC membership all agreed that Barry has been a valuable champion of ATMC and his involvement will be missed. He wishes to remain informed of ATMC activities and wishes us great success.

Action – ATMC Chair will send a note of thank you to Barry for his continued support of ATMC over the years.

Action – Brenda Dragon will be contacting all ATMC membership to update our biographies from the meeting in British Columbia. We will create an introduction package to ATMC; featuring backgrounds on our current membership and stories of success to date. Once complete we will approach our new contacts at AANDC to formally introduce ATMC.

6. National Conference -2014.

The Chair shared more information about the upcoming tourism conference –which has now become an International conference welcoming indigenous delegates from around the globe. All members are asked to share this with their networks. ATMC discussed the opportunity for the conference to be hosted in Quebec in 2015.

Action – ATMC will plan to hold a one day face to face meeting as part of the Cruise Project on April 13 in Whistler. The meeting is part of the consultation for the Cruise ship project and once a contractor is selected we will have more definitive information on how much we can contribute to ATMC member travel and registration to the conference.

7. Other ATMC Business:

a) *Keith shared some information on his presentation in Australia – in which he shared the success story of both AtBC and ATMC. We often think that many of these countries are more developed in Aboriginal tourism, but they are actually looking to what we are doing here in Canada. Keith had distributed his presentation earlier and encourages those to view and share it as they see fit.*



b) Trina Mather-Simard shared some updates on the National Guidelines project for ATMC. She presented the guidelines as part of a panel on Aboriginal Tourism for Canada Council for Aboriginal Business –Accelerating Change through Partnerships Panel. All delegates in attendance (including over 120 who attended the podcast of the presentation) received a copy of the guide and were encouraged to share with their community. Some regions shared how well received the Guidelines have been in their region – strengthening partnerships (Quebec) and influencing definitions and new directions (NWT). She will also be presenting the National Manual to Parks Canada Field Units across Canada later in the month.

c) The members from the North shared updates on the new developments in Aboriginal Tourism for all of their regions with the group including leading a discussion on Aboriginal Tourism at the National Tourism Minister’s conference in Whitehorse in September as well as the distribution of our national guidelines at NWT Tourism annual conference.

Action – ATMC have been continuing to influence and strengthen Aboriginal tourism even after the conclusion of our last funded project. We should ensure that these success stories with use of our National Guidelines are captured and part of our introductory package for AANDC and future partners. Brenda will collect some of these key “success stories” while updating bios of our members.

Next ATMC Meeting to be called following the Executive’s review and selection of Cruise Project consultant team.