



Aboriginal Tourism Marketing Circle  
Conference Call  
Friday, January 31<sup>st</sup>, 2014  
9:00 AM BC Time (PST)

1-877-394-5901  
Code: 3629505

**Draft Minutes**

Keith Henry  
Robin McGinley  
Lori Beaver  
Blake Rogers  
Charlene Alexander  
Jeff Provost  
Trina Mather-Simard  
Douglas Dylan

Brenda Dragon  
Linda Sarazin  
Carole Bellefleur  
Dana Schoahs (consultant)  
Craig van der Merwe (consultant)  
Paula Amos  
Teresa Ryder (AtBC admin support)

1. Call to Order  
*Meeting commenced at 9:05.*
2. Review Notes from December 4<sup>th</sup>, 2013
  - No amendments were noted and the notes approved.
3. ATMC Cruise Industry
  - a. Project Update – Consultant Dana Schoahs
    - Met in Ottawa in January with representatives from each of the 5 cruise regions – very diverse, different needs
    - Objectives finalized – 4 main pillars identified:
      - economic benefits by region;
      - how to work with the cruise industry;
      - how to work with the Aboriginal communities;
      - examples and case studies
  - b. Next Steps
    - Developing content, then developing tools
    - Want to ensure participation from Atlantic Canada
      - ATMC executive member Brenda Dragon agreed to follow up with Deborah Ginnish – Nova Scotia; Mi'kmaq
    - Prepare for final presentation in April at IATC in Whistler
    - Continue to focus on 5 major regions to meet timeline for Cruise Ship project



4. ATMC Draft Website
  - a. Discussion
    - Use imagery from other regions – ATMC members to send 1-3 images to Craig to choose from
    - Rather than have a space to upload all content from all members, will include links to members sites to share new developments – less website maintenance, bilingual
    - Sort content by province/region for easier access
    - Images at top to rotate photos representing each member, make sure information is up to date
    - Tag images to represent regions
    - Next Steps:
      - Craig will send out email to request pictures from each region to ensure a national view of Aboriginal tourism in Canada.
      - Photos of each member representative for directory
      - Add captions
      - Challenge- translation of all of the content needs to be costed out and completed
        - Heritage Canada – grant available to have something translated into one of the official languages
        - Carole agreed to take lead on translating website into French
        - Craig to send content to Quebec to determine how much work will be involved
5. ATMC Meeting AANDC in Ottawa January 10<sup>th</sup>, 2014
  - a. Review email sent by chair
    - Positive feedback from AANDC
    - Asked for full costs of website project and formalized agreement between ATMC and AANDC for formal recognition
6. International Aboriginal Tourism Conference
  - a. April 15<sup>th</sup> and 16<sup>th</sup>, 2014 - Review Draft Agenda
  - b. ATMC Travel Arrangements and Registration
  - c. ATMC Meeting April 14<sup>th</sup>
    - Next steps:
      - AtBC Staff to follow up with ATMC Membership to make travel arrangements for tourism conference in accordance with AtBC travel policies.
      - ATMC chair reminded the ATMC members that there is approximately \$20,000 to assist travel for the meeting which will enable further cruise project finalization.
      - AtBC staff will review the requirements of ATMC to see if the budget can support each member, including conference registration.
7. Other
  - a. Heritage Conference 2015
    - Deferred to next meeting.



8. Next Meeting
  - Will be addressed via email soon.
  
9. Adjourn

*Meeting adjourned at 10:05.*