



Aboriginal Tourism Association of Canada (ATAC)  
Teleconference Meeting

Tuesday, January 6, 2015 10:00 AM PST

On the Call:

1. *Keith Henry*
2. *Linda Calla*
3. *April Richardson*
4. *Charlene Alexander*
5. *Brenda Dragon*
6. *Trina Mather Simard*
7. *Robin McGinley*
8. *Robert Bernard*
9. *Blake Rogers*
10. *Kevin Kelly*
11. *Colleen Dupuis*
12. *Jeff Ward*
13. *Charlie Sark*

**Rendezvous Canada 2015 Partnership Program Update**

- Clarified that there is two main activities; National trade floor showcase and lunch time activation.
- ATAC funding from AANDC approved \$100,000 for both the Rendezvous Canada Travel Trade Show floor space and lunch time feature on Aboriginal tourism May 26<sup>th</sup> – 29<sup>th</sup> in Niagara Falls.
- The call focused on the national trade floor showcase.
- Reviewed the DRAFT ATAC Call for Applicants (which will be in both English and French language) will be ready for distribution by Friday, January 9<sup>th</sup>, 2015
  - Will accept applications from provincial, territorial and regional Aboriginal tourism organizations and individual tourism operators
  - If an applicant wants a second delegate, the registration \$600 (no discount offered)
    - No limit on the number of delegates but must pay full fees
- AtBC will act as project administrator and is working closely with RVC event planners Prime Strategies and TIAC. As such all payments and invoicing for this project will be administered through AtBC.

***Action Item #1: ATAC members will immediately undertake to assist posting the ATAC Call of Applications on Friday, January 9<sup>th</sup>.***

***Action Item #2: ATAC members will review applications on a conference call shortly after the January 22<sup>nd</sup> deadline.***

***Action Item #3: Chairperson Henry will review options to send the Call for Application invitations to the list of operators that recently participated in the ATAC National Research Project.***

***PLEASE NOTE: following the call contact was made with the consulting team on the research project but the ability to send emails to the operators is not possible for all.***



- ATAC members discussed the lunch time activation and members were informed that as per the current budget we hope to include some travel subsidies in budget for additional activation during the lunchtime on one day.

***Action Item #4: ATAC Member Trina Mather Simard was asked to contact the ATAC Ontario members to start to review the options to work with the local Aboriginal community in Niagara Falls to ensure protocol for ATAC's participation at RVC 2015.***

***Action Item #5: ATAC will establish a RVC Cultural Committee in the near future to plan the lunchtime activation. ATAC chairperson Henry is meeting January 13<sup>th</sup> with Prime Strategies to better understand the options and planning ideas for the RVC projects.***

The meeting was adjourned at 10:45 AM PDT.

