



Aboriginal Tourism Marketing Circle
Conference Call
Friday, August 15th
8:30 AM BC Time (PST)

1-877-394-5901
Code: 3629505

Draft Minutes

Attendees

Keith Henry
Brenda
Dana
Dave
Don
Douglas

Jeff
Linda
Lori
Teresa
Trina Simard

Regrets ?????

1. Call to Order
2. Review Notes from August 5th, 2014
3. ATMC Research Project Update - due March 2015
 - a. Status Report - Regional Information
 - i. Still missing businesses from Manitoba and Maritimes
Action item #1 Jeff will send an email to Consultants advising there is no official listing of Aboriginal tourism businesses in Manitoba.
4. Canadian Council of Tourism Ministers Presentation
 - a. Attendance -
 - i. Local ATMC member Charlie Sark
 - ii. Dave Laveau - Quebec Aboriginal Tourism
 - iii. Keith Henry - Aboriginal Tourism Association of British Columbia
Action item #2 Brenda will confirm Charlie Sark is on the list of invitees.
Action Item #3 Keith will forward meeting location, time, etc. to Dave.

- b. Key Messages -



i. Title of the Presentation -

- ***Aboriginal Tourism in Canada - Understanding the Opportunity***
- Refer to Appendix A (next page)

Action item #4 Keith will add “Training, Product Development and Marketing to “What’s Next?” and “Your Opportunities - Our Request” portions of the presentation.

Question: Keith surveys the participants on the call if they concur with a request for \$8 Million for the 3 years. All agreed.

5. ATMC Website Portal/Branding
a. Committee Update

6. Other...
a. ATMC Governance Committee Update

Action item #5 Table item 6 until next meeting

7. Next Meeting - Monday Aug. 18, 2014 at 12:00 pm. PDT.

8. Adjourn - 9:50 am. PDT

Appendix A



WHAT'S NEXT?

A new vision.... a respected, formalized and funded national voice that advocates for Aboriginal Tourism in Canada, that grows its partnership with Canada and others to advance Aboriginal Tourism as part of the federal Tourism Strategy and Canada's Economic Action Plan.

- Secure Core Funding to:
 - o Complete and put in place Governance Model
 - o Reduce reliance on volunteers and put staff in place
- Develop and Launch a National Aboriginal Tourism Strategy in partnership with CTC , Canada and the Provinces/Territories
- Lead in developing a national showcase of Aboriginal Tourism as part of Canada's 150th birthday celebrations in partnership with Canada, the Provinces & Territories and the CTC.

YOUR OPPORTUNITY – OUR REQUEST

A stable national voice and advocate for Aboriginal Tourism in Canada will underpin the development and growth of sustainable Aboriginal tourism in Canada. Support us!

What we need:

Core funding for three years from the Federal Government and Provincial/Territorial Governments to assist us in establishing a national non-profit organization that can:

- o Formalize and put in place a non profit governance model and establish our first Board of Directors
- o Enable us to hire staff to support the work of our key volunteers/partners
- o Position us to develop a National Aboriginal Tourism Strategy for implementation with our partners
- o Showcase Aboriginal tourism in Canada and to the world!

