



**Aboriginal Tourism Marketing Circle  
Conference Call Minutes  
Tuesday, August 5, 2014  
9:00 a.m. BC Time (PST)**

**Participants:**

*Keith Henry, Aboriginal Tourism BC*

*Brenda Dragon, Government of the NWT*

*Trina Mather-Simard, Aboriginal Experiences - Ottawa Tourism*

*Cathie Bolstad, Northwest Territories*

*Carole Bellefleur, Tourism Autochtone - Quebec*

*Jeff Provost - Manitoba*

*Linda Sarazin - Aboriginal Experiences - Ottawa*

*Jeff Ward - Nova Scotia*

**Regrets:**

*Charles Sark, Indian Arts & Crafts - PEI*

*Douglas Dillon, Government of the Northwest Territories*

*Don Wilson, Travel Alberta*

*Teresa Doolittle*

*Lori Beaver*

*Robin McGinley*

*Dorothy Stewart*

*Charlene Alexander*

*Blake Rogers*

*Kevin Eshkawkaogan*

*Patricia Dunnett*

*Robin McGinley*

*Dave Laveau*

*Colleen Dupuis*

**Call to Order**

1:38 (PST)

**Review Notes from June 23<sup>rd</sup>, 2014**

- Many had not had a chance to look at minutes, so Keith took people through the minutes, noting the draft had been circulated and edits to the minutes had been suggested and incorporated
- Carol confirmed that she had discussed the possibility of more efficient transactions with Beverly and that they had decided to have the Executive Summary translated into French and the power point presentation for the Ministers done in French, but the budget would not stretch far enough at this point to do more than that.
- Keith advised that the action item that had been given to Charlie at the last meeting to establish a “sidebar event” for the Ministers’ meeting had been ruled out because there was not room for this in the Ministers’ meeting agenda.
- With respect to the request to TIAC to have an Aboriginal Cultural Tourism Award, Keith confirmed that Industry Canada still has not supported this and TIAC traditionally needs \$15,000.00 for an award to be sponsored. He explained that TIAC has agreed to have an award for this November, but the



funding of the award still is falling short and we would need to find a way forward on this.

## **ATMC - AANDC MOU**

### **Preparation discussion for September CCTM**

#### **Presentation to Ministers**

AANDC has confirmed that the presentations to the Ministers must be delivered by August 22<sup>nd</sup> in both English and French.

#### **Showcase Options**

It was explained that we are unable to add into the schedule for the Ministers' meeting. Keith has asked Brenda Dragon to see if through AANDC contacts we can provide cultural experiences in the Ministers' agenda.

#### **Key Messages to Ministers**

Discussion regarding what should be the key message and key ask of the ministers was undertaken. Keith said he believed the key message that should be delivered to the Ministers was that ATMC was a national organization, organized and successful and formalizing into a national organization that could advance a national strategy on Aboriginal tourism. Brenda Dragon said our ask needed to be that the Ministers recognize our organization as the voice for national Aboriginal tourism and that they get behind our organization and fund it sustainably. Trina added that we need to be clear we are the national voice and that we need sustainable funding and national support that is consistent. Jeff (from Manitoba) agreed we need to present that we are a national body and while all of us are at different levels of support with our different governments and a national plan needs to be more than just the pieces of what the provinces and territories are doing, rather there needs to be a coordinating body on a national Aboriginal tourism strategy and in order to implement such a strategy, it needed to be backed by a budget. Linda agreed with previous comments and added that we need to keep mentioning that Aboriginal Tourism is part of the Canadian Tourism growth contributing to the Canadian economy and that we need to move away from piece-mealing our contributions. Jeff Ward said we need to ensure we get clarity on where Aboriginal Tourism funding is supposed to come from as an outcome. He noted there is nothing set aside for Aboriginal Tourism to his knowledge. Carol noted we need to be clear we want stable funding for a national body and that we need to message we are a real channel to support operators, not just a marketing body and that we need to ensure we are advocating we are also a national body that can achieve product development and that we have a voice and partner from every province and territory. Cathie noted that the organization needs to align on whether it is marketing only or marketing, training and product development as this would shape not only the message, but the ask. She noted that the branding exercise would need to incorporate this as what the purpose is defines requirements for the brand, which is under development already and she said the organization would need to demonstrate to the Ministers that while the organization has been able to accomplish projects that are one-offs, it is moving forward with a governance model to establish itself to receive and manage funding that is national. Keith clarified that he had been in discussion with the Governance team and the organization would move forward with the establishment of a Non-Profit Society and that the society would execute a national Aboriginal tourism



strategy with help from the regional and provincial partners. Cathie then suggested that a part of the request from the Ministers should be for funding to establish the society as this takes lawyers and corporate registration filings etc.

Jeff raised the concern that the government would not give money to another national organization if it moved forward as ATMC had tried to in the past and all agreed that the organization was moving forward, not going back to the struggles it had previously in setting up governance and getting funding.

#### **ATMC Research Project - Update**

- Keith advised the team that the consultants are making good progress but he also reminded all that Saskatchewan and the Maritimes have not yet given the consulting team the information and it is important this be in to the team this week so that they can incorporate it into the presentation to the Ministers

#### **Canadian Council of tourism Ministers Presentation**

##### **Review Agenda for September Ministers Meeting**

Keith advised that the agenda was giving an opportunity to meet with the Ministers only on September 9<sup>th</sup> and that the window was 40 minutes. AANDC has advised they want a 20 minute presentation and 20 minutes for Ministers to ask questions. AANDC has confirmed no invitation to broad group of ATMC, but that Keith plus one rep and the local rep could attend only. It was agreed the presentation would need to address Aboriginal tourism as an economic contributor that has capability to grow in Canada and that the same approach TIAC is taking to show it as a contributor to the economy should be used. The organization should be positioned as a strategic partner to CTC, focussed on delivering a specific strategy for increasing Aboriginal tourism, since the CTC cannot exclusively focus on Aboriginal Tourism. The ask of the Ministers should be funding to establish the governance model and support for a national Aboriginal Tourism body. The projects initiated to date will be used to showcase what the organization has been able to do without stable funding as an appeal for what more could be done with recognition and sustainable support from the Ministers.

##### **Attendance at the Ministers' Meeting**

The team discussed who should attend with Keith and agreed Carol or Dave from Quebec should attend as they speak French and the team would thus have representation in both official languages of Canada. Charlie would be the local rep to attend.

- **Action:** Cathie & Brenda to develop the first draft of the presentation as an editorial outline for Keith by Monday August 11<sup>th</sup>. Presentation to be reviewed with team on Friday, August 15<sup>th</sup> and then put into branded slides for submission to AANDC on August 22<sup>nd</sup>.
- Keith to take folks through the presentation on August 15<sup>th</sup> prior to the presentation to the Ministers for final comments. Carol to be on stand-by in case her help is needed for a last minute translation for the power point presentation.



## 6. ATMC Website Portal

- Keith advised the portal meeting regarding branding had taken place that morning.
- Carol updated everyone that the branding committee had approved the project management approach as presented by the consultant and that the site map for the web portal had been approved. She noted that the team was working on the logo development and that there would be a visual to share with the team next week. This led to a discussion about aligning on mandate to ensure logo, if changing from ATMC was branded to support the mandate of the organization as a national brand. Cathie asked the group to seriously consider what the mandate of the ATMC would be, because if not aligned on that now, defining the “ask” and the brand would not align. The team discussed that they no longer wanted to be just a marketing circle, rather a national body that advocates and advances the Aboriginal tourism industry. Everyone aligned that the name we should pursue was the Aboriginal Tourism Association of Canada.

Action: Keith to update the branding team as they advance branding development and related new logo.

Action: Branding committee meets Monday August 11<sup>th</sup> with Nick Ward and team and Cathie or Carol to provide update to team on August 15<sup>th</sup>.

## 7. Other

### a. TIAC National Aboriginal Cultural Tourism Award - Clarification

The Committee struck to look at establishing this award is to come up with a name and criteria for this award.

- ### b. Governance Committee
- Keith advised the Governance committee had met the previous week and had examined the Parks Canada model, but had determined that the best way forward was to set up and incorporate as a non-profit society. Cathie suggested that in the absence of having this done, a slide in the presentation to the Ministers should clearly show we have selected this model and have a path to getting it done with a timeline...that needs to be funded.

Action: Governance Committee to map out the steps for getting a Non-Profit Society established with timeline and cost to be included in the presentation.

There was agreement after a discussion regarding the name that ATMC would now work towards incorporating with the name Aboriginal Tourism Association of Canada (ATAC). Keith has secured the name with the corporate registry and the members in attendance all agreed that this name better reflected the future work of ATMC.

## 8. Next Meeting - Friday, August 15<sup>th</sup> 8:30 a.m PST

## 9. Adjournment

