



Aboriginal Tourism Association of Canada (ATAC)  
Conference Call  
Wednesday, November 12<sup>th</sup>, 2014  
11:00 AM BC Time (PST)

1-877-394-5901  
Code: 3629505

Meeting Notes

1. Call to Order 11:00 AM  

Keith Henry	Kevin Kelly	Blake Rogers
Teresa Doolittle	Cathie Bolstad	Robert Bernard
Robin McGinley	Trina Mathers Simard	Linda Sarazin
Carol Bellefleur	Douglas Dillon	Jeff Provost
Patricia Dunnet	Dana Soonias	

Consultants:  
O'Neil Marketing - Beverley O'Neil  
The Update Company -Nick Ward
2. ATAC Research Project Update 11:10 AM
  - a. Status Report - Committee Representative  

***Action Item 1:** O'Neil Marketing is seeking more input from representatives from Nova Scotia; Newfoundland; Northwest Territories and Nunuvit to increase survey responses for national research.*

***Action Item 2:** A committee meeting will be arranged to follow up after the initial draft of the operator survey which is expected by the end of December.*
3. ATAC Website Portal/Branding 11:20 AM
  - a. Update from Consulting Group Update Company  

***Action Item 3:** Nick from the Update Company will arrange a conference call with Committee to review and obtain approval of the logo use standards and website content guidelines.*

*It is important to note that AtBC, as the administrative organization, sent their 2014-2015 midterm reporting to Aboriginal Affairs and Northern Development Canada which included the ATAC funding projects. The projects are on time and budget targeting completion prior to March 31<sup>st</sup>, 2015.*
4. DRAFT Aboriginal Tourism Association of Canada Bylaws 11:25 AM
  - a. Committee Representation Update



b. Review Draft Bylaw

**Action Item 4:** Governance Committee Conference call will be held Tuesday December 2, 2014 at 11:00 am PST to review bylaw review feedback.

**Action Item 5:** A package will be sent prior to conference call to review additional feedback from;

- Dana in Saskatchewan
- Jeff in Manitoba
- Cathie in NWT

**Action item 7:** An invitation will be extended to Dana and Robert to join conference call with the governance committee on the 2<sup>nd</sup>.

5. ATAC Project Budget Review 11:35 AM

6. Other... 11:40 PM

- Federal Tourism Strategy 2015 and Beyond
- TIAC Awards November 26<sup>th</sup> in Ottawa

**Action Item 8:** AtBC Executive Assistant Linda Calla will check and confirm seating arrangement for the Awards Dinner.

*It is important to note that arrangements have been made to have Quebec Aboriginal Tourism (as this is where the award winner is from) will assist in the presentation of the national award. An ATAC Press Release will be provided following the ceremony.*

c. Canadian Tourism Commission Marketing

**Action Item 9:** Keith Henry will circulate the CTC 2015 Marketing Plan by email. [https://s3.amazonaws.com/image.canada.travel/newsletters/Canada/CTC\\_Glomar\\_MS\\_Plan\\_EN\\_final.pdf](https://s3.amazonaws.com/image.canada.travel/newsletters/Canada/CTC_Glomar_MS_Plan_EN_final.pdf)

d. IATC March 2015

**Actions Item 10:** AtBC Executive Assistant Linda Calla and ATS Scott Roberts will contact Carol to work logistics for IATC 2015 delegates travel and ATS participation.

**Action Item 11:** The ATAC members are asked to share conference information following the release expected in a week to their networks.

7. Next Meeting 11:50 PM  
TBA

8. Adjourn Noon

