

**Aboriginal Tourism Association of Canada (ATAC)  
Board of Directors Meeting**

**APPROVED MINUTES**

**Sunday, April 24th, 2016  
Intercontinental Hotel, Montreal, Quebec**

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**Meeting called to order at 9:10am**

Participants: (ATAC BOD)	Keith Henry Patricia Dunnett Lori Beaver Robert Bernard Trina Simard	Robin McGinley Charlie Sark Jeff Provost Dana Soonias	Carole Bellefleur Charlene Alexander Teresa Doolittle Linda Sarazin
Support:	Henry Tso (ATAC)	Casey Vanden Heuval (ATAC-CVH Consulting)	
Guests:	Maureen Riley Bob Stevenson Jason Picard Hayden Taylor Mike Willie Todd D. Haynes Lisa Dewhurst James Allen Colombe Bourque Nicholas Ye	Destination Canada Mohawk Council of Akwesasne (Elder) Wendake, Quebec Aboriginal Tourism BC (AtBC) Sea Wolf Adventures Cree Village Eco Lodge, Moose Factory, Ont. Teslin Tlingit Heritage Centre, Yukon Shakat Tun Adventurer Industrie Touristique de Wendake Indigenous & Northern Affairs Canada (INAC)	

**1. Welcome / Introductions / Opening Comments**

Keith Henry welcomes the ATAC BOD and guests. He provides an overview of the day. Opening prayer: Bob Stevenson, Elder (Akwasasne). Bob also presented a quick overview of the Thompson Island Youth & Elders Cultural Camp.

**Review of ATAC BOD Meeting Agenda for Sunday, April 24<sup>th</sup>, 2016**

Keith Henry provides an overview of the meeting agenda for today and requests for any changes, additions or questions.

***Motion 04-24-16-01 To accept the ATAC BOD Meeting Agenda as presented. Moved by Robin McGinley, seconded by Jeff Provost. Question called, all in favour. Motion carried.***

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**2. Presentation of the February 11-12 2016 ATAC BOD Meeting Minutes (Vancouver)**  
**Robert Bernard provides a quick overview of the minutes as presented.**

Keith Henry also provides some key points in the minutes serving as updates for the ATAC BOD. He welcomed Maureen Riley from Destination Canada (DC) to the ATAC BOD Meetings and updated everyone on his recent trips to San Francisco with DC as well as recent presentations to the Japanese Marketplace Group in Vancouver.

Keith asks if Maureen Riley would like to say a few words. She provides an update on some funding that DC has received to work with ATAC specifically Rendez Vous Canada and the Canada 150 in Japan. DC wants an Aboriginal Showcase, this process will start immediately through recommendations from ATAC. It will take place in downtown Tokyo for a period of 6 months – 1 year. Significant opportunity for ATAC.

ATAC Board Member Jeff Provost mentions Item #11 (b) to please change/update that the Manitoba update should be “the redevelopment of the Aboriginal tourism industry” instead. ATAC Board Member Linda Sarazin also notes that Item #10 should state that RVC applicants “must be market ready”.

ATAC Board Member Carole Bellefleur requests to please correct her name.

***Motion 04-24-16-02***

***To accept the minutes of Feb 11/12, 2016 as presented (with noted changes).***

*Moved by Carole Bellefleur, Seconded by Teresa Doolittle. Question called, all in favour.*

*Motion carried.*

**3. Review of ATAC Five (5) Year Strategic Plan**

Keith Henry presented copies of the 5-year plan to the BOD. Everyone was very impressed with the quality of the presentation and the content was considered to be very acceptable by all board members. Casey Vanden Heuval provided an informative overview of the plan for the ATAC Board. Some suggestions included questions around how do we get it out to our regions, what do we do with it, how many copies do we have, who should get it and is this available on our website for downloading yet?

Responses to these basically were that yes we can get more copies made once the approval was received, and yes, it is available for download.

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The discussion on who should get it and how was basically directed back to the Regions to decide. BOD members felt that it would make more of an impact to take these copies and present them directly in person to your Regional Tourism organizations, including INAC Regional offices, Aboriginal Affairs, TIAC & DC affiliate organizations.

Also ATAC partner regions should also take note of who they give presentations to, who they sent copies to and the reception received so that ATAC can take note of these things. Maureen Riley (DC) suggested that sometimes that “Town Hall” meetings with targeted people are a real good way to make the best impact for opportunities like this. She also thought that the 5 Year Plan was very nicely done.

*Motion 04-24-16-03 To approve the Mission & Vision Statement as amended. Moved by Robin McGinley, seconded by Jeff Provost. Question called, all in favour. Motion carried.*

**4. Canada Media Marketplace (CMM) – Presented by Keith Henry**  
**RE: Trip to San Francisco (April 18-19, 2016)**

Very successful trip overall, our Aboriginal cultural performers really stole the show. Keen attention was received by some big tourism operators but in general low knowledge recognition of the Aboriginal market in Canada (and around the world).

Review of the 25 appointments in San Francisco noted that some were sellers themselves and that maybe we need to “Qualify Writers”. Carole suggested for ATAC to share the appointment lists to regions just in case we recognize any names/companies to give ATAC a head’s up.

Charlie asks a question on budgets for next year and who can participate and the process of choosing delegates/companies to attend. Costs to attend are around 100k for ATAC. In Keith’s words, Destination Canada has really stepped up with this one! Now, RVC Montreal should be very interesting! CMM rotates from San Francisco and New York each year so it will be in NY next year and they (DC) really want some new “story ideas” to present at the CMM.

**5. Atlantic Canada Regional Update**

ATAC was invited to attend regional Aboriginal tourism presentations in Nova Scotia, PEI and New Brunswick in late April and Keith Henry travelled down to experience first-hand the progress, challenges and future goals/objectives of the regions. Robert Bernard (NS Rep) was his guide through the week and the following are key points on this trip.

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**5 (A) PRINCE EDWARD ISLAND (PEI) TRIP:**

Re: PEI Aboriginal Tourism presentation in Charlottetown, PEI.

This was also very successful. Charlie Sark did an incredible job in getting people together, especially media and political representatives (both Aboriginal and non-Aboriginal). It was a great opportunity to promote Aboriginal Tourism in PEI.

Keith was interviewed by CBC and the video was aired that evening on television as well as a CBC Radio Morning (PEI) interview was arranged with Keith Henry, Charlie Sark and Robert Bernard promoting ATAC, the PEI Mi'kmaw Tourism event as well as Aboriginal tourism.

That evening Charlie Sark organized a very successful and well attended Mi'kmaw Feast at the Holland College Culinary Institute in Charlottetown, PEI with over 50 people coming together to taste traditional and new Mi'kmaw cuisine. The Premier of PEI was in attendance along with key partners from Tourism PEI and the Mi'kmaw Chiefs, truly a great showing.

**Action Item #1:**

*Charlie noted that there needs to be some type of national "Marketing" initiative for when regions host events like this that can highlight what they and what ATAC is doing. Keith noted that we should tackle this after the Summer of 2016 ATAC elections. #1*

**5. B) NOVA SCOTIA TRIP**

In Nova Scotia the Aboriginal tourism & cultural representatives had a mini-conference of about 85 people and Keith presented information on the challenges of starting out in the Aboriginal tourism industry, the ATAC overview as well as some recommendations for success. Overall a very good reception and great opportunity to see the capacity growth taking place in the region.

Mr. Bernard also coordinated a visit with Mr. Henry to the Tourism Association of Nova Scotia (TIANS) office (a division/partner of TIAC). Discussions surrounded creation of supports for Aboriginal tourism in the Province as well as funding supports for the 2016 IATC in Membertou.

**5. C) 2016 INTERNATIONAL ABORIGINAL TOURISM CONFERENCE (IATC)**

While there in PEI, the ACOA Regional Director Rob McClusky also met with Keith Henry & Robert Bernard to discuss funding for the 2016 International Aboriginal Tourism Conference scheduled for November 29, 30 & December 1<sup>st</sup> in Membertou, Nova Scotia. He offered to help ATAC with funding for the event but suggested the application process and to approach other funders. He suggested to follow up with ACOA Regional Office and he will support directly.

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**Action Item #2:**

*Need to now finalize the 2016 IATC Hosting of Event. Robert Bernard was tasked with the lead role to ensure funding application and agenda planning take place with help from Atlantic Reps.*

**6. A) Review of Year End Budget - ATAC Financial Report**

Mr. Tso provided an overview of where things were in terms of ongoing projects, cash flows, partner funding status, what is currently in the bank, what is on the way and some potential challenges with upcoming major projects such as the Rendez Vous Canada in terms of ensuring payments from our community/partner organizations across Canada will be received in time. Mr. Tso confirmed that ATAC would benefit from these funds as well as the partner funding. Henry continued on with an overview of the budget costs vs. actual costs projected. ATAC has also secured additional dollars for RVC expenses.

*Motion 04-24-16-04 To approve the 2015-16 financial report as presented. Moved by Trina Simard, seconded by Charlie Sark. Question called, all in favour. Motion carried.*

**B) ATAC Operational Updates (Presentation by Keith Henry, ATAC CEO)**

Keith goes over the overall budget in place now and what ATAC expects to see in the near future. He feels very confident that partners will come forward with their funding very soon. INAC will be a very important partner in the future in terms of ATAC financial support. He has been working with Nicholas Ye and everything looks positive.

**Operational Updates Discussion:**

Some ATAC Board Members are concerned that we do not have a skeleton budget enough to protect our existing staff (Keith, Henry & Casey (under contract)).

Keith mentioned that ATAC sent off proposals that may significantly change things once they are approved and funding is sent our way... for example the Canada 150 Heritage Funding.

Linda Sarazin (Ontario) – Should focus some more on marketing dollars for future development for next year. We have to be careful to provide the support in the areas that really need them.

Jeff Provost (Manitoba) – Should focus more on capacity development and really utilize all four (4) pillars of the ATAC model, not just the marketing pillar.

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**More Operational Update Comments;**

Trina Simard (Ontario) – Should consider some type of ATAC pre-qualification for “Market Ready” companies while supporting the growth of new businesses.

Keith Henry (BC) – We have partners that will help with this (funding) and once they come on board like SPI (Strategic Partners Initiative, INAC) things will look much better.

Bob Stevenson (Quebec Elder) – Mentions to be careful with your content information, to protect it and not just give it out as government may end up using it and not recognizing you as the owner of the intellectual property as it happened in the 70’s to them already.

Other Key Points:

- Group discussion on securing/balancing dollars for the organization
- Balancing the needs of the communities across the country
- Need to continue pushing concurrently as we go along as there are so many moving targets that we are involved with now and these are important times.
- Can’t lose out on the opportunities that are in front of us.

Jeff Provost (Manitoba) – Suggests that any flatsheets or promo material should be vetted (reviewed) by the ATAC Board before they are used or released for print.

**6. (B) INAC AGREEMENT with ATAC**

ii. Nicholas Ye (INAC Rep) – Mr. Ye was introduced to the Board.

Mr. Ye reported good news “off the record” that funding was looking favourable for the five (5) year ATAC Plan in the amount of \$600,000.00 as submitted but not official yet. Also, 50K will come from Industry Canada. Funding via the Strategic Partnership Initiative (SPI).

**(C) DESTINATION CANADA 2016 WORK PLAN**

A review of the Destination Canada work plan was discussed to December 2016.

Jan - Dec	Content Development and Marketing via Destination Canada Owned Assets	The development and release of a minimum of 6 Aboriginal focused content pieces.	Lead: DC Partner: ATAC
Jan - Dec	Connecting America & the Millennial Program	The development and release of a minimum of 6 Aboriginal focused content pieces as part of the content development plan outlined above.	Lead: DC Partner: ATAC

Jan - Dec	The Development of a 'Power of Aboriginal Tourism' Video	The development of an Aboriginal Tourism video to engage and educate DC & ATAC shareholders and the greater tourism industry of the opportunities for economic and social development brought about through the development of Aboriginal Tourism experiences.	Lead: DC Partner: ATAC
<b>Travel Trade Programming</b>			
Jan - Dec	International Markets Program Development	The development of: • 10 new aboriginal inclusive itineraries/packages globally • 10 stories written by media/ social media partners globally	Lead: DC Partner: ATAC
Jan - Dec	Canadian Signature Experience Program	The development of: • 3 new Aboriginal Signature Experience inclusive itineraries/packages globally • 3 stories written by media/ social media partners globally as part of the content development plan outlined above.	Lead: ATAC Partner: DC
Jan - Dec	Canada Specialist Program	500 new CSP Agents with Aboriginal Tourism based, sales ready knowledge.	Lead: ATAC Partner: DC
Jan - Dec	Receptive Tour Operator Programming	The training of 30 RTO tour planning staff.	Lead: DC Partner: ATAC
<b>Events</b>			
April	RVC Activation • Media Event • Hosted Breakfast • TIAC Mentor Program	* Secure 31 Aboriginal Operators to participate * Outreach to 50 Travel Trade Media * 200 RVC Buyer delegates in attendance of ATAC breakfast * 6 delegates in attendance under mentorship program	Lead: ATAC Partner: DC
April	CMM Activation	Outreach to 50 American media outlets	Lead: ATAC Partner: DC
October	Go Media Activation	Outreach to 100 global media outlets	Lead: ATAC Partner: DC
<b>Research</b>			
Jan - Dec	DC Research Development	Access to DC global research surveys to track trending interest and demand in global markets	Lead: DC Partner: ATAC
Jan - Dec	Explorer Quotient	Application of the EQ Program to better align with DC, PMO DMO customer targeting.	Lead: DC Partner: ATAC

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**7. RENDEZ VOUS CANADA OVERVIEW**

Casey Vanden Heuval presents an update to the board. Review of how things changed from 2015 to 2016 in terms of challenges. 2016 statistical data includes 20 booths, 27 ATAC Delegates, 7 mentees. Started with 45+ appointments and happy to report over 75 appointments are now scheduled.

ATAC is sponsoring the RVC Luncheon on Day 2 – estimated 1300 participants (actually closer to 1800 attended).

Important message: ATAC should consider a “One Window” approach – same message about the importance of supporting Aboriginal culture & tourism when talking with appointments.

Some booths will be scheduled in the range of 20-25 interviews and some have 60-70 scheduled. Casey also presents overall RVC marketing materials that will be used. Everyone really likes them. Discussion on potential ATAC Marketing their own “clothing line” for Board and Executive Members for major events like RVC and important meetings (To be discussed).

- a. Power of Aboriginal Video – entire video shown to the BOD, will be used during the luncheon at RVC. Very well done, everyone very excited about it.
- b. Review of ATAC Aboriginal Experiences Guide – to be used as handout to the appointments at RVC. Very well done. Only shows Aboriginal experiences that will be at the 2016 RVC. Great to have this ready for marketing ATAC.
- c. Lunch Time Activation – a number of cultural performers will be sponsored to provide the luncheon cultural activities for the RVC 2016 luncheon crowd. Throat singers will be highlighted at this event.

**8. OTHER**

- a. AtBC MOU Progress – Deferred to next meeting.
- b. ATAC Membership
  - a. Need tiered approach – include some type of certification
  - b. Be inclusive rather than exclusive.
  - c. Any amendments must be made if bylaws are concerned.
  - d. INAC really behind the whole “capacity building” process from their perspective it is an essential process they are supporting financially.
  - e. ATAC needs to set clear plan of action for 2016-2017 as we are reacting to so many things with little time to plan.



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**8. (B) ATAC Membership (continued...)**

ATAC Board Members discuss the issue of limited staff and concern for overworking existing staff and that this strategic planning must be addressed.

Concern that we may get involved in something and not be able to deliver due to funding not totally secured yet and too many simultaneous activities with limited staff. It is suggested that Executive Board members and regional bodies could assist in different ways to help Keith in his role for certain supportive ATAC activities.

Carole Bellefleur suggests having a Membership Info Package showing/outlining roles and responsibilities of ATAC board members. Suggest board qualifications, market readiness, etc.

Board members were asked to bring information back to their regions across Canada and start process of recruiting for ATAC members.

**Action Item #3:**

*That the ATAC Board will set up a committee to address this issue. A raise of hands for some volunteers around the table was the process accepted. Volunteer board members were Dana Soonias, Robert Bernard, Trina Simard, Linda Sarazin & Carole Bellefleur.*

**8. (C) Annual General Meeting Requirements / June 2016**

There was quite a discussion/debate about timelines to get things done for the next AGM that is scheduled for June 2016. A request was made by a number of board members to inquire into whether we can move the AGM to the fall and possibly even to the date of the 2016 IATC in Nova Scotia. Henry Tso noted that there may be penalties if date is moved too far but he will inquire with the governing board for Canadian not for profit organizations.

**i. Location** – Since it was discussed that the next RVC in 2017 will be in Calgary it was suggested that we have the next ATAC AGM in Calgary. ATAC members agreed, so moved.

*Motion 04-24-16-05: To host the next ATAC AGM in Calgary (dates TBD).*

*Moved by: Lori Beaver, Alberta. Seconded by: Linda Sarazin, Ontario. Question called. All in favour. Motion carried.*

**ii. Requirements** – The first AGM for ATAC must be within 15 months – this puts us the end of June 2016. Henry Tso to look into this and report back to the BOD.

**Discussions commence at 3:25pm / April 24, 2016.**

**Next ATAC BOD Meetings – Deferred**

*Motion 04-24-16-06: To adjourn the April 24, 2016 ATAC BOD Meetings in Montreal, PQ. Moved by Robert Bernard. Question called, all in favour. Motion carried.*

Approved by:

ATAC Chairperson

ATAC Secretary

Dated: August 30<sup>th</sup>, 2016