

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

Monday, January 23rd

Tuesday, January 24th

Grey Eagle Resort and Casino
3777 Grey Eagle Drive
Calgary, AB
T3E 3X8
1-403-385-3777

Approved Minutes

Board Members:

Kylik Taylor, NT

Jeff Provost, MB

Charlie Sark, PE

Lori Beaver, AB

Lisa Dewhurst , YT (Proxy)

Mike Willie, BC

Robert Bernard, NS

Dana Soonias,SK.

Dave Laveau, QC

Kevin Eshkawkogan, ON

Gene O`Donnell, NU

Jillian Larkham , NL

Karen Narvey, NB (Proxy)

Staff:

Keith Henry, President & CEO

Dene Sinclair, Director of Marketing

Sherry Daniels, Memberships

Casey Vanden Heuvel COO

Cecilia Point, Director of Finance

Guests:

Hal Eagletail, Eagle Star Tours, Protocol

Bruno D`Angelo, The Adventure Group

Brenda Holder, Mahikan Tours

Gabrielle Tuamisto, The Adventure Group,

Jordon Holder, Mahikan Tours

Noel Ma, Director, Development, Alberta Culture and Tourism,

Patrick Matten, Executive Research Business Development, Alberta Culture and Tourism,

Monday, January 23rd, 2017

1. Welcome and Opening Comments

9:00 am

2. Review and Approval of Agenda

Motion 2017/01/23 – 01 – To accept the agenda

Moved Mike Willie BC

Seconded Dana Soonias SK

Carried



3. Review ATAC Draft Board Minutes

a. November 18th, 2016

Motion 2017/01/23 – 02 – to accept the draft minutes, with amendments

Moved Dana Soonias

Seconded Kevin Eshkawkogan ON

Carried

b. December 15th, 2016

Motion 2017/01/23 – 03 – to accept the draft minutes with amendments

Moved Kevin Eshkawkogan, ON

Seconded Kylik Taylor NT

Carried

c. 1st Annual General Meeting Draft Minutes December 15th, 2016

Information only – will be reviewed at the next AGM

i. Confirm Appointment of Treasurer

Motion 2017/01/23 – 04– to confirm appointment of Dana Soonias as Treasurer

Moved Charlie Sark, PE

Seconded Kevin Eshkawkogan, ON

Carried

Motion 2017/01/23 – 05 – to go in camera

Moved Charlie Sark, PE

Seconded Kevin Eshkawkogan, ON

Carried

Motion 2017/01/23 – 06 – to go out of camera

Moved Charlie Sark, PE

Seconded Kevin Eshkawkogan, ON

Carried

4. ATAC Board Orientation

a. Review Policies and Procedures

- i. Bylaws
- ii. Board Manual
- iii. Finance Manual
 1. Procurement Manual
- iv. Human Resources



Action Item #1 – 2017/01/23 Staff to send out electronic version of manuals to board
Break

5. ATAC Operational Update

- a. Updated ATAC 2016-2017 Operation Budget Update
- b. ATAC Membership

Action Item #2 – 2017/01/23 ATAC staff to create and distribute member benefits information package to board members to help recruit new membership.

Action Item #3 – 2017/01/23 Keith to send out list of Aboriginal businesses from research project to regions.

- c. Product Development – Implementation of SPI
 - i. Market Readiness Workshops – Tourism HR Canada
 - 1. Nunavut and Alberta Pilot(s)
 - ii. Government of Alberta Conference February 13th
 - iii. Arctic Indigenous Investment Conference February 13th – 15th - Yukon
- d. Marketing Update
 - i. GoMedia
 - ii. Showcase Canada Asia
 - iii. RVC 2017 Update
 - iv. Canada Media Marketplace (New York City, US)
 - v. International Travel Berlin (ITB) March
 - vi. Educational Travel Conference – February (St. Louis, US)
- e. US Consumer Research – Destination Canada
 - i. Key Findings

Lunch

12:30 pm – 1:15 pm

6. IATC 2016 Reporting

- a. Round Table Debrief
- b. Budget
- c. Summary of Survey Responses

Break

7. IATC November 2017

- a. Travel Alberta Press Release
- b. Introduction of Conference Planners
- c. Roles and Responsibilities

At 6:00 PM the Board and guests attended an evening hosted by Tsuut'ina Nation leadership to present their culture and to tour the 2017 IATC meeting facilities.

Tuesday, January 24th

- 8. 2017-2018 Operational Plan 9:00 am
 - a. Year 2 of ATAC Five Year Plan
 - b. Recommended Financial Investment Plan
 - i. Baseline
 - ii. Baseline plus potential additional funding (2 more scenarios)

***Motion 2017/01/24 – 07– to go in camera
Moved Kevin Eshkawkogan
Seconded Dana Soonias, SK
Carried***

***Motion 2017/01/23 – 08 – to go out of camera
Moved Charlie Sark, PE
Seconded Kevin Eshkawkogan, ON
Carried***

- c. Operational Recommendations

Lunch

12:00 pm – 1:00 pm

- 9. Other:
 - a. Government of Manitoba Response to ATAC December Letter

***Motion 2017/01/24 – 09 – That Keith Henry is to respond to the letter from DM James Wilson and to proceed with a meeting with the Manitoba Government to discuss Aboriginal tourism in Manitoba. Keith is to copy the Manitoba Director on all communications and results.
Moved Jeff Provost, MB
Seconded Gene O'Donnell, NU
Carried***

- b. AtBC Update

***Motion 2017/01/24 – 10– To accept MOU between AtBC and ATAC
Moved Mike Willie, BC***

Seconded Dave Laveau, QC
Carried

Action Item #4– 2017/01/24 Robert Bernard, NS, Board Chair, to sign MOU

- c. AIANTA Relationship – for information
- d. Assembly of First Nations (AFN) Update

Action Item #5– 2017/01/24 Prepare discussion paper to guide AFN discussions

- e. Nunavut Government Update – MOU Development: Deferred
 - i. Assessment Tool
 - ii. Establish Inuit Tourism Association
 - iii. Marketing
- f. Western Economic Diversification Submission – New Proposed Initiative: Deferred
- g. Parks Canada National Forum – Lets Talk Consultation Process – for information
- h. Canadian Council for Aboriginal Business (CCAB) – for information
 - i. Tourism Forum – June 28th Halifax Convention Center
- i. Adventure Travel Trade Association MOU

Motion 2017/01/24 – 11 To accept the partnership agreement proposed by ATTA

Moved Mike Willie, BC

Second Kevin Eshkawkogan, ON

Carried

10. Next ATAC Board Meeting: Call of the Chair

11. Adjourn

3:00 pm

Motion 2017/01/24 –12 to adjourn

Moved Kevin Eshkakogan

Second Jeff Provost, MB

Carried

Approved by:

ATAC Chairperson

ATAC Secretary

Dated: April 19th, 2017

