

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

Tuesday, August 29th

Wednesday, August 30th

Hotel -Musée Premiere Nations
5, Place De La Rencontre Ekionkiestha
Wendake, Quebec
G0A 4V0

Board Members

**Shae Bird (Alternate) NT
Jeff Provost, MB
Charlie Sark, PEI
Brenda Holder, AB**

**Patricia Dunnett, NB
Robert Bernard, NS
Dana Soonias, SK**

**Shirlee Frost, NT
Gene O'Donnell, NU
Dave Laveau, QC**

Staff

**Keith Henry, President & CEO
Dene Sinclair, Director of Marketing
Sherry Daniels, Executive Assistant
Deidre Campbell Beattie-Tartan PR**

**Casey Vanden Heuvel Director of Business Dev.
Cecilia Point, Director of Finance
Malcolm McPherson, ATAC Legal Counsel**

Guests

**Federal Minister Bardish Chagger
Grand Chief Konrad Wendat-Huron Sioui
Jean Vincent Vice Chief Wendat-Huron**

**Steve Gros Louis, Chair QAT
Brad Cline INAC
Colombe Bourque, General Manager, Tourism
Wendake**

Oney Maher Wendake Elder



Tuesday August 29th, 2017

3. Welcome and Opening Comments

ATAC was pleased to have the Federal Minister of Small Business and Tourism Honourable Bardish Chagger attend and present comments to the board.

This was supported by Wendat-Huron Grand Chief Sioui and Vice Chief Vincent.

ATAC presented Certificates of Appreciation to these partners for the support of the Indigenous tourism industry in Canada.

4. Review and Approval of Agenda

*Motion 2017/08/29– 01– To accept the agenda with amendments
-noted to move Quebec Aboriginal Tourism MOU to address first day
Moved Charlie Sark
Seconded Dave Laveau
Carried*

5. Review ATAC Draft Board Minutes

a. April 18th, 19 2017 Calgary

*Motion 2017/08/29 – 02 To accept the minutes of April 18th and 19th, 2017
Moved Brenda Holder
Seconded Jeff Provost
Carried*

b. ATAC Executive Committee Meeting June 27 2017

The Executive Committee and the board discussed the current status of the MOU with AtBC. ATAC is awaiting AtBC to clarify their MOU language.

c. Finance, Governance/Membership/HR Committee Updates

Action Item #1 – ATAC staff to arrange in person committee meetings in Vancouver Office Oct. 4th, 5th, or 6th.

d. Quebec Aboriginal Tourism MOU

Motion 2017/08/29 – 03 To accept the Quebec Aboriginal Tourism MOU subject to addition of language in the MOU:

“which basic membership status is described at the following link under the heading “membership fees”: <https://aboriginalcanada.ca/corporate/atac-membership-2/membership-information/>. QAT will be required to adhere to ATAC’s bylaw requirements respecting membership in order to maintain basic membership within ATAC.”



*Moved Patricia Dunnett
Seconded Dana Soonias
Carried*

6. ATAC Board Training

ATAC board was provided a presentation by Deirdre Campbell regarding ATAC messaging.

Action Item #2 – ATAC to arrange 1/2-day board training for November 5th as follow up. The training to continue focus on presentation development.

Wednesday August 30th, 2017

7. ATAC Operational Planning

d. ATAC Audited Financial Statements

Motion 2017/08/30 –04 To accept the 2016-2017 ATAC Financial Statements

*Moved Dave Laveau
Seconded Jeff Provost
Carried*

e. 2016-2017 Annual Report

Motion 2017/08/30–05 To approve the 2016-2017 Annual Report as presented

*Moved Charlie Sark
Seconded Dave Laveau
Carried*

c. Update on name - Indigenous Tourism Association of Canada

Motion 2017/08/30–06 To approve recommendation and proposed resolution by legal counsel dated August 30th 2017, to change the name of Aboriginal Tourism Association of Canada in both English and French.

*Moved Dana Soonias
Seconded Jeff Provost*



Carried

WHEREAS:

- A. *It has been deemed expedient to change the name of the Corporation to “Indigenous Tourism Association of Canada” as well as its French translation to “Association Touristique Autochtone du Canada”, which names are reserved in the office of Corporations Canada; and*
- B. *The board of directors considers it in the best interest of the Corporation to effect the change of name to better reflect the direction of the Corporation’s business.*

IT IS HEREBY RESOLVED THAT:

1. *The name of the Corporation be changed from Aboriginal Tourism Association of Canada to “Indigenous Tourism Association of Canada” with its French translation “Association Touristique Autochtone du Canada”.*
2. *The Articles of the Corporation be altered accordingly.*
3. *Any one director or officer of the Corporation be and is hereby authorized for, on behalf of and in the name of the Corporation and as the corporate act of the Corporation to execute and deliver, under common seal or otherwise, all such other instruments, certificates, documents, directions, notices, acknowledgements and receipts and to perform and to do all such other acts and things as such director or officer in their discretion may consider to be necessary or advisable for the purpose of giving effect to these resolutions.*

These resolutions may be signed by the directors in as many counterparts as may be necessary, each of which so signed will be deemed to be an original and such counterparts together will constitute one and the same instrument and notwithstanding the date of execution will be deemed to bear the date set forth above. A signed copy of these resolutions transmitted by facsimile, email or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original executed copy of these resolutions for all purposes.

Following the resolution, the board discussed the importance of branding and website domain information as part of the updated name change. This change impacts the corporate logo, emails and various documents as presented to the board in the discussion paper.

Motion 2017/08/30 – 07 Aboriginal Tourism Association of Canada to purchase website domains IndigenousTourism.ca and IndigenousTourism.com up to maximum of \$15,000.00

Moved Gene O`Donnell

Seconded Dana Soonias

Carried

- d. 2017 -2018 Operational Budget

Motion 2017/08/30 – 08 To accept the 2017-2018 Operational Budget as presented.

Moved Dana Soonias

Second Dave Laveau

- e. 2017 – 2018 Organizational Chart Update

Action Item #3 – ATAC to secure human resources (HR) consultant to support future HR planning.

- f. Review Key Performance Indicators

The ATAC management team presented an update as of month 5 of the progress of the Key Performance Indicators. This was in addition to the written report included in the board kits which indicated that identified indicators are on track and exceeding board approved planning for year 2 of the current 5-year plan.

- iii. Provincial and Territorial Updates

1. Travel Manitoba Proposed Agreement

Motion 2017/08/30 – 9 Aboriginal Tourism Association of Canada to approve MOU with Travel Manitoba as presented, subject to local Industry, Manitoba Director and Regional Coordinator in development design and implementation of associated work plan.

Moved Jeff Provost

Second Brenda Holder

Carried

2. Torngats Fam Tour

This update was provided by Destination Canada President and CEO David Goldstein on Day 1.

3. Saskatchewan Work Plan

The board was advised there is progress and meetings planned with partners September 26th and 27th in Saskatoon.

4. Atlantic Canada Working Group Update

It was noted that there have been 2 meetings to date of the working group as per the Atlantic Canada Opportunities Agency funding. A survey is being implemented and the project expected to meet revised completion date of November 2017.

5. Quebec Aboriginal Tourism MOU
(Was moved to day 1 of the meeting new 5d.)

6. Aboriginal Tourism Association of BC MOU

Motion 2017/08/30 – 10 To meet in camera

Moved Dana Soonias

Second Dave Laveau

Carried

Motion 2017/08/30 – 11 To move out of camera

Moved Dana Soonias



*Second Dave Laveau
Carried*

Action Item #4 – ATAC board directed staff to immediately return INAC funding sent incorrectly to ATAC.

- g. Canadian Council of Tourism Minister’s Meeting
 - i. September 28th and 29th, Ottawa Ont.

ATAC management updated the board that the organization will be presenting an update on the progress of the national Indigenous tourism strategy in Ottawa. An official invitation has been received and ATAC will present on the key performance indicators and results of Provincial and Territorial developments to support the national strategy.

All Provincial Government Ministers of Tourism and their Deputy Ministers expected to join Federal Minister of Small Business and Tourism Honourable Bardish Chagger.

- h. Aboriginal Travel Services

ATAC management discussed need to implement travel policy to address flight bookings and other expenses to ensure efficiencies.

There was discussion about future travel service considerations and the fees paid to date.

- 8. Destination Canada/ATAC Research – US Report

ATAC team members advised that the report as provided in the kits will be ready for release shortly.

- 9. International Aboriginal Tourism Conference Update
 - a. November 6th – 8th
 - b. November 9th Aboriginal Tourism Association of Canada 2nd General Meeting

The board was presented an updated budget and presentation. The IATC is on track and the working committee is meeting all addressed plans.

Action Item #5 – ATAC team member Vanden Heuvel to resend IATC sponsorship packages to the board

Action Item #6 – ATAC legal counsel to draft Board of Directors nomination call notice and AGM notice.

The board was presented an updated budget and presentation. The IATC is on track and the working committee is meeting all addressed plans.

- 10. Other...

- a. AIANTA – ATAC MOU Signing September 2017

The board was reminded about the upcoming AIANTA – MOU signing. There board was asked to clarify attendance.



Action Item #7 – ATAC staff to coordinate attendance of Yukon board representative Shirlee Frost to attend signing.

- b. Adventure Travel World Summit October 2017
- c. World Indigenous Business Forum October 2017
- d. Assembly of First Nations (AFN) AGA Regina

Board reviewed the update provided from the attendance and trade show display.

- e. Western Economic Diversification Submission Update

The board further discussed the recent decision by WED not to fund the Alberta, Manitoba, and Saskatchewan project.

There appears to be misunderstandings by WED program staff in understanding the tourism sector.

Action Item #8 – ATAC staff to work the Minister Chagger’s office to request follow up about this recent decision.

Action Item #9 – ATAC to invite partners, including WED, to an initial new initiative entitled “Partners Summit”. The Partners Summit will be arranged November 5th to coincide with the International Aboriginal Tourism Conference in Calgary, AB. ATAC will host an evening dinner and invite key potential partners to learn about ATAC, the current national strategy and feature existing relationships and how this strategy is evolving throughout Canada.

- f. Xeni Gwet’in Report

Motion 2017/08/30/ - 12 to accept Xeni report and mediation final report date June 30 2017

Moved Jeff Provost

Seconded Shirlee Frost

Carried

- g. Alberta Agreement Progress Report

An update provided focused on the progress of the 4 areas of focus in 2017-2018:

- **Updating Indigenous Tourism business directory – in progress**
- **Research specific for Alberta – In progress**
- **Market readiness/business development project – completed**
- **Regional Sessions – completed and reporting being prepared for partners.**

ATAC to present to the Travel Alberta board this fall and Alberta Representative Brenda Holder will assist ATAC present at the Alberta Tourism Conference at the end of October.

- h. NorthStar 22 July Meeting

The recent meeting information from Winnipeg in July was shared.

i. Membership Update

As per the membership update provided in the board kits, ATAC staff reported that membership is growing substantially and there continues to be strong interest. It was noted that the signing of the Quebec Aboriginal Tourism MOU will bring forward approximately 200 new members.

j. Trails Canada Introduction

A presentation was made by representatives from Trails Canada including ideas to support a future partnership agreement: The following items were presented as future ways to collaborate:

- **Orchestrate co-op marketing campaigns featuring market-ready experiences**
- **Foster media relations opportunities**
- **Instill Indigenous messaging in TCT's content**
- **Collaborate on brochure content and trade shows**

ATAC management will follow up and to define DRAFT MOU for the board to consider in the future.

k. Canadian Council of Tourism Minister's Meeting September 28th and 29th

Was addressed on Day 1.

11. Next Aboriginal Tourism Association of Canada Board Meeting

- a. Sunday, November 5th, 2017 Grey Eagle Resort – Tsuut'ina Nation (Calgary)

12. Adjourn

Motion 2017/08/30/ - 13 to adjourn

Moved Dave Laveau

Carried

Meeting adjourned at 5:15 PM

Encl. Trails Canada Presentation – Setting Sail for Tourism
Beattie Tartan Presentation – Communication with One Voice
Destination Canada Presentation - Ambitious Together

Approved by:

ATAC Chairperson

ATAC Secretary

Dated: November 5th, 2017

