



## Indigenous Tourism Association of Canada (ITAC) Board of Directors Meeting

Tuesday, April 24th – Thursday, April 26th, 2018  
Sheraton Ottawa Hotel  
150 Albert Street  
Ottawa, Ont. Canada

### Approved Minutes

Wednesday, April 25th, 2018

#### In Attendance

Brenda Holder  
Brady Smith  
Kevin Eshkawkogan  
Shirlee Frost  
Gene O'Donnell  
Kylik Kisoun Taylor  
Patricia Dunnett  
Doreen Sark  
Robert Bernard  
Dave Laveau

AB Representative  
BC Representative  
ON Representative  
YK Representative  
NU Representative  
NT Representative  
NB Representative  
PEI Representative  
NS Representative  
QC Representative

#### On Conference Call

Jillian Larkham

NL Representative

#### Staff Members in Attendance

Keith Henry  
Casey Vanden Heuvel  
Dene Sinclair  
Cecilia Point  
Joe Hidayat  
Teresa Ryder

President & CEO  
Director of Development & Partnerships  
Director of Marketing  
Director of Finance  
Finance Manager  
Project Manager

1. Welcome and Opening Comments
2. Review and Approve Agenda

**MOTION20180425-01 to accept the agenda with amendments as presented. Moved by Robert Bernard. Seconded by Patricia Dunnett. Question called, all in favour. Motion carried.**



3. Review Draft Minutes of January 29th – 31st, 2018

**MOTION20180425-02 to accept the minutes of January 29-31<sup>st</sup> as amended. Moved by Brady Smith. Seconded by Kevin Eshkawkogan. Question called, all in favour. Motion carried.**

4. ITAC Operational Update  
a. 2017-2018 Year End Budget

**MOTION20180425-03 to accept the draft Year End Budget as presented. Moved by Kevin Eshkawkogan. Seconded by Patricia Dunnett. Question called, all in favour. Motion carried.**

- i. Audit Timeline
- b. Governance
  - i. Motions via email since January board meeting
    - 1. CEO Contract Approval

**MOTION20180425-04 to approve the 2018-19 Action Plan as approved by email February 15, 2018. Moved by Kevin Eshkawkogan. Seconded by Brady Smith. Question called, all in favour. Motion carried.**

**MOTION20180425-05 to approve the contract of the President & CEO as approved by email March 5, 2018 with record of opposed and abstaining members. Moved by Kevin Eshkawkogan. Seconded by Gene O'Donnell. Question called, all in favour. Motion carried.**

**Action #1:** to identify a process to record motions decided by email to maintain corporate records. Defer to governance committee to review the process.

- ii. Manitoba
- iii. Saskatchewan

**Action # 2:** determine if former Manitoba representative was in breach of ITAC Bylaws and conclude hearing board investigation.

**MOTION20180425-06 to go in camera. Moved by Kevin Eshkawkogan. Seconded by Robert Bernard. Question called, all in favour. Motion carried.**

**MOTION20180425-07 to come out of camera. Moved by Gene O'Donnell. Seconded by Brady Smith. Question called, all in favour. Motion carried.**



**Action #3:** Governance committee will work with the working committees in Manitoba and Saskatchewan to recommend a representative from each province.

iv. Committee Confirmations

**Governance Committee:**

Dave Laveau  
Robert Bernard  
Kylik Kisoun Taylor

**Finance Committee:**

Brady Smith  
Kevin Eshkawkogan  
Jillian Larkham

**Executive Committee:**

Brenda Holder  
Dave Laveau  
Brady Smith  
Kevin Eshkawkogan

**HR Committee:**

Brenda Holder  
Shirlee Frost  
Patricia Dunnett  
Gene  
O'Donnell

v. Secretary Appointment

**Action Item #4:** Circulate terms of reference to the Board about secretary position for appointment.

vi. Champions Council

**Action Item #5:** Governance committee to follow up: who should be on the Champions / Honorary members' council?

vii. Dispute Resolution Committee

**Action Item #6:** Governance committee to follow up

viii. Length of Terms for the Board

**Action Item #7:** Governance committee to follow up

- c. Marketing Updates
- d. Product Development Updates

**Action Item #8:** Follow up with Atlantic Canada Working Group to confirm dates of best practice mission to Wendake (June 13-15, 2018)

**Action Item #9:** Send Master Planning templates to board for reference in developing Provincial strategies.

**Action Item #10:** Adjust timing, cut off dates of product development funding



**Action Item #11:** Add partner funding to reporting to encourage other funds for product development

- e. 2018-2019 Membership Final Report

**MOTION20180425-08 to accept the membership report as presented. Moved by Kevin Eshkawkogan. Seconded by Brady Smith. Question called, all in favour. Motion carried.**

- i. Brokenhead Wetland Interpretive Trail Review

**Action Item #12:** Approve Brokenhead Wetland Interpretive Trail as a non-voting member in accordance with ITAC Bylaws.

**Action Item #13:** Governance committee to determine appropriate timelines for suspension of an individual in the bylaws and present recommendations of identified gaps to the board.

**Action Item #14:** In planning next Board agenda leave time for Board in camera ahead of scheduled meeting. Can be scheduled as conference call if necessary.

- f. Provincial and Territorial Updates
  - i. British Columbia
  - ii. Alberta
  - iii. Saskatchewan
  - iv. Manitoba
  - v. Ontario
  - vi. Quebec
  - vii. Nova Scotia
  - viii. PEI
  - ix. New Brunswick
  - x. Newfoundland  
Labrador
  - xi. Yukon
  - xii. Northwest Territories
  - xiii. Nunavut



- g. ITAC 2017-2018 Annual Report
- 5. ITAC April 1st, 2018 – March 31st, 2019
  - a. Review Action Plan for Year 3 of ITAC Five Year Plan
    - i. Updated Financial 2018-2019 Budget

**MOTION20180425-09 for the Indigenous Tourism Association of Canada to utilize the services of the Bank of Montreal for an operating line of credit in the amount of \$530,000 including a both a line of credit and MasterCard within this limit. Moved by Brady Smith. Seconded by Kevin Eshkawkogan. Question called, all in favour. Motion carried.**

**MOTION20180425-10 to accept the updated Financial 2018-19 Budget as presented. Moved by Robert Bernard. Seconded by Kevin Eshkawkogan. Question called, all in favour. Motion carried.**

- ii. Human Resources Strategy – Update on Progress
- b. Provincial and Territorial Projects
- c. National Manual for Market Readiness and Authenticity Update

**Action Item #15:** For ITAC Staff team to move forward on the work in the National Manual for Market Readiness with an opportunity for input and feedback from the Board.

Meeting adjourned for the day at 4:35 pm.

## Thursday, April 26th, 2018

Meeting commenced at 8:40 am.

- 6. Rendez Vous Canada May 2018
  - a. Program Update
- 7. International Indigenous Tourism Conference (IITC) Update
  - a. October 28<sup>th</sup> – November 1<sup>st</sup>, 2018
    - i. October 28<sup>th</sup> – ITAC Board Meeting
    - ii. October 29<sup>th</sup> – IITC Saskatchewan Day
    - iii. October 30<sup>th</sup> and 31<sup>st</sup> – IITC Conference
    - iv. November 1<sup>st</sup> ITAC 3<sup>rd</sup> Annual General Meeting
- 8. Indigenous Travel Packages

**Action Item #16:** Look at options for pricing / working with the trade / marketing 101 workshops at IITC 2018



**Action Item #17:** Board to circulate information about travel packages through networks to promote [www.indigenouscanada.travel](http://www.indigenouscanada.travel)

**Action Item #18:** Executive to vet agenda to remove operational items from future board meetings.

9. Other

- a. Canada China Year of Tourism Proposal
- b. Manitoba Summit May 31st, 2018 Winnipeg
- c. BC Chamber of Commerce Board Appointment
- d. Columbia Project
- e. Indigenous Culinary Tourism
- f. ITAC Business Inventory
- g. ITAC Operational Team Meeting May 29<sup>th</sup> and 30<sup>th</sup>

**MOTION20180425-11 to go in camera. Moved by Brady Smith. Seconded by Kevin Eshkawkogan. Question called, all in favour. Motion carried.**

**MOTION20180425-12 to come out of camera. Moved by Robert Bernard. Seconded by Kevin Eshkawkogan. Question called, all in favour. Motion carried.**

**Action Item #19:** Next board meeting is September 25 & 26, 2018 in Yellowknife.

**Action Item #20:** Add Kevin Eshkawkogan to Executive as Secretary.

10. Adjournment

**MOTION20180425-13 to adjourn the meeting. Moved by Doreen Sark. Seconded by Shirlee Frost. Question called, all in favour. Motion carried.**

Meeting adjourned 12:15 pm.

Approved by: ITAC Chairperson  
ITAC Secretary

Dated: September 26<sup>th</sup>, 2018