



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

Tuesday, September 24th/Wednesday September 25th, 2019

Delta Hotels by Marriott

750 Main Street
Moncton, New Brunswick
E1C 1E6
1-506-854-4344

Approved Minutes

In Attendance

Darrel Bernard
Brady Smith
Kelly Fiddler
Brenda Holder
Marilyn Jensen
Jason Picard
Kylik Kisoun-Taylor
David Daley
Patricia Dunnett
Doreen Sark
Tara Saunders
Kevin Eshkawkogan

NS Representative
BC Representative
SK Representative
AB Representative
YK Representative
QC Representative
NWT Representative
MB Representative
NB Representative
PEI Representative
NFL Representative
ON Representative

Staff Members in Attendance

Keith Henry
Cecilia Point
Teresa Ryder
Sebastien Desnoyers-Picard
Joe Hidayat
Angela Ryder
Bill Alexander
Malcolm MacPherson
Sherry Daniels

Chief Executive Officer
Director of Finance
Director of Product Development
Director of Marketing
Finance Manager
Industry Coordinator
Indigenous Culinary
Legal Advisor
Executive Assistant

Tuesday, September 24th

Breakfast 8:00 AM Albert

Meeting begins 8:30 AM



1. Welcome and Opening Comments 8:30 AM
2. Review and Approve Agenda 8:35 AM

Motion 2019-09-24 – 01 to accept the agenda as amended.

Moved by Jason Picard

Seconded by Kevin Eshkawkogan

Motion Carried.

3. Review Draft Minutes 8:40 AM
 - a. May 2nd and 3rd, 2019

Motion 2019-09-24 – 02 to approve the minutes of May 2nd & 3rd as presented.

Moved by Kevin Eshkawkogan

Seconded by David Daley

Motion Carried.

- b. July 29th, 2019

Motion 2019-09-24 – 03 to approve the minutes of July 29th as presented.

Moved by Tara Saunders

Seconded by Kevin Eshkawkogan

Motion Carried.

4. ITAC Operational Update 9:00 AM
 - a. ITAC 2018-2019 Annual Report
 - i. 2018-2019 Audit
 - b. ITAC Finance
 - i. 2019-2020 Budget Update

Motion 2019-09-24 – 04 to approve 2019-2020 budget update as presented.

Moved by Brady Smith

Seconded by Jason Picard

Motion Carried

- ii. Canadian Experience Fund Update

Motion 2019-09-24 – 05 RESOLVED that the Indigenous Tourism Association of Canada (“Corporation”) enter into contribution agreement with Federal Economic Development Agency for Southern Ontario specifically under the Southern Ontario Prosperity Initiative for the general purposes of obtaining financing through a non-repayable contribution in a maximum amount of \$500,000.00 CAD and all upon such terms and conditions as are set forth in an agreement between the parties as annexed hereto. AND RESOLVED that Keith Henry, President and CEO or any officer or director of the Corporation, acting alone, is hereby authorized to execute, sign and deliver on behalf of the Corporation the contribution



agreement the whole containing such terms and conditions as he/she in his/her sole discretion deems necessary of desirable and execution thereof I such person will be conclusive evidence thereof.

Moved by Kevin Eshkawkogan

Seconded by David Daley

Motion Carried.

Motion 2019-09-24 – 06 RESOLVED that the Indigenous Tourism Association of Canada (“Corporation”) enter into contribution agreement with Federal Economic Development Initiative for Northern and Rural Ontario for the general purposes of obtaining financing through a non-repayable contribution in a maximum amount of \$250,000.00 CAD and all upon such terms and conditions as are set forth in an agreement between the parties as annexed hereto. **AND RESOLVED** that Keith Henry, President and CEO or any officer or director of the Corporation, acting alone, is hereby authorized to execute, sign and deliver on behalf of the Corporation the contribution agreement the whole containing such terms and conditions as he/she in his/her sole discretion deems necessary of desirable and execution thereof I such person will be conclusive evidence thereof

Moved by Kevin Eshkawkogan

Seconded by Brady Smith

Motion Carried.

Motion 2019-09-24 – 07 RESOLVED that the Indigenous Tourism Association of Canada (“Corporation”) enter into contribution agreement with Western Economic Diversification Canada for the general purposes of obtaining financing through a non-repayable contribution in a maximum amount of \$750,000.00 CAD and all upon such terms and conditions as are set forth in an agreement between the parties as annexed hereto. **AND RESOLVED** that Keith Henry, President and CEO or any officer or director of the Corporation, acting alone, is hereby authorized to execute, sign and deliver on behalf of the Corporation the contribution agreement the whole containing such terms and conditions as he/she in his/her sole discretion deems necessary of desirable and execution thereof I such person will be conclusive evidence thereof

Moved by Brady Smith

Seconded by Tara Saunders

Motion Carried.

Motion 2019-09-24 – 08 RESOLVED that the Indigenous Tourism Association of Canada (“Corporation”) enter into contribution agreement with Canadian Northern Economic Development Agency for the general purposes of obtaining financing through a non-repayable contribution in a maximum amount of \$375,000.00 CAD and all upon such terms and conditions as are set forth in an agreement between the parties as annexed hereto. **AND RESOLVED** that Keith Henry, President and CEO or any officer or director of the Corporation, acting alone, is hereby authorized to execute, sign and deliver on behalf of the Corporation the contribution agreement the whole containing such terms and conditions as he/she in



his/her sole discretion deems necessary of desirable and execution thereof I such person will be conclusive evidence thereof.

Moved by David Daley

Seconded by Jason Picard

Motion Carried.

Motion 2019-09-24 – 09 RESOLVED that the Indigenous Tourism Association of Canada (“Corporation”) enter into contribution agreement with Atlantic Canada Opportunities Agency for the general purposes of obtaining financing through a non-repayable contribution in a maximum amount of \$375,000.00 CAD and all upon such terms and conditions as are set forth in an agreement between the parties as annexed hereto. **AND RESOLVED** that Keith Henry, President and CEO or any officer or director of the Corporation, acting alone, is hereby authorized to execute, sign and deliver on behalf of the Corporation the contribution agreement the whole containing such terms and conditions as he/she in his/her sole discretion deems necessary of desirable and execution thereof I such person will be conclusive evidence thereof

Moved by Tara Saunders

Seconded by Brady Smith

Motion Carried

Motion 2019-09-24 – 10 RESOLVED that the Indigenous Tourism Association of Canada (“Corporation”) enter into contribution agreement with Canada Economic Development for Quebec Regions for the general purposes of obtaining financing through a non-repayable contribution in a maximum amount of \$250,000.00 CAD and all upon such terms and conditions as are set forth in an agreement between the parties as annexed hereto. **AND RESOLVED** that Keith Henry, President and CEO or any officer or director of the Corporation, acting alone, is hereby authorized to execute, sign and deliver on behalf of the Corporation the contribution agreement the whole containing such terms and conditions as he/she in his/her sole discretion deems necessary of desirable and execution thereof I such person will be conclusive evidence thereof

Moved by Jason Picard

Seconded by Marilyn Jensen

Motion Carried.

- c. Governance
 - i. Review ITAC Board Meeting Schedule May 2019 – March 31st, 2020
 - ii. Conflict of Interest

Action Item #1 – Add Declaration of Conflict to Minutes

Action Item #2 - ITAC Management to create consent agenda for future board meetings

- d. Key Performance Indicator Operational Update
 - i. Marketing Update



- ii. Product Development Updates
- iii. Culinary
 - 1. Updated Work Plan
- iv. Access to Capital Paper

Motion 2019-09-24 – 11 to accept the reports as presented.

Moved by Brady Smith

Seconded by David Daley

Motion Carried.

Break 10:30 AM

- e. 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

Action Item #3 – Forward Provincial updates to President and CEO prior to Board Meeting

- Lunch (Provided) Noon
- 5. International Indigenous Tourism Conference 1:00 PM
 - a. 2019 Budget Update
 - b. Agenda
 - c. Sponsorship
- Break 2:30 PM
- 6. Acceleration Strategy 2019-2024 3:00 PM
 - a. National Indigenous Tourism Investment Plan 2021 Forward
- 7. In Camera Session - Board 4:00 PM



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Motion 2019-09-24 – 12 to move in camera.

Moved by Kevin Eshkawkogan

Seconded by Tara Saunders

Motion Carried.

Motion 2019-09-24 – 13 to move out of camera.

Moved by Kevin Eshkawkogan

Seconded by Jason Picard

Motion Carried.

Adjourn

4:30 PM

Tourism HR Canada Presentation

5:00 – 9:00 PM

Proposed Accreditation Process Market Readiness

Dinner Provided

Wednesday, September 25th

In Attendance

Darrel Bernard
Brady Smith
Kelly Fiddler
Brenda Holder
Marilyn Jensen
Jason Picard
Kylik Kisoun-Taylor
Dave Daley
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Teresa Ryder
Sebastien Desnoyers-Picard
Joe Hidayat
Angela Ryder
Bill Alexander
Malcolm MacPherson
Sherry Daniels

President and Chief Executive Officer
Director of Finance
Director of Product Development
Director of Marketing
Finance Manager
Industry Coordinator
Indigenous Culinary
Legal Advisor
Executive Assistant



Breakfast 8:00 AM

8. Chile Project Update

8:30 AM

Motion 2019-09-24 – 14 *ITAC Moves Forward with Chile Project*
Moved By Brady Smith
Seconded by Jason Picard
Motion Carried.

Motion 2019-09-24 – 15 *ITAC Management to prepares business plan for all future International projects.*
Moved by Kevin Eshkawkogan
Seconded by Kelly Fiddler
Motion Carried

Action Item #4 – ITAC Management to have business plan for November 11, 2019 at next board meeting.

9. ITAC Annual General Meeting Preparation
a. Review Draft Agenda

Motion 2019-09-24 – 16 *To accept Draft Agenda as presented.*
Moved by David Daley
Seconded by Doreen Sark
Motion Carried.

b. Election Process

Action Item #5 – To consolidate items on Reinvestment Plan

Break

10:15 AM

10. Provincial/Territorial Meeting October 8th, 2019 Vancouver

10:45 AM

Action Item #6 - Board Members to notify Executive Assistant if planning to attend.

11. Indigenous Travel Packages
a. Meridian System Update

11:15 AM

Motion 2019-09-24 - 17 – *Board to approve services requested by Indigeno Travel as proposed.*
Moved by Brady Smith
Seconded by Jason Picard
Motion Carried.



Motion 2019-09-24 – 18 to move in camera.

Moved by Kevin Eshkawkogan

Seconded by Marilyn Jensen

Motion Carried.

Motion 2019-09-24 – 19 to move out of camera.

Moved by Kevin Eshkawkogan

Seconded by David Daley

Motion Carried.

Motion 2019-09-24 – 20 to provide CEO Keith Henry an incentive for \$20,000.00. This is a one-time, non-revolving incentive.

Moved by

Seconded by

Motion Carried.

12. Other

11:30 AM

- a. Dubai 2020 Project
- b. Australia State Visit November 2019
- c. Cariboo Chilcotin Coast Tourism Association MOU
- d. Cape Breton Community Interest Company
- e. Myanmar Project February 2020
- f. ITAC Team Meeting July Highlights
- g. Province of BC Letter of Request

Action Item #7 – Brady Smith will follow up with local First Nations to gauge interest with Royal BC Museum and Vancouver Art Gallery.

- h. World Indigenous Business Forum October 9th – 11th – Vancouver

Action Item #8 – Board Members to notify Sherry if planning to attend.

Action Item #9 – Teresa to follow up with ITBC regarding attendance to event.

Motion 2019-09-24 – 21 to discontinue MOU with WINTA immediately.

Moved by Jason Picard

Seconded by Tara Saunders

Motion Carried.

- i. TIAC – Tourism Congress November 18th
- j. Indigenous Arts Economy Project – Refer to Email to Chair Holder



Action Item #10 – Board Members asked to be on steering committee of project, if Board Members are not available, ITAC Management will have a representative participate.

- k. Westjet Partnership
- l. NACCA MOU

Motion 2019-09-24 – 22 to approve ITO and Kevin Eshkawkogan to assist ITAC with perusing NACCA MOU.

Moved by Brady Smith

Seconded by Darrel Bernard

Motion Carried.

Kevin Eshkawkogan Abstained.

- m. Regional Indigenous Leadership Support

Action Item #11 - ITAC Management to support board members with information request when speaking to provincial representatives.

- n. Membership Satisfaction Survey
- o. Frank Antoine Fundraiser

13. Adjournment

Noon

Motion 2019-09-24 – 23 to Adjourn Meeting.

Moved by Brady Smith

Motion Carried.

Approved by: ITAC Chairperson
ITAC Secretary

Dated: November 11, 2019