



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

**Indigenous Tourism Association of Canada (ITAC)
Board of Directors
Zoom Call**

August 21st, 2020
10:00 AM – Noon PST

DRAFT AGENDA

In Attendance

Darrell Bernard
Frank Antoine
Kelly Fiddler
Brenda Holder
Marilyn Jensen
Marie-Pierre Lainé
David Daley
Tara Saunders
Frank Antoine

NS Representative
BC Representative
SK Representative
AB Representative
YK Representative
QC Representative
MB Representative
NFL Representative
BC Representative

Regrets

Jamie Thomas
Joe Bailey
Patricia Dunnett

PEI Representative
NWT Representative
NB Representative

Staff Members in Attendance

Keith Henry
Cecilia Point
Teresa Ryder
Sebastien Desnoyers-Picard
Brady Smith
Suzanne Reeves
Angela Ryder
Malcolm MacPherson
Sherry Daniels
John Giraldez

Chief Executive Officer
Director of Finance
Director of Product Development
Chief Marketing Officer
Chief Strategy Officer
Marketing Advisor
Industry Coordinator
Legal Advisor
Executive Assistant
Indigenous Services Canada

1. Welcome and Introductions
2. Acceptance of Agenda

**Motion 2020-08-21 – 01 to accept the agenda as amended.
Moved by David Daley
Seconded by Marie-Pierre Lainé
Motion Carried.**

3. ITAC Governance
 - a. Draft Minutes July 10th, 2020



Action item #1 – Tara to forward outstanding minutes.

Motion 2020-08-21 – 02 to accept minutes from July 10th as presented.

Moved by Marilyn Jensen

Seconded by Marie-Pierre Lainé

Motion Carried.

4. ITAC Budget
 - a. April 1st, 2020 – July 31st, 2020

Motion 2020-08-21 – 03 to approve financial report as presented.

Moved by David Daley

Seconded by Frank Antoine

Motion Carried.

5. Stimulus Development Grant Program
 - a. Statement of Work – ISC
 - i. ITAC Agreement with Recipients
 - ii. Budget Invested to date

6. Indigenous Tourism Ontario
 - a. Review ITAC Letter
 - b. Review MOU

Motion 2020-08-21 – 04 Board to approve termination of MOU between ITO and ITAC with 30 day's notice as of Monday August 24, 2020.

Moved by David Daley

Seconded by Tara Saunders

Motion Carried.

- c. Ontario Representation on ITAC Board
7. Marketing Update
 - a. Conference Board of Canada Research – Proposed Project

Motion 2020-08-21 – 05 to approve Conference Board of Canada Proposal submitted August 10, 2020.

Moved by Marie-Pierre Lainé

Seconded by Tara Saunders

Motion Carried.

- b. Video Content Proposal Apollonia Productions

APOLLONIA PRODUCTIONS is led by Director & Producer **Apolla Echino**, a Métis filmmaker born in Alberta, Canada. Her Cree Grandmother, Doreen Delphine Dumont, is the great-grand-niece of Gabriel Dumont. Having created award-winning content for global brands, Apolla is most fulfilled and excited when she is uplifting the voices of Indigenous



*Peoples, women and the champions of the planet. She is incredibly honored to be working with **Indigenous Tourism** on this beautiful, impactful and far-reaching project.*

The production team invests 100% of the budget into what will be seen on screen. Another company may bid at this price and offer a junior team, or, most likely a single person to go out and do it all – with Apolla leading, her team will communicate not just our schedule and filming needs, but also their sensitivity to the subject matter and culture.

Their legacy clients at CIBC (and within CIBC – Aventura, their retirement teams and Simpii Financial, their online sister company) have hired them directly as their trusted production partner for the last three years.

An additional item to note: Apolla's travel budget and quarantine time will NOT be included in the budget -as she will be absorbing those costs personally.

She is an experienced filmmaker and producer with a strong sensibility for story-telling captured on film. She will be planning all the logistics for the film shoot with strong protocols in place to manage health and safety in the different areas of Canada. She will not travel to the Atlantic or the north but will work with local film-makers and direct them remotely for content capture.

Motion 2020-08-21 – 06 to approve the Indigenous tourism hero video and content acquisition proposal outlined in option #2

Moved by David Daley

Seconded by Darrell Bernard

Motion Carried.

8. Other

a. YVR Event Plan – September 3rd, 2020

b. In Camera Session – Board

Motion 2020-08-21 – 07 to move in camera.

Moved by David Daley

Seconded by Frank Antoine

Motion Carried.

Motion 2020-08-21 – 08 to move out of camera

Motioned by Marilyn Jensen

Seconded by Marie-Pierre Lainé

Motion carried.

Motion 2020-08-21 – 09 to accept Brady Smith as authorized cheque signer

Moved by Marie-Pierre Lainé

Seconded by David Daley

Motion Carried



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Motion 2020-08-21 – 10 to appoint Brady Smith as temporary Treasurer (non-voting) until the 2020 ITAC AGM

Moved by Kelly Fiddler

Seconded by Marie-Pierre Lainé

9. Adjourn

Motion 2020-08-21 – 11 to adjourn meeting

Moved by Tara Saunders

Seconded by David Daley

Motion Carried.

DRAFT