



Indigenous Tourism Association of Canada (ITAC)

Board of Directors

November 1st – 4th, 2021

Delta Hotels by Marriott Downtown Vancouver Suites
550 Hastings Street
Vancouver BC V6B 1L6
604-689-8188

Itinerary Overview

- Monday, November 1st – Travel to Vancouver
- Tuesday, November 2nd – Team Activity (departure 6:00 AM Hotel Lobby)
- Wednesday, November 3rd – Board Meeting
- Thursday, November 4th – Board Meeting (ends at noon)

Board members are requested to arrive Monday and can start to return home on Thursday or Friday if required.

Board members unable to attend in person will be sent a zoom meeting link for the 3rd and 4th only.

DRAFT Minutes

1. Welcome and Introductions

In Attendance

Kelly Fiddler	SK Representative
Marilyn Jensen	YT Representative
Tara Saunders	NL Representative
Sheila Flaherty	NU Representative
Jason Johnston	ON Representative
Marie-Pierre Laine	QC Representative
Shae Bird	AB Representative - Proxy

Online Attendance:

Jamie Thomas	PE Representative
Patricia Dunnett	NB Representative
Frank Antoine	BC Representative
Darrell Bernard	NS Representative
Joe Bailey	NT Representative
Krista Apse	DG, Tourism Branch, ISED
Catherine Foscett	ISED



Regrets:

David Daley

MB Representative

Staff Members in Attendance:

Keith Henry

President & CEO

Cecilia Point

Director of Finance

Teresa Ryder

Director of Business Development

Sebastien Desnoyers-Picard

Chief Marketing Officer

Brady Smith

Chief Strategy Officer

Joe Hidayat

Controller

Sherry Daniels

Executive Assistant

Angela Ryder

Industry Coordinator

Malcolm Macpherson

Legal Advisor

2. Review Agenda

MOTION11032021 – 01 to accept the agenda as presented

Moved by Tara Saunders

Seconded by Jason Johnston

Questions called, all in favour

Motion carried.

3. ITAC Governance

a. Draft Minutes July 26th, 2021

MOTION11032021 – 02 to approve the minutes from July 26, 2021 as presented

Moved by Marie-Pierre Laine

Seconded by Sheila Flaherty

Question called, all in favour

Motion carried.

b. August 31st, 2021

c. Draft Minutes October 6th, 2021

MOTION11032021 – 03 to approve the minutes from October 6, 2021 as edited

Moved by Jason Johnston

Seconded by Marie-Pierre Laine

Question called, all in favour

Motion carried.

Action item #1 – Angela to add missing board member



4. In Camera Session

MOTION11032021 – 04 to move into camera

Moved by Kelly Fiddler

Seconded by Tara Saunders

Question called, all in favour

Motion carried.

MOTION11032021 – 05 to move out of camera

Moved by Jason Johnston

Seconded by Kelly Fiddler

Question called, all in favour

Motion carried.

MOTION11032021 – 06 to instruct lawyer to seek a trial date

Moved by Marie-Pierre Laine

Seconded by Sheila Flaherty

Jamie Thomas Abstained

Motion Carried.

a. CBC

5. ITAC Budget

a. Year to date April 1st, 2021 – March 31st, 2022

MOTION11032021 – 07 to approve the ITAC YTD budget as presented

Moved by Marie-Pierre Laine

Seconded by Tara Saunders

Question called, all in favour

Motion Carried.

6. ITAC Departments Updates

a. Marketing

b. Development

c. Leadership

d. Partnership

MOTION11032021 – 08 to accept the 2021-22 Midterm Report as presented.

Moved by Tara Saunders

Seconded by Sheila Flaherty

Question called, all in favour

Motion Carried.



7. Forging the Future for Indigenous Tourism in Canada
 - a. Review notes from September 2nd and October 6th
 - b. December 3rd, 2021 Final Meeting – Eastern Canada Focus

Action Item #2 – Brady will finalize the agenda with Eastern Canada businesses (QC, NB, NS, NL)

Action Item #3 – Include iTotem data

Action Item #4 – Create a draft letter for partners to sign that supports the Build Back Better plan that will be presented at the December 3, 2021 meeting

Action Item #5 – Board to connect with Sherry to book flights for December 3, 2021 meeting

8. Proposed 2022-2025 “Build Back Better” – Draft Plan

MOTION11032021 – 09 to approve the proposed 2022-2025 Building Back Better strategic recovery plan as presented

Moved by Marie-Pierre

Seconded by Jason Johnston

Question called, all in favour

Motion Carried.

9. Tourism Industry Association of Canada – Tourism Congress
 - a. November 30th – December 1st
 - b. TIAC MOU with ITAC

10. Destination Canada MOU
 - a. Proposed Draft

November 4, 2021

In Attendance

Kelly Fiddler
Marilyn Jensen
Tara Saunders
Sheila Flaherty
Jason Johnston
Marie-Pierre Laine
Shae Bird

SK Representative
YT Representative
NL Representative
NU Representative
ON Representative
QC Representative
AB Representative - Proxy

Online Attendance:



Patricia Dunnett
Joe Bailey
Darrell Bernard
Frank Antoine

NB Representative
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Brady Smith
Joe Hidayat
Sherry Daniels
Angela Ryder

President & CEO
Director of Finance
Director of Business Development
Chief Marketing Officer
Chief Strategy Officer
Controller
Executive Assistant
Industry Coordinator

- 11. International Projects
 - a. Columbia Update
 - b. Chile Update

Action item #6 – Include International Projects in 2022-2025 Building Back Better Strategic Recovery Plan

- 12. Provincial/Territorial Updates
 - a. BC
 - b. Alberta
 - c. Saskatchewan
 - d. Manitoba
 - e. Ontario
 - f. Quebec
 - g. New Brunswick
 - h. Nova Scotia
 - i. PEI
 - j. Newfoundland Labrador
 - k. Yukon
 - l. NWT
 - m. Nunavut

Action item #7 – Keith to resend the PT update document to board members for future meetings.

- 13. Other
 - a. National Indigenous Tourism Conference February 8th – 10th, 2022
 - i. Review Budget and Proposed Sponsorship Package



MOTION11032021 – 10 to approve the budget and proposed sponsorship package for the National Indigenous Tourism Conference as presented.

Moved by Jason Johnston
Seconded by Sheila Flaherty
Question Called, all in favour
Motion Carried.

- b. ITAC Annual General Meeting – Proposed February 8th, 2022

MOTION11032021 – 11 to hold the 6th Annual General Meeting on February 8th, 2022 as proposed.

Moved by Joe Bailey
Seconded by Marie-Pierre Laine
Question Called, all in favour
Motion Carried.

- c. Trans Kanata Highway Project

Action item #8 – Invite ROCarbon Labs to a future meeting to present project

- d. Indigenous Collaborative of the Americas

14. Next Board Meeting

- a. December 2nd, 2021 – Ottawa 1:00 PM - 5:00 PM

15. Adjourn

MOTION11032021 – 12 to adjourn meeting

Moved by Sheila Flaherty
Question Called, all in favour
Motion Carried.