



## Indigenous Tourism Association of Canada (ITAC)

### Board of Directors

November 1<sup>st</sup> – 4<sup>th</sup>, 2021

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

### Itinerary Overview

- Monday, November 1<sup>st</sup> – Travel to Vancouver
- Tuesday, November 2<sup>nd</sup> – Team Activity (departure 6:00 AM Hotel Lobby)
- Wednesday, November 3<sup>rd</sup> – Board Meeting
- Thursday, November 4<sup>th</sup> – 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 3<sup>rd</sup> and 4<sup>th</sup> only.

### Approved 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 26<sup>th</sup>, 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 31<sup>st</sup>, 2021
- c. Draft Minutes October 6<sup>th</sup>, 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 1<sup>st</sup>, 2021 – March 31<sup>st</sup>, 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 2<sup>nd</sup> and October 6<sup>th</sup>
  - b. December 3<sup>rd</sup>, 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 30<sup>th</sup> – December 1<sup>st</sup>
  - 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  
NT Representative  
NS Representative  
BC Representative

**Regrets:**

David Daley  
Jamie Thomas

MB Representative  
PE Representative

**Staff Members in Attendance:**

Keith Henry  
Cecilia Point  
Teresa Ryder  
Sebastien Desnoyers-Picard  
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 8<sup>th</sup> – 10<sup>th</sup>, 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 8<sup>th</sup>, 2022

**MOTION11032021 – 11 to hold the 6<sup>th</sup> Annual General Meeting on February 8<sup>th</sup>, 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 2<sup>nd</sup>, 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.**

**Approved December 2<sup>nd</sup>      ITAC Chair  
   ITAC Vice Chair**