



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

May 16th – 19th, 2022
Metis Crossing
17339 Victoria Trail
Box 548
Smoky Lake, AB
T0A 3C0
1-780-722-1993

Board Meeting – Cultural Gathering Center DRAFT MINUTES

Wednesday, May 18th, 2022 - 9:00 am

1. Welcome and Introductions

In Attendance

| | |
|----------------|-------------------|
| Brenda Holder | AB Representative |
| Marilyn Jensen | YT Representative |
| Jason Johnston | ON Representative |
| Kelly Fiddler | SK Representative |
| Andrew Germain | QC Representative |
| David Daley | MB Representative |

Online Attendance:

| | |
|------------------|-------------------|
| Frank Antoine | BC Representative |
| Sheila Flaherty | NU Representative |
| Joe Bailey | NT Representative |
| Jamie Thomas | PE Representative |
| Patricia Dunnett | NB Representative |

Regrets:

| | |
|----------------|----------------------------------------|
| Marlene Joudry | NS Representative (for health reasons) |
|----------------|----------------------------------------|

Staff Members in Attendance

| | |
|----------------------------|----------------------------------|
| Keith Henry | President & CEO |
| Brady Smith | Chief Strategy Officer |
| Sebastien Desnoyers-Picard | Vice President of Operations |
| Cecilia Point | Director of Finance |
| Teresa Ryder | Director of Partnerships |
| Tara Saunders | Director of Business Development |
| Suzanne Reeves | Director of Marketing |
| Joe Hidayat | Controller |
| Angela Ryder | Industry Coordinator |



Sherry Daniels
Malcolm Macpherson

Executive Assistant
Legal Advisor

2. Review and Approve Agenda

MOTION20220518 – 01 to approve the agenda as amended.

Moved by Jason Johnston

Seconded by David Daley

Question Called, all in favour

Motion Carried

3. ITAC Governance

- a. Review February 9th and 10th Draft Minutes

MOTION20220518 – 02 to accept the minutes from February 9th and 10th as amended.

Moved by Andrew Germain

Seconded by Jason Johnston

Question Called, All in favour

Motion Carried

4. In Camera Session – Update

MOTION20220518 – 03 to move in camera

Moved by Kelly Fiddler

Seconded by David Daley

Question called, all in favour

Motion Carried

Action Item #1 – the board has made a decision to set up a call between NWT Director, ITAC Legal and Chair of ITAC to give specific details regarding the policies and bylaws that were breached as a result of the email sent out.

Action Item #2 – The Board is requesting that the NWT Director writes a letter of apology to the ITAC Board and the NWT Membership.

Action Item #3 – Following that will be specific training to help the NWT representative better understand the board policy and procedure as well as the bylaws to move forward. ITAC Legal Counsel and representatives of the Executive will be required to meet with management the NWT representative.

All action items to be completed as soon as possible.

- a. NWT ITAC Board Member
b. CBC



- c. ITAC Executive Committee Appointment
 - i. Chair
 - ii. Vice Chair
 - iii. Secretary
 - iv. Treasurer

MOTION20220518 – 04 to approve the Executive Committee as nominated

Chair – Marilyn Jensen
Vice Chair – Brenda Holder
Secretary – Jason Johnston
Treasurer – Kelly Fiddler

Moved David Daley

Seconded Andrew Germain

Question Called, all in favour

Motion Carried

- 5. ITAC Budget
 - a. Year End Update April 1st, 2021 – March 31st, 2022
 - i. Audit Preparation Update

MOTION20220518 – 05 to accept the 2021-2022 Year End Update as presented

Moved by Andrew Germain

Seconded by David Daley

Question called, all in favour

Motion Carried

- b. 2022-2023 Budget – Updated Forecast

MOTION20220518 – 06 to approve the 2022-2023 Budget as updated

Moved by Jason Johnston

Seconded by Andrew Germain

Question called, all in favour

Motion Carried

- 6. ITAC 2022-2023 Progress Update
 - a. Human Resources
 - i. Vice President of Operations
 - ii. Director of Partnerships
 - iii. Director of Development
 - iv. Director of Marketing
 - v. Team Planning June 6th – 9th
 - b. Tourism Relief Funding – National Project
 - c. Indigenous Tourism Fund - Federal Budget Progress



Action Item #4 – ITAC will be required to become more proactive in approaching the provincial and territorial Indigenous tourism partners to address protocol with the national offices

- d. Development Update
 - i. Provincial/Territorial Intake Update
 - ii. 2022-2023 Funding Formula

Action Item #5 – Management team to prepare a proposal for the next board meeting with updated information about the 2022-23 P/T Funding Formula.

- e. Marketing Update
 - i. 2021-2022 Marketing Results Overview
 - ii. 2022 Tactical Update
 - 1. Influencer Marketing Proposal – Project Approval Request

MOTION20220518 – 07 to approve the proposed ITQ #04192022 as presented

**Moved by Jason Johnston
Seconded by Sheila Flaherty
Question called, all in favour
Motion Carried**

- f. ICAN
 - i. Review 2022-2023 Action Plan

MOTION20220518 – 08 to approve the proposed finance manual authorities as recommended.

**Moved by Andrew Germain
Seconded by Marilyn Jensen
Question called, all in favour
Motion Carried**

- 7. National Indigenous Tourism Conference March 8th – 10th, 2022
 - a. Final Reporting
 - i. Budget

MOTION20220518 – 09 to accept the National Indigenous Tourism Conference final reporting as presented.

**Moved by Sheila Flaherty
Seconded by Jason Johnston
Question called, all in favour
Motion Carried**

- 8. International Indigenous Tourism Conference March 8th-10th, 2023 Winnipeg Manitoba
 - a. Initial Budget



MOTION20220518 – 10 to approve the International Indigenous Tourism Conference initial budget as presented.

Moved by Marilyn Jensen

Seconded by David Daley

Question called, all in favour

Motion Carried

b. Initial Event Contract(s)

MOTION20220518 – 11 to approve the proposed professional event planner E=MC2 Event Management Company as presented.

Moved by David Daley

Seconded by Jason Johnston

Question called, all in favour

Motion Carried

Thursday, May 19th, 2022

8:30 am

In Attendance

Marilyn Jensen
Jason Johnston
Kelly Fiddler
Andrew Germain
David Daley

YT Representative
ON Representative
SK Representative
QC Representative
MB Representative

Online Attendance:

Frank Antoine
Sheila Flaherty
Jamie Thomas

BC Representative
NU Representative
PE Representative

Regrets:

Marlene Joudry
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Keith Henry
Brady Smith
Sebastien Desnoyers-Picard
Cecilia Point
Teresa Ryder
Tara Saunders

President & CEO
Chief Strategy Officer
Vice President of Operations
Director of Finance
Director of Partnerships
Director of Business Development



Suzanne Reeves
Joe Hidayat
Angela Ryder
Sherry Daniels
Malcolm Macpherson

Director of Marketing
Controller
Industry Coordinator
Executive Assistant
Legal Advisor

9. 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 #6 – ITAC to connect with ITBC to discuss provincial territorial funding.

Action Item #7 – ITAC marketing team to connect with SK board representative about marketing initiatives in the province.

MOTION20220518 – 12 to appoint NLITA recommended representative Colleen Lambert for the Newfoundland & Labrador seat on the ITAC board.

Moved by David Daley

Seconded by Jason Johnston

Question called, all in favour.

Motion Carried

Action Item #8 – ITAC marketing team to put a package together to encourage members to have their businesses listed on Destination Indigenous.

Action Item #9 – Upcoming ITAC board meeting to spend additional time to review strategies on working with PT organizations and how ITAC can optimize the number of members listed on Destination Indigenous.

10. Other

- a. Papal Visit March/April 2022 Media Report
 - i. Next Steps
- b. Toronto Metro University Project
- c. International Projects
 - i. Chile
 - ii. Columbia

MOTION20220518 – 13 to approve the proposed statement of work for MakuMaku for 2022-23 as presented.



Moved by Sheila Flaherty
Seconded by Andrew Germain
Question called, all in favour
Motioned carried.

11. Next Board Meeting
September 7th and 8th

Action Item #10 – to research member businesses in Eastern/Atlantic Canada for the next board meeting by the end of June 2022. The Executive Committee will be provided options by the end of June.

12. Adjourn

MOTION20220518 – 14 to adjourn the meeting 11:59 am.
Moved by David Daley
Question called, all in favour
Motion Carried

DRAFT