



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 Approved 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)
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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 move out of camera

Moved by Kelly Fiddler

Seconded by David Daley

Question called, all in favour

Motion Carried

MOTION20220518 – 05 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 – 06 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 – 07 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 – 08 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 – 09 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 – 10 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 – 11 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 – 12 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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Sherry Daniels	Executive Assistant
Malcolm Macpherson	Legal Advisor

9. Provincial/Territorial Updates

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

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 – 13 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 – 14 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 – 15 to adjourn the meeting 11:59 am.

Moved by David Daley

Question called, all in favour

Motion Carried

Approved September 7th, 2022

**ITAC Chair
ITAC Secretary**