



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

Wednesday, September 28<sup>th</sup>, 2022  
Virtual Meeting  
12:00 Noon PST

### Approved Minutes

#### Attendance

#### Board of Directors

- 1) Marilyn Jensen, Chair, YK Representative
- 2) Jason Johnson, Secretary, ON Representative
- 3) Kelly Fiddler, Treasurer, SK Representative
- 4) David Daley, MB Representative
- 5) Jamie Thomas, PEI Representative
- 6) Patricia Dunnett, NB Representative
- 7) Brenda Holder, Vice Chair, AB Representative

#### ITAC Staff

- 1) Keith Henry, President & CEO
- 2) Brady Smith, Chief Strategy Officer
- 3) Sebastien Desnoyers, VP Operations
- 4) Teresa Ryder, Director of Partnerships
- 5) Cecilia Point, Director of Finance
- 6) Suzanne Reeves, Director of Marketing

1. Welcome and Introductions
2. Review and Approve Agenda

#### **Motion 20220928-01 to approve the agenda as presented**

**Moved by Kelly Fiddler**

**Seconded by David Daley**

**Question called, all in favour**

**Motion carried**

3. Indigenous Tourism Fund
  - a. Internal Brief Review



**Motion 20220928-02 to send a letter requesting an immediate meeting with Minister Boissonnault regarding Indigenous Tourism Fund**

**Moved by David Daley**

**Seconded by Jason Johnson**

**Question called, all in favour**

**Motion carried**

- b. Proposed ITAC Membership Communication
- c. Proposed ITAC Public Communication
- 4. Board Approvals
  - a. Conference Board of Canada Project

**Motion 20220928-03 to approve the Conference Board of Canada research project for \$124,000 as presented**

**Moved by Jason Johnson**

**Seconded by Patricia Dunnett**

**Question called, all in favour**

**Motion carried**

- b. International Marketing Investment

**Motion 20220928-04 to approve \$195,000 for the new sales and marketing events as presented**

**Moved by Patricia Dunnett**

**Seconded by Jason Johnson**

**Question called, all in favour**

**Motion carried**

- 5. Next Meeting Executive Committee October 14<sup>th</sup> - Vancouver
- 6. Adjourn

**Motion 20220928-05 to adjourn at 12:55 PST**

**Moved by Jason Johnson**

**Question called, all in favour**

**Motion carried**

**Approved December 14<sup>th</sup>, 2022**

**ITAC Chair  
ITAC Secretary**