



Indigenous Tourism Association of Canada (ITAC)  
Board of Directors Meeting  
February 7th, 2023  
MacBride Museum  
Whitehorse, YK

**Approved Minutes**

**Tuesday, February 7th, 2023 - 10:00am**

1. Welcome and Introductions

**Board Members in Attendance:**

Marilyn Jensen - YT Representative  
Jason W. Johnston - ON Representative  
Brenda Holder - AB Representative  
Marie-Pierre Lainé - QC Representative  
Robert Bernard (as proxy for Marlene Joudry) – NS Representative  
Rebecca Dunnett (as proxy for Patricia Dunnett) – NB Representative

**Board Members Online Attendance:**

Kelly Fiddler - SK Representative  
Sheila Flaherty – Nunavut Representative  
Jamie Thomas – PEI Representative

**Staff Members in Attendance:**

Keith Henry - President & CEO  
Sebastien Desnoyers-Picard - Vice President of Operations  
Brady Smith - Chief Strategy Officer  
Sherry Daniels - Executive Assistant  
Cecilia Point - Director of Finance  
Joe Hidayat - Controller

**Staff Members in Attendance Online:**

Nadia Vanker - Executive Assistant for Operations

**Board Members Sending Regrets:**

David Daley – Manitoba Representative  
Frank Antoine – BC Representative  
Colleen Lambert - NL Representative

2. Review and approve draft agenda

**MOTION20230207 - 01 - to review and approve draft agenda as amended**

**Moved by Jason Johnston**

**Seconded by Robert Bernard**

**Question called, all in favour**

**Motion carried**



3. ITAC Governance  
a. Executive Committee appointment

Marilyn Jensen - Chair

Brenda Holder – Vice Chair

Kelly Fiddler – Treasurer

Jason W. Johnston – Secretary

**MOTION20230207 - 02 - to accept the Executive committee appointment as submitted**

**Moved by Marie-Pierre Lainé**

**Seconded by Sheila Flaherty**

**Question called, all in favour**

**Motion carried**

b. Northwest Territories Representative

The Board can appoint one (1) representative on an interim basis of one (1) year until an official vote at the next Annual General Meeting. Three (3) applications were received for one (1) position. One (1) candidate profile was deemed to be in compliance with ITAC by-laws.

**MOTION20230207 - 03 - to approve James McPherson from Sahtu Adventures as interim Northwest Territories representative until the next Annual General Meeting**

**Moved by Sheila Flaherty**

**Seconded by Brenda Holder**

**Question called, all in favour**

**Motion carried**

4. Review Board Minutes from Dec.14-15, 2022

**MOTION20230207 - 04- to accept the Board Minutes of December 14th and 15th 2022 as presented**

**Moved by Jason Johnston**

**Seconded by Robert Bernard**

**Question called, all in favour**

**Motion carried**

5. Review 7th AGM Draft Minutes from December 16<sup>th</sup>, 2022

- Discussion ensued regarding AGM voting, engagement, and timeline.

***Action item #1 - Management to review strategy to address AGM engagement in 2023***

6. 2022-2023 YTD Financial Budget

- Cecilia Point, Director of Finance, and Joe Hidayat, Controller, presented the 2022-2023 YTD Financial Budget



**MOTION20230207 - 05 - to approve the proposed financial budget report as presented**  
**Moved Marie-Pierre Lainé**  
**Seconded by Brenda Holder**  
**Question called, all in favour**  
**Motion carried**

7. 2023-2024 Planning

- Brady Smith, Chief Strategy Officer, presented to the Board:
  - a. ITAC Key Performance Indicators
  - b. Proposed Financial Budget
- Keith Henry, President and CEO, presented to the Board:
  - a. Proposed ORG Chart
  - b. Proposed 2023 Board Meeting Tentative Schedule:
    - **May 29, 2023 - Quebec**
    - **September 19, 2023 - Halifax**
    - **December 13, 2023 - Saskatoon**
    - **February 7, 2024 - Ottawa**
    - **Annual General Meeting - December 15, 2023 - Saskatchewan**

**MOTION20230207 - 06 - to approve Proposed 2023-2024 ITAC Action plan as presented,**  
**subject to available funding**  
**Moved by Jason Johnston**  
**Seconded by Marie-Pierre Lainé**  
**Question called, all in favour**  
**Motion carried**

8. Provincial/Territorial Meeting - February 8-9, 2023

- ITAC Board is presented the Provincial/Territorial Meeting February 8<sup>th</sup> and 9<sup>th</sup> Agenda and Schedule of Events.

***Action Item #2: ITAC to send a letter of appreciation to Yukon First Nations Culture & Tourism Association for assisting in organizing and hosting Provincial/Territorial event***

9. Other Business

- a. Suzanne Reeves, Director of Marketing, presented the 2022-2023 Spring Marketing Campaign Highlights
- b. Teresa Ryder, Director of Partnerships, provided an update on ITAC Membership, and the 2023 International Indigenous Tourism Conference
- c. Tara Saunders, Director of Development, provided a Business Support Program update, and The Original Original Accreditation update
- d. Presentation of Bear's Lair Proposal



**MOTION20230207 - 07 - to approve Bear's Lair proposal as presented for one hundred thousand dollars (\$100 000)**

**Moved by Robert Bernard**

**Seconded by Brenda Holder**

**Question called, all in favour**

**Motion carried**

e. Presentation of Trans Canada Trails MOU

**MOTION20230207 - 08 - to approve ITAC MOU with Trans Canada Trails**

**Moved by Marie-Pierre Lainé**

**Seconded by Robert Bernard**

**Question called, all in favour**

**Motion carried**

10. In Camera

a. CBC Update

b. ITAC Evaluations

**MOTION20230207 - 09 - to move to in-camera**

**Moved by Brenda Holder**

**Seconded by Jason Johnston**

**Question called, all in favour**

**Motion carried**

**MOTION20230207 - 10 - to move come out of camera**

**Moved by Robert Bernard**

**Seconded by Jason Johnston**

**Question called, all in favour**

**Motion carried**

***Action Item #3 - Board to ensure President and CEO compensation package discussions do not occur at the same time as government funding and fiscal year***

***Action Item #4 - CEO remunerations discussion to be negotiated through the Board Chair and Executive rather than staff member***

**MOTION20230207 - 11 - to approve CEO compensation package pending completion of Chemistry 360 review**

**Moved by Marie-Pierre Lainé**

**Seconded by Robert Bernard**

**Question called, all in favour**

**Motion carried**

**MOTION20230207 - 12 - to adjourn the meeting**

**Moved by Jason Johnston**

**Seconded by N/A**

**Question called, all in favour**



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

**Motion carried**

***Board members attended the Provincial/Territorial Meet and Greet event at the MacBride Museum.***

**Approved May 29<sup>th</sup>, 2023  
ITAC Chair  
ITAC Secretary**