



Indigenous Tourism Association of Canada (ITAC)
Board of Directors Meeting
Tuesday, September 19, 2023
Hotel Halifax
1990 Barrington St
Halifax, Nova Scotia
B3J 1P2
In-Person
Board Meeting
Approved Minutes

Board Members in Attendance:

Marilyn Jensen - YT Representative
Jason W. Johnston - ON Representative
Brenda Holder - AB Representative
Kelly Fiddler - SK Representative
James McPherson – NWT Representative
Sheila Flaherty – Nunavut Representative
Marie-Pierre Lainé – QC Representative
Colleen Lambert – NL Representative
Patricia Dunnnett – NB Representative
Marlene Joudry – NS Representative

Board Members Online Attendance:

Jamie Thomas – PEI Representative

Board Members Could Not Attend:

Frank Antoine – BC Representative
David Daley – Manitoba Representative

Staff Members in Attendance:

Keith Henry - President & CEO
Sebastien Desnoyers-Picard – VP of Operations
Brady Smith - Chief Strategy Officer
Sherry Daniels - Executive Assistant
Cecilia Point - Director of Finance
Joe Hidayat – Controller
Tara Sanders – Director of Business Development
Teresa Ryder – Director of Partnerships
Tamara Littlelight – Director of Marketing

1. Protocol Welcome

ITAC arranged for local elder Joe Michael to provide protocol welcome for the board meeting.



2. Welcome and Introductions
3. Review Draft Agenda

MOTION20230919 – 01 – Approve Agenda as Amended

Moved by Sheila Flaherty
Seconded by Jason W. Johnston
Question called, all in favour
Motion carried

4. Review Draft Board Minutes – May 29, 2023 & July 25, 2023

MOTION20230919 – 02 – Approve May 29, 2023 Draft Minutes as Presented

Moved by Brenda Holder
Seconded by Patricia Dunnett
Question called, all in favour
Motion carried

MOTION20230919 – 03 – Approve July 25, 2023 Draft Minutes as Presented

Moved by Marie-Pierre Lainé
Seconded by James McPherson
Question called, all in favour
Motion carried

5. ITAC Management Report
 - a. 2023-2024 YTD Financial Review

MOTION20230919 – 04 – Accept Financial Report as Presented

Moved by Patricia Dunnett
Seconded by Colleen Lambert
Question called, all in favour
Motion carried

MOTION20230919 – 05 – ITAC Board Mandate ITAC CEO to Not Accrue Deficit in 2023-2024 Budget

Moved by Marie-Pierre Lainé
Seconded by Colleen Lambert
Question called, all in favour
Motion carried

MOTION20230919 – 06 – Approve BMO Letter of Agreement LF985 – Amendment & Restatement as Presented

Moved by Patricia Dunnett
Seconded by James McPherson



Question called, all in favour
Motion carried

- b. 2023-2024 Key Performance Indicators Review

MOTION20230919 – 07 – Accept KPI Report as Presented

Moved by James McPherson
Seconded by Shelia Flaherty
Question called, all in favour
Motion carried

5. ITAC Annual General Meeting – December 14, 2023 Saskatoon, Saskatchewan

- a. December 12th – 14th, 2023 – ITAC Board Meeting and AGM Week
- b. Review 2022-2023 ITAC Video
- c. 2022-2023 ITAC Annual Report

6. IITC Update – February 2024 Ottawa, Ontario

- a. Registration
- b. Agenda Vision
- c. Budget Forecast

7. ITAC Initiatives

- a. Indigenous Tourism Destination Fund
- b. Indigenous Tourism Association of Canada Reconciliation Training

MOTION20230919 – 08 – Indigenous reconciliation training in the tourism sector should not be provided by non-Indigenous organizations, such as Destination Canada, DMO's, or RTA's.

Recused Brenda Holder
Moved by James McPherson
Seconded by Jason W. Johnston
Question called, all in favour
Motion carried

8. Provincial/Territorial Meeting

9. Other

- a. ITAC Marketing Campaign Highlights
- b. Nunavut Survey Progress to Date
- c. September 7th ITBC/ITAC Meeting Discussion
- d. FSC Briefing Note for Contractor



MOTION20230919 – 09 – Approve Northern Incubator – Digital Training Contract as Presented

Moved by Colleen Lambert
Seconded by Marie-Pierre Lainé
Question called, all in favour
Motion carried

- e. International Project
 - i. Colombia Best Practice Mission Update November 5th – 10th, Wendake
- f. Hooke Project Brief

MOTION20230919 – 10 – Approve Proposed Indigenous Outfitters Promotion and Content Capture, Subject to Available Funding

Moved by Colleen Lambert
Seconded by Brenda Holder
Question called, all in favour
Motion carried

- g. Hooke Project Brief

MOTION20230919 – 11 – Approve Recommended Promotion of Indigenous Tourism in France as Presented, Subject to Available Funding

Moved by Marie-Pierre Lainé
Seconded by Jason W. Johnston
Question called, all in favour
Motion carried

- h. Proposed Social Impact Study – Indigenous Tourism
- i. CBOC Economic Assessment Brief

*Was noted to support potential projects for ITAC led research as a priority if additional funding was secured.

MOTION20230919 – 12 – Move into Camera

Moved by Sheila Flaherty
Seconded by Brenda Holder
Question called, all in favour
Motion carried

MOTION20230919 – 13 – Move Out of Camera

Moved by Marie-Pierre Lainé
Seconded by Brenda Holder



Question called, all in favour
Motion carried

Action Item #1

Email to ITBC Board Chair and Entire Board to provide feedback on our board-to-board discussion and add context with examples regarding ITAC-ITBC MOU delays.

MOTION20230919 – 14 – Adjourn at 5:50 PM

Moved by James McPherson
Seconded by Marlene Joudry
Question called, all in favour
Motion carried

Approved December 13th, 2023 Saskatoon, Saskatchewan

ITAC Chair
ITAC Secretary