



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

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**Indigenous Tourism Association of Canada (ITAC)
8th Annual General Meeting (AGM)
December 14th, 2023
TIME: 10AM – 1:30 PM**

**Dakota Dunes Resort
203 Dakota Dunes Way, Whitecap, SK S7K 2L2**

15 Minutes south from Saskatoon, Saskatchewan
[Dakota Dunes Resort](#)

Draft Agenda (FINAL)

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| 1. Opening Prayer/Protocol | 10:00 AM |
| 2. Opening Remarks and Welcome | 10:05 AM |
| a. Chair Marilyn Jensen | |
| b. Vice-Chair Brenda Holder | |
| 3. Minister of Tourism Soraya Martinez Ferrada | 10:10 AM |
| 4. Call to Order – Verification of Quorum | 10:20 AM |
| 5. Approval of AGM Chair | 10:22 AM |
| 6. Review and Approve Draft Agenda | 10:25 AM |
| 7. Review and Approve Draft Minutes | 10:28 AM |
| a. 7 th AGM December 2022 – Vancouver, BC | |
| 8. ITAC 2022 - 2023 Reporting | 10:30 AM |
| a. Annual Report 2022-2023 | |
| i. ITAC Financial Statements 2022-2023 | |
| 1. Sean Reid KPMG – Audit | |
| 2. Cecilia Point, ITAC Director of Finance | |
| 9. ITAC 2022-2023 Operational Highlights | 10:45 AM |
| a. Operational Summary Video | |
| b. Provincial/Territorial Partners – Video Summary Updates | |
| i. Indigenous Destinations Saskatchewan | |
| ii. Indigenous Tourism BC | |
| iii. Indigenous Tourism Alberta | |
| iv. Quebec Indigenous Tourism | |



- v. NL Indigenous Tourism Association
- vi. Manitoba Indigenous Tourism Association
- vii. Nova Scotia Indigenous Tourism Enterprise Network
- viii. Yukon First Nations Cultural and Tourism Association
- ix. Indigenous Tourism Association New Brunswick
- x. Indigenous Tourism Association PEI
- xi. NWT Update
- xii. Nunavut Update
- xiii. Ontario Update

10. ITAC Board Elections 11:15 AM

- a. British Columbia
- b. Alberta
- c. NWT
- d. New Brunswick
- e. Saskatchewan

11. State of the Industry Update 12:00 PM

- a. Tourism Industry Association of Canada – President and CEO Beth Potter
- b. Destination Canada – Video Presentation President and CEO Marsha Walden

12. Membership Survey – ITAC Governance Report 12:45 PM

- a. Response for future ITAC Elections
 - i. P/T Appointment or Member Elections

13. New Business 1:00 PM

- a. 2023-2024 Update – Review Key Performance Indicators Year to Date
 - i. Marketing Highlights 2023-2024
 - ii. Indigenous Tourism Fund - Mico and Small Business Support (MSBS) Program
- b. Indigenous Tourism Destination Fund Update
- c. Reconciliation Training Update
- d. DiscoverIndigenousTourism.ca – New Member/Industry Support
- e. The Original Original Accreditation
- f. International Indigenous Tourism Conference February 26th- 28th – Ottawa
- g. International Project Updates
 - i. Colombia Best Practice Mission Review
 - ii. Chile Mission
 - iii. AIANTA and Maori Tourism Alignment

14. Motion to Adjourn 1:50 PM

15. Closing Prayer 2:00 PM