



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

**Indigenous Tourism Association of Canada (ITAC)
8th Annual General Meeting (AGM)
December 14th, 2023
TIME: 10AM – 2PM (CST)**

**Dakota Dunes Resort (Treaty 6 Territory)
203 Dakota Dunes
Way, Whitecap Dakota First Nation, Saskatchewan**

AGM (DRAFT) Minutes

Board Members in Attendance:

- | | |
|-----------------------|--------------------|
| 1. Marilyn Jensen | YT Representative |
| 2. Jason Johnston | ON Representative |
| 3. Kelly Fiddler | SK Representative |
| 4. David Daley | MB Representative |
| 5. Sheila Flaherty | NU Representative |
| 6. Jamie Thomas | PE Representative |
| 7. Patricia Dunnett | NB Representative |
| 8. Marie-Pierre Lainé | QC Representative |
| 9. James McPherson | NWT Representative |
| 10. Colleen Lambert | NL Representative |

Voting Members in Attendance:

- | | |
|---------------------|--|
| 1. Michela Carrière | Aski Holistic Adventures/Delta Beadworks |
| 2. Blaine Mirasty | Cree North Adventures |
| 3. Bernard Shepherd | White Bear Lake Resort |

Non-Voting Members in Attendance:

- | | |
|---------------------|--------------------|
| 1. Steph Clovechuk | Discover Saskatoon |
| 2. Collin Alexander | Pêmiska Tourism |

Other Guests in Attendance:

- | | |
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| 1. Angela Pratt | Indigenous Destinations Saskatchewan |
| 2. Beth Potter | Tourism Industry Association of Canada |
| 3. Angela Pratt | Indigenous Destinations Saskatchewan |
| 4. Beth Potter | Tourism Industry Association of Canada |
| 5. Rhonda Speiss | Innovation, Science and Economic
Development Canada |
| 6. John Conner | Path Finder 365 |
| 7. Lyle Donald | Indigenous Edmonton Entertainment Group |
| 8. Annie Charles | Indigenous Destinations Saskatchewan |



ITAC Staff Members in Attendance:

- | | |
|-------------------------------|------------------------------------|
| 1. Keith Henry | President & CEO |
| 2. Brady Smith | Chief Strategy Officer |
| 3. Sébastien Desnoyers-Picard | Vice President of Operations |
| 4. Teresa Ryder | Director of Partnerships |
| 5. Tara Saunders | Director of Business Development |
| 6. Cecilia Point | Director of Finance and Operations |
| 7. Joe Hidayat | Controller |
| 8. Tamara Littlelight | Sales & Travel Trade Manager |
| 9. Sherry Daniels | Executive Assistant |
| 10. Craig van der Merwe | Technical Advisor |
| 11. Tracey Pascal | Development Coordinator |
| 12. Breanna Thomas | Industry Engagement Coordinator |

ITAC Staff Member in Attendance, on-line:

- | | |
|--------------|-------------------------|
| 1. Sean Reid | KPMG, Financial Auditor |
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Agenda

- | | |
|--|----------|
| 1. Opening Remarks and Welcome by President & CEO, Keith Henry, IDSK Co-Chair, Kelly Fiddler and Chair, Marilyn Jensen | 10:05 AM |
| 2. Prayer with Melvina Eagle, Whitecap Dakota First Nation | 10:12 AM |
| 3. Minister of Tourism Soraya Martinez Ferrada (video) | 10:23 AM |
| 4. Call to Order – Verification of Quorum | 10:27 AM |
| 5. Approval of AGM Chair | 10:29 AM |

MOTION20231214 – 01 to approve Jason Johnston as chair of the 8th Annual General Meeting

Moved by David Daley, Wapusk Adventures

Seconded by Marie-Pierre Lainé, Indigenous Tourism Quebec

Question called, all in favour.

Motion Carried.

- | | |
|-----------------------------|----------|
| 6. Approval of Draft Agenda | 10:30 AM |
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MOTION20231214 – 02 to approve the draft agenda as presented.

Moved by Sheila Flaherty, Sijjakkut Inc.

Seconded by James McPherson, Sahtu Adventures

Question called, all in favour.

Motion Carried.



7. Approve AGM Draft Minutes

10:31 AM

MOTION20231214 – 03 to approve the AGM Draft Minutes as presented.

Moved by Kelly Fiddler, Mosquito River Tourism

Seconded by Dave Daley, Wapusk Adventures

Question called, all in favour.

Motion Carried.

8. ITAC 2022-2023 Reporting

10:34 AM

a. Review Annual Report – April 1, 2022 to March 31, 2023

MOTION20231214 – 04 to approve the Annual Report as presented.

Moved by Jason Johnston, Cape Croker Park

Seconded by Marilyn Jensen, Yukon First Nation Culture & Tourism Association

Question called, all in favour.

Motion Carried.

i. Financial Statements April 2, 2022 to March 31, 2023

10:45 AM

1. Cecilia Point, ITAC Director of Finance

2. Sean Reid, KMPG - Audit

MOTION20231214 – 05 to approve the ITAC 2022-2023 Financial Statements as presented.

Moved by Marie-Pierre Lainé, Indigenous Tourism Quebec

Seconded by Patricia Dunnett, Metepenagiag Heritage Park

Question called, all in favour

Motion Carried.

MOTION20231214 – 06 to appoint Sean Reid at KPMG as the auditor for the 2022-23 financial audit.

Moved by Patricia Dunnett, Metepenagiag Heritage Park

Seconded by James McPherson, Sahtu Adventures

Question called, all in favour.

Motion Carried.

9. ITAC 2022-2023 Operational Highlights

10:58 AM

a. Operational Summary – Video Highlight

b. Provincial/Territorial Partners – Key Updates

i. Indigenous Destinations Saskatchewan

ii. Indigenous Tourism BC

iii. Indigenous Tourism Alberta

iv. Indigenous Tourism Quebec

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

xiii. Ontario Update



10. ITAC Board Elections 11:29 AM
- a. Elected, Sharon Bond, Kekuli Café (British Columbia)
 - b. Acclaimed, Brenda Holder, Mahikan Trails (Alberta)
 - c. Acclaimed, James McPherson, Sahtu Adventures (NWT)
 - d. Acclaimed, Dave Smith, First Nations Storytellers (New Brunswick)
 - e. Elected, Kelly Fiddler, Mosquito River Tourism (Saskatchewan)

MOTION20231214 - 07 to accept the ITAC Board Elections as presented.

Moved Colleen Lambert, Miawpukek First Nation

Seconded by Marie-Pierre Lainé, Indigenous Tourism Quebec)

Question called, all in favour.

Motion carried.

MOTION20231214 - 08 to accept to destroy the election ballots.

Moved by James McPherson, Sahtu Adventures

Seconded by Dave Daley, Wapusk Adventures

Question called, all in favour.

Motion carried.

11. State of the Industry Update 11:35 PM
- a. Tourism Industry Association of Canada, President & CEO Beth Potter
 - b. Destination Canada, Video Presentation, President & CEO Marsha Walden 11:55 AM

Break – Lunch

12. Membership Survey – ITAC Governance Report 12:37 PM
- a. Response for future ITAC Elections
 - i. P/T Appointment or Member Elections
(101 Respondents: 59% in favor of members appointment, 41% in favor of P/T appointment)

13. New Business 12:48 PM
- a. 2023-24 Update – Review Key Performance Indicators Year to Date
 - i. Marketing Highlights, Director of Marketing Tamara Littlelight
 - ii. Indigenous Tourism Fund, Director of Development Tara Saunders
 - b. Indigenous Tourism Destination Fund Update, President & CEO, Keith Henry and Chief Strategy Officer Brady Smith
 - c. Reconciliation Training Update, Director of Partnerships Teresa Ryder
 - d. DiscoverIndigenousTourism.ca – New Member/Industry Support, Director of Development, Tara Saunders
 - e. The Original Original Accreditation Program, Director of Development Tara Saunders
 - f. International Indigenous Tourism Conference, February 26-28, 2024, Ottawa, ON, Director of Partnerships Teresa Ryder
 - g. International Projects Update, Vice President of Operations, Sébastien Desnoyers-Picard

14. Motion to Adjourn 2:05 PM

MOTION20231214 – 09 to adjourn the 8th Annual General Meeting.

Moved by Jamie Thomas, Experience Lennox Island



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**Seconded by Patricia Dunnett, Metepenagiag Heritage Park
Question called, all in favour
Motion Carried.**

15. Closing Prayer, Marilyn Jensen, Yukon First Nation Culture & Tourism Association