



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE

AUTOCHTONE

Indigenous Tourism Association of Canada (ITAC)
Board of Directors Meeting
Wednesday December 13, 2023
Dakota Dunes Resort
203 Dakota Dunes Way
Whitecap Saskatchewan
S7K 2L2
In-Person
Board Meeting
DRAFT MINUTES

Wednesday December 13, 2023 — 8:30am-4:00pm

1. Welcome and Introductions

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
Colleen Lambert — NFL Representative
Patricia Dunnett — NB Representative
Jamie Thomas — PEI Representative
David Daley — Manitoba Representative
Marie-Pierre Lainé — QC Representative
Sheila Flaherty — Nunavut Representative

Board Members Not in Attendance:

Frank Antoine — BC Representative
Marlene Joudry — NS 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

2. Review and Approve Agenda

MOTION20231213 — 01 — Approve Agenda as Amended
Moved by Patricia Dunnett
Seconded by Colleen Lambert
Question called, all in favour
Motion carried

3. Review Draft Board Minutes — Tuesday, September 19th, 2023

MOTION20231213 — 02 — Accept Minutes as Amended
Moved by Marie-Pierre Lainé
Seconded by Brenda Holder
Question called, all in favour
Motion carried

4. ITAC Management Reporting
- a. 2023-2024 YTD Financial Review
 - b. 2023-2024 Key Performance Indicators Review
 - i. Marketing
 - ii. Development
 - iii. Leadership
 - iv. Partnership

MOTION20231213 — 03 — Ensure all Indigenous tourism businesses in Ontario applying for MSBS are provided timely equitable access as per the agreement.
Moved by Dave Daley
Seconded by James McPherson
Recused Jason W Johnston



Question called, all in favour

Motion carried

*Please note the [TAC Ontario rep has declared a conflict of interest, left the room

MOTION20231213 — 04 — ITAC utilize the Ontario board rep to complete final review in the absence of ITO agreement in the interim basis for MSBS applications. Moved by Dave Daley

Seconded by James McPherson

Recused Jason W Johnston

Question called, all in favour

Motion carried Motion carried

*Please not the ITAC Ontario rep has declared a conflict of interest, left the room

Action Item #1

I TAC management will create a communication brief for Ontario businesses for MSBS on an interim basis.

Action Item #2

I TAC management will update the board at next board meeting regarding MSBS Ontario applications.

MOTION20231213 - 05 - Accept 2023-2024 Report as posted

Moved by Brenda Holder

Seconded by Shelia Flaherty

Question called, all in favour

Motion carried

MOTION20231213 — 06 — Approve 2023-2024 financial report as presented

Moved by Colleen Lambert

Seconded by Shelia Flaherty

Question called, all in favour

Motion carried

5. I TAC Annual General Meeting December 1 4th, Saskatoon, Saskatchewan



a. Review AGM Draft Agenda

i. Review 2022-2023 I TAC Video ii. 2022-2023 I TAC Annual Report iii. Provincial Territorial Video Reporting iv. I TAC Nomination/Elections Update

1. Alberta
2. British Columbia
3. New Brunswick
4. Northwest Territories
5. Saskatchewan

b. Review Indigenous Destinations Saskatchewan Event Invite December 13th

6. International Indigenous Tourism Conference (IITC) 2024 Update — Ottawa February 2024

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

Action Item #3

I TAC to provide incentive prices to encourage Ontario businesses to attend IITC 2024.

7. I TAC Management Report

- a. Indigenous Tourism Destination Fund Update
 - i. CSE Proposal
- b. Indigenous Tourism Association of Canada Reconciliation Training
- c. Indigenous Tourism Labour Platform

8. Other

- a. 2024-2025 I TAC Business Plan Process Update
- b. Destinations International — I TAC MOU

MOTION20231213 — 07 — Accept Destinations International 2023-2024 partnership as presented

Moved by Marie-Pierre Lainé



Seconded by Jason W Johnston

Question called, all in favour Motion carried

- c. Youth Employment and Skills Strategy Application — ESDC
- d. Northwest Territories Tourism AGM

Action Item #4

I TAC management continues to improve communication protocol with P/T board member.

- e. Nunavut Tourism AGM

Action Item #5

Table discussion until January/February Board Meeting

- f. Destination Canada International Symposium
- g. International Initiatives
 - i. Maori Tourism/AIANTA/ITAC

MOTION20231213 - 08 - ITAC supports the development of an international Indigenous tourism organization with Māori Tourism and AIANTA. Moved by Jason W. Johnston

Seconded by Brenda Holder

Question called, all in favour Motion carried

ii. Upcoming Opportunities

- h. Indigenomics Conference Toronto, Ont.
- i. Proposed I TAC Christmas Closure December 21 st, 2023 —
January 3rd, 2024

MOTION20231213 — 09 — Accept 'TAC Christmas Closure December 21 st, 2023 —
January 3rd, 2024

Moved by Marie-Pierre Lainé

Seconded by Shelia Flaherty

Question called, all in favour Motion carried

- j. 2024 — Proposed move AGM from December to February

Action Item #6 Board meeting Feb.25, 2024 Ottawa

Action Item #7



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Move Board Meeting and AGM to October 2-3, 2024, Location TBD

9. Adjourn

MOTION20231213 - 10 - Adjourn

Moved by Brenda Holder

Seconded by Marie-Pierre Lainé

Question called, all in favour

Motion carried

DRAFT