



**Indigenous Tourism Association of Canada (ITAC)**

Board of Directors Meeting

Sunday, February 25, 2024

The Westin Ottawa

11 Colonel By Drive

Ottawa Ontario

K1N 9H4

1-613-560-7000

**Board Meeting**

**DRAFT MINUTES**

**Sunday, February 25, 2024 – 9:00am-4:00PM**

1. Welcome and Introductions

Board Members in Attendance:

Marilyn Jensen	YT Representative
Jason W. Johnson	ON Representative
Brenda Holder	AB Representative
Kelly Fiddler	SK Representative
James McPherson	NWT Representative
Colleen Lambert	NL Representative
Dave Smith	NB Representative
Jamie Thomas	PE Representative
Wyatt Daley	MB Representative (Proxy)
Sheila Flaherty	NU Representative
Marlene Joudry	NS Representative
Sharon Bond	BC Representative

Board Members not in Attendance:

Marie Pierre Laine	QC Representative
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Staff Members in Attendance:

Keith Henry	President & CEO
Sebastien Desnoyers-Picard	Vice President
Sherry Daniels	Executive Assistant
Cecilia Point	Director of Finance
Joe Hidayat	Controller
Tara Saunders	Director of Business Development
Teresa Ryder	Director of Partnerships



Tamara Littlelight

Director of Marketing

2. Review and Approve Agenda

**MOTION20240225 – 01 to approve agenda as amended**

Moved by Sheila Flaherty

Seconded by Jason W. Johnson

Question called, all in favour

Motion carried.

3. Review Draft Board Minutes

a. December 13 2023

b. ITAC Draft AGM Minutes – Review Only

**MOTION20240225 – 02 to approve the draft minutes as presented.**

Moved by Brenda Holder

Seconded by Marlene Joudry

Question called, all in favour

Motion Carried.

**Action Item #1 – Identify October 2024 AGM location by next ITAC Board Meeting**  
*Proposed: October 7 (Charlottetown, PEI)*

4. ITAC Management Reporting

a. 2023-2024 YTD Financial Review

**MOTION20240225 – 03 to approve the financial reports as presented.**

Moved by Jason W. Johnson

Seconded by Brenda Holder

Question called, all in favour

Motion carried.

b. 2023-2024 Key Performance Indicators Review

**MOTION20240225 – 04 to approve the operational update as presented**

Moved by Colleen Lambert

Seconded by Sharon Bond

Question called, all in favour

Motion carried.

5. International Indigenous Tourism Conference (IITC)

a. Final Review/Preparation



**MOTION20240225 – 05 to accept the IITC Conference Report**

Moved by Colleen Lambert

Seconded by Brenda Holder

Question called, all in favour

Motion Carried.

6. ITAC 2024-2025 Action Plan
  - a. Proposed ITAC Business Plan for April 1, 2024 – March 31, 2025

**Action Item #2:**

*Proposed ITAC Board Meeting Dates for 2024-25:*

- June 25-26, 2024 (Nunavut)
- October 6-7, 2024 (Charlottetown, PEI) – along with AGM
- December 10-11, 2024 (Montreal, QC)
- February 24-26, 2025 (Montreal, QC – along with IITC 2025)

**MOTION20240225 – 06 to approve 2024-2025 proposed action plan, subject to available funding.**

Moved by Jason W. Johnson

Seconded by Brenda Holder

Question called, all in favour

Motion carried.

7. ITAC Initiatives
  - a. Indigenous Tourism Destination Fund Update
  - b. Indigenous Tourism Association of Canada Reconciliation Training
8. Other
  - a. Marketing Procurement Briefs
    - i. Advertising Agencies Procurement - \$775,000 – Proposed Advertising Campaign

**MOTION20240225 – 07 to approve advertising agencies procurement proposed advertising campaign as presented.**

Moved by Colleen Lambert

Seconded by Jason W. Johnson

Question called, all in favour

Motion carried.

- ii. Media Agency Procurement – Proposed Tartanbond Services

**MOTION20240225 – 08 to approve Media Agency Procurement Tartanbond Services as presented.**

Moved by Colleen Lambert



**Seconded by Brenda Holder**  
**Question called, all in favour.**  
**Motion Carried.**

- iii. Design Agency Procurement - \$50,000 – The Engagement Party

**MOTION20240225 – 09 to approve *The Engagement Party Design Agency Procurement as presented.***

**Moved by Marlene Joudry**  
**Seconded by Sharon Bond**  
**Question called, all in favour.**  
**Motion carried.**

- b. Conference Board of Canada
  - i. Indigenous Tourism Tax Assessment and Inflation Impacts
  - ii. Economic Assessment Study Procurement - \$225,000 – Proposed Research

**MOTION20240225 – 10 to approve *the Economic Assessment Study Procurement Proposal Research.***

**Moved by Jason W. Johnson**  
**Seconded by James McPherson**  
**Question called, all in favour**  
**Motion carried.**

**Action Item #3:** *Indigenous tourism economic impact fact cheat-sheet sent to board members.*

- c. Nunavut Board Assignment

The board discussed the situation and potential ITAC seat on the Travel Nunavut board. ITAC Nunavut representative will advise of her availability to participate on the seat. ITAC management also requested to continue exploring Indigenous tourism organization.

- 9. Adjourn

**MOTION20240225 – 11 to adjourn meeting**

**Moved by Brenda Holder**  
**Seconded by James McPherson**  
**Question called, all in favour**  
**Motion carried.**