



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

**Indigenous Tourism Association of Canada (ITAC)
Board of Directors Meeting**

Aqsarniit Hotel
1730 Federal Road
PO Box 6060
Iqaluit, Nunavut
X0A 1L0

[Aqsarniit \(aqsarniithotel.ca\)](http://aqsarniithotel.ca)

APPROVED MINUTES

9:00 AM – 5:00 PM June 25th 2024

9:00 AM – Noon June 26th 2024

Breakfast and lunch will be provided in the meeting room starting at 8:00 AM and noon each day.



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Board Members in Attendance Marilyn
Jensen (Chair)
Brenda Holder (Vice Chair)
Jason W Johnston (Secretary)
Kelly Fiddler (Treasurer)
Sheila Flaherty
Dave Smith

YT Representative
AB Representative
ON Representative
SK Representative
NT Representative (Day 1 Only)
NB Representative

Online Board Members in Attendance Marie-
Pierre Laine
David Daley
Jamie Thomas

QC Representative
MB Representative PE
Representative

Regrets

Colleen Lambert
Marlene Joudry
James McPherson
VACANT
Sheila Flaherty

NL Representative
NS Representative
NT Representative
BC Representative
NT Representative (Day 2 Only)

ITAC Staff in Attendance

Keith Henry
Brady Smith
Sebastien Desnoyers-Picard
Cecilia Point
Tamara Littlelight
Tara Saunders

President & CEO
Chief Strategy Officer
Vice President
Director of Finance
Director of Marketing
Director of Business Development

ITAC Staff in Attendance Online

Teresa Ryder

Director of Partnerships

1. Protocol Welcome
2. Welcome and Introductions
3. Review and Approve Draft Agenda

MOTION20240625-01 to approve the agenda as amended.



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

4. ITAC Board Governance Update In Camera

MOTION20240625-02 to move In Camera.

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

MOTION20240625-03 to move out of Camera.

**Moved by Kelly Fiddler.
Seconded by Brenda
Holder.
Question called, all in
favour.
Motion carried.**

5. Review Draft Board Minutes
a. February 25th, 2024

**MOTION20240625-04 to approve the minutes of the February 25th Board
meeting as presented.**

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

6. ITAC Management Reporting 2024-2025
a. Finance Department
i. 2023-2024 Year End Draft Statement



1. Audit Process Update for 2023-2024

ACTION ITEM #1 Board meets virtually to review 2023/2024 financial statements July 17, 2024 at 11am PST.

- ii. 2004-2025 YTD – April – June 2024 Draft Statement
- b. Marketing Department
 - i. RVC Highlights
 - ii. 2024 Campaign Update
 - iii. 2024 Grey Cup Activation

MOTION20240625-05 to approve CFL Grey Cup Activation as presented.

Moved by Brenda

Holder.

Seconded by Kelly

Fiddler.

Question called, all in favour.

Motion carried.

- c. Leadership Department
 - i. International Projects
 - 1. Brazil ii. Destination Original Indigenous Tourism
 - 1. New Zealand June Meeting

MOTION20240625-06 to appoint ITAC CEO, Keith Henry, and Board Chair, Marilyn Jensen to represent ITAC as founding DO-IT Board Members.

Moved by Jason W

Johnston.

Seconded by Brenda

Holder.

Question called, all in favour.

Motion carried.

ACTION ITEM #2 ITAC to attend AIANTA Conference, October 28-30, 2024 in Louisiana to support DO-IT announcement.

- iii. Conference Board of Canada Economic Analysis Update
- iv. Indigenous Culinary of Associated Nations (ICAN)



ACTION ITEM #3 Internal complaint letter to sent ICAN regarding culinary cultural appropriation and governance.

Travel Nunavut, ITAC partners, attended and presented an update during the board meeting at 3:00 PM on Tuesday, June 25th.

- v. Signature Indigenous Tourism Experiences Stream (SITES)

MOTION20240625-07 to ITAC Management to send correspondence to NACCA outlining issues and concerns for the SITES process and CC Ministers office.

Moved by Brenda Holder.

Seconded by Kelly Fiddler.

Question called.

Abstention by Marie-Pierre Laine.

Motion carried.

ACTION ITEM #4 All Board Members to take information about SITES presented in the briefing back to their respective Provincial & Territorial associations.

ACTION ITEM #5 ITAC board members to follow up with their staff on SITES committee.

- d. Development Department
 - i. Provincial/Territorial Indigenous Tourism Association Progress
 - 1. Meeting Update

MOTION20240625-08 to accept suggested Quarterly PT Meetings KPI update – Option 2: One In-Person and three virtual meetings.

Moved by Jason W Johnston. Seconded by Jamie Thomas.

Question called. All in favour.

Motion carried.

ACTION ITEM #6 Align in-person PT Meeting to ITAC AGM in PEI, October 8, 2024.



- ii. The Original Original Overall Summary
 - 1. Micro Small Business Stream (MSBS) Update
- iii. Indigenous Community Tourism Toolkit – DRAFT Update
- iv. Discover Indigenous Tourism Website Update
- e. Partnership Department
 - i. 2024 Membership Update
 - ii. Destinations International

MOTION20240625-09 to accept Marketing, Leadership, Development and Partnership department updates as presented.

Moved by Brenda Holder.

Seconded by Jason W Johnston.

Question called. All in favour. Motion carried.

- 7. ITAC 2024-2025 Action Plan Update
 - a. Financial Forecast
- 8. International Indigenous Tourism Conference (IITC) 11th – Ottawa February 2024
 - a. Final Draft Budget Results
 - b. Summary of Delegates Surveys

MOTION20240625-10 to approve the 2024 IITC Final Report and Budget as presented.

Moved by Brenda Holder.

Seconded by Kelly Fiddler.

Question called. All in favour. Motion carried.

- c. Montreal IITC 2025 – 12th February 25th – 27th, 2025
 - i. Update on Initial Planning Steps

**MOTION20240625-11 to approve proposed 2025 IITC budget as presented, subject to available funding. Moved by Jason W Johnston
Seconded by David Daley.**



Question called. All in favour. Motion carried.

9. ITAC Initiatives

- a. Indigenous Tourism Destination Fund (ITDF) Update
 - i. ITDF Partner List as of June 7th, 2024

ACTION ITEM #7 ITAC board members to encourage their respective organizations to meaningfully participate in ITDF.

- b. Indigenous Tourism Association of Canada Reconciliation Training
 - i. Current Planned Training List

10. Other

- a. Annual General Meeting October 7th, Charlottetown, PEI
 - i. Planning Update
 - ii. ITAC Upcoming Election Positions
- b. ISED Proposal – 3 MSBS Recommendations June 2024
- c. Stay & Wander, Atlantic Content Shoot

MOTION20240625-12 to approve proposed \$60,000 marketing project with Stay & Wander.

Moved by Brenda Holder.

Seconded by Jason W Johnston.

Question called. All in favour. Motion carried.

11. Next ITAC Board Meeting

- a. October 6th and 7th, Charlottetown, PEI

12. Adjourn

MOTION20240625-13 to adjourn.

Moved by Jamie Thomas.

Motion carried.