



**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://Aqsarniit (aqsarniithotel.ca))

9:00 AM – 5:00 PM June 25<sup>th</sup> 2024

9:00 AM – Noon June 26<sup>th</sup> 2024

**APPROVED MINUTES**

**Board Members in Attendance**

Marilyn Jensen (Chair)	YT Representative
Brenda Holder (Vice Chair)	AB Representative
Jason W Johnston (Secretary)	ON Representative
Kelly Fiddler (Treasurer)	SK Representative
Sheila Flaherty	NU Representative (Day 1 Only)
Dave Smith	NB Representative

**Online Board Members in Attendance**

Marie-Pierre Laine	QC Representative
David Daley	MB Representative
Jamie Thomas	PE Representative

**Regrets**

Colleen Lambert	NL Representative
Marlene Joudry	NS Representative
James McPherson	NT Representative
VACANT	BC Representative
Sheila Flaherty	NU Representative (Day 2 Only)

**ITAC Staff in Attendance**

Keith Henry	President & CEO
Brady Smith	Chief Strategy Officer
Sebastien Desnoyers-Picard	Vice President
Cecilia Point	Director of Finance
Tamara Littlelight	Director of Marketing
Tara Saunders	Director of Business Development

**ITAC Staff in Attendance**

Teresa Ryder	Director of Partnerships
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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 25<sup>th</sup> 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 send 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 25<sup>th</sup>.**

- 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) 11<sup>th</sup> – 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 – 12<sup>th</sup> February 25<sup>th</sup> – 27<sup>th</sup>, 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 7<sup>th</sup>, 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 7<sup>th</sup>, 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 6<sup>th</sup> and 7<sup>th</sup>, Charlottetown, PEI

12. Adjourn

**MOTION20240625-13 to adjourn.**  
**Moved by Jamie Thomas.**  
**Motion carried.**

**Approved October 6<sup>th</sup>, 2024**

**ITAC Chair**  
**ITAC Secretary**