



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

370-3665 Kingsway, Vancouver, BC
ITAC – Vancouver Board Room
December 5th, 2024

Approved Minutes

Thursday, December 5th: 8:00 AM - 4:00 PM

1. Welcome and Introductions

Board Members in Attendance:

| | |
|--------------------|-------------------|
| Jason W. Johnston | ON Representative |
| Kelly Fiddler | SK Representative |
| David Daley | MB Representative |
| Marie-Pierre Lainé | QC Representative |
| Sheila Flaherty | NU Representative |
| Dean Werk | BC Representative |

Board Members Virtually in Attendance:

| | |
|----------------|-------------------|
| Marilyn Jensen | YT Representative |
| Dave Smith | NB Representative |

Board Members not in Attendance:

| | |
|---------------------------------|-------------------|
| Brenda Holder (Medical Absence) | AB Representative |
| Marlene Joudry | NS Representative |
| James McPherson | NT Representative |
| Colleen Lambert | NL Representative |
| Jamie Thomas | PE Representative |

Staff Members in Attendance:

| | |
|--------------------|------------------------|
| Keith Henry | President & CEO |
| Cecilia Point | Director of Finance |
| Tamara Littlelight | Director of Marketing |
| Brady Smith | Chief Strategy Officer |
| Joe Hidayat | Controller |
| Sherry Daniels | Executive Assistant |

Staff Members Virtually in Attendance:

| | |
|---------------|----------------------------------|
| Teresa Ryder | Director of Partnerships |
| Tara Saunders | Director of Business Development |



2. Review and Approve Agenda

MOTION20241205 – 01 to *approve agenda as presented.*

Moved by David Daley

Seconded by Marie-Pierre Lainé

Question called, all in favour.

Motion carried.

3. Review Draft Board Minutes

a. October 6th, 2024

MOTION20241205 – 02 to *approve the draft board minutes as presented.*

Moved by Marie-Pierre Lainé

Seconded by David Daley

Question called, all in favour

Motion carried.

4. ITAC Management Reporting

a. 2024-2025 YTD Financial Reporting

MOTION20241205 – 03 to *accept the updated ITAC budget as presented.*

Moved by David Daley

Seconded by Sheila Flaherty

Question called, all in favour

Motion carried.

b. 2024-2025 Key Performance Indicators Reporting

i. Marketing

ii. Development

iii. Partnership

iv. Leadership

MOTION 20241205 – 04 to *accept the IITC Report as presented.*

Moved by David Daley

Seconded by Kelly Fiddler

Question called, all in favour

Motion carried.

MOTION20241205 – 05 to *accept the 2024-2025 KPI Report as presented.*

Moved by Marie-Pierre Lainé

Seconded by Sheila Flaherty



Question called, all in favour
Motion carried.

5. International
 - a. Destination Original – Indigenous Tourism Update
 - b. International Projects

Action Item #1 – *Ensure that ITAC staff transitions are announced officially through ITAC channels before personal staff.*

MOTION20241205 – 06 to approve the International Project Report as presented.
Moved by Marie-Pierre Lainé
Seconded by Marilyn Jensen
Question called, all in favour
Motion carried.

6. ITAC Heritage Fund
 - a. Passion Project Support

Action Item #2 – *Follow up with strategic planning session about the Heritage Fund.*

7. International Indigenous Tourism Conference (IITC) Update Montreal, February 25th – 27th, 2025
 - a. Registration
 - b. Sponsorship
 - c. Updated Budget
8. ITAC Initiatives Update
 - a. Indigenous Tourism Destination Fund Update
 - b. New Zealand Best Practices Mission
9. Other
 - a. Atlantic UNESCO Corridor Strategy
 - b. Conference Board of Canada Research Study 2024 Draft Report
 - c. Tourism Congress – TIAC

[TIAC's Tourism Congress - Tourism Industry Association of Canada](#)

10. Adjourn

MOTION20241205 – 07 to adjourn meeting
Moved by David Daley
Seconded by Marie-Pierre Lainé



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Question called, all in favour
Motion carried

Approved

February 24th. 2025
ITAC Chair
ITAC Secretary