



**INDIGENOUS**  
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE  
**AUTOCHTONE**  
DU CANADA

**Indigenous Tourism Association of Canada (ITAC)  
Board Meeting  
Westin Hotel  
270 Saint- Antoine Ouest  
Montreal Quebec, Canada, H2Y 0A3**

**Approved Minutes**

Monday February 24<sup>th</sup>, 2025, 09:00am - 5pm EST

**Board Members in Attendance:**

Marilyn Jensen	YT Representative
Brenda Holder	AB Representative
Kelly Fiddler	SK Representative
Sheila Flaherty	Nunavut Representative
Marie-Pierre Lainé	QC Representative
David Daley	Manitoba Representative
Jamie Thomas	PEI Representative
Colleen Lambert	NL Representative
Dave Smith	NB Representative
James McPherson	NWT Representative
Dean Werk	British Columbia Representative

**Board Members Virtually in Attendance:**

Jason W. Johnston	ON Representative
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**Board Members not in Attendance:**

Marlene Joudry	NS Representative
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**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
Teresa Ryder	Director of Partnerships
Tara Saunders	Director of Business Development
Sebastien Desnoyers	President - DO-IT



1. Welcome and Introductions
2. International Indigenous Tourism Conference (IITC) Update 9:45 AM
  - a. Review Agenda
  - b. Review Schedule of Events

**MOTION20250224 – 01 to approve updated budget as presented.**

**Moved by James McPherson**

**Seconded by Colleen Lambert**

**Question called, all in favour.**

**Motion carried.**

3. Review and Approve Agenda

**MOTION20250224 – 02 to approve agenda as amended**

**Moved by Dave Smith**

**Seconded by David Daley Question**

**called, all in favour Motion carried.**

4. Review Draft Board Meeting Minutes
  - a. December 5<sup>th</sup>, 2024 Board Meeting minutes

**MOTION20250224 – 03 to approve Draft Board Minutes as Presented**

**Moved by Dean Werk**

**Seconded by Marie-Pierre Laine**

**Question called, all in favour Motion**

**carried.**

5. Review and Approve Financials as presented
  - a. YTD 2024-2025 Financials
  - b. IITC 2025 Budget Forecast

**MOTION 20250224 – 04 to approve the proposed budget**

**Moved by David Daley**

**Seconded by Dave Smith**

**Question called, all in favour Motion**

**carried.**

**MOTION20250224 – 05 to move into camera**

**Moved by Kelly Fiddler**

**Seconded by Jamie Thomas**

**Question called, all in favour**

**Motion carried.**



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**MOTION20250224 – 06 to Move out of Camera**

**Moved by Brenda Holder**

**Seconded by Marie-Pierre Lainé**

**Question called, all in favour**

**Motion carried.**

6. Review and Approve Marketing Contract Recommendations

**MOTION20250224 – 07 Approve the \$600,000.00 Advertising Plan and Marketing Budget(s) as Presented**

**Moved by Marie-Pierre Lainé**

**Seconded by James McPherson**

**Question called, all in favour Motion**

**carried.**

**MOTION20250224 – 08 Approve the proposed 2025-2026 Tartan Bond terms of work as presented**

**Moved by Dave Smith**

**Seconded by David Daley**

**Question called, all in favour Motion**

**carried.**

**MOTION20250224 – 09 Approve the \$50,000.00 Visual Graphic Design Support Agreement as Presented**

**Moved by Marie-Pierre Lainé**

**Seconded by Brenda Holder**

**Question called, all in favour Motion**

**carried.**

7. Review ITAC Governance

a. **Bylaw revision**

**MOTION20250224 – 10 Raise a special resolution to align the ITAC bylaws with the Canada Not-for-profit Corporations Act, section 126(3) which states; proxies are prohibited from attending board meetings on behalf of a director**

**Moved by James McPherson**

**Seconded by Dean Werk**

**Question called, all in favour Motion**

**carried.**



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**MOTION20250224 – 11 Move to In Camera**

**Moved by Colleen Lambert**

**Seconded by Jason W. Johnston**

**Question called, all in favour Motion carried.**

**MOTION20250224 – 12 Move out of camera**

**Moved by Dean Werk**

**Seconded by David Daley**

**Question called, all in favour Motion carried.**

**ACTION:**

**Executive Board from February 24, 2025 as Voted by the ITAC Board**

- **Chair** – Marilyn Jensen (Remaining Term 2025-2026)
- **Vice-Chair** – Brenda Holder (Remaining Term 2025-2027)
- **Treasurer** – Marie-Pierre Lainé (New Term 2025-2029)
- **Secretary** – Jason W. Johnston (Remaining Term 2025-2027)

**MOTION20250224 – 13 Adjourn**

**Moved by Colleen Lambert**

**Seconded by Brenda Holder**

**Question called, all in favour Motion carried.**

**Approved April 30<sup>th</sup>, 2025**

**ITAC Chair**

**ITAC Secretary**