



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

Draft Minutes

Monday February 24th, 2025, 09:00am - 5pm EST

1. Welcome and Introductions

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	NFLD 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. 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.

2. 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.

3. Review Draft Board Meeting Minutes

- a. December 5th, 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.

4. 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.



MOTION20250224 – 06 to Move out of Camera

Moved by Brenda Holder
Seconded by Marie-Pierre Lainé
Question called, all in favour
Motion carried.

5. 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.

6. 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.



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

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)
- **Co-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.