



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Indigenous Tourism Association of Canada (ITAC)
Board Meeting
Wednesday, April 30th and Thursday, May 1st, 2025
Delta Hotels Vancouver Downtown Suites
550 West Hastings Street
Vancouver, BC

Draft Minutes Wednesday April 30th, 2025 - May 1st, 2025

Board Members in Attendance:

Marilyn Jensen	YT Representative
Brenda Holder	AB Representative
Kelly Fiddler	SK Representative
Marie-Pierre Lainé	QC Representative
David Daley	Manitoba Representative
Colleen Lambert	NL Representative
Dean Werk	British Columbia Representative
Jason W. Johnston	ON Representative

Board Members Virtual Attendance:

Sheila Flaherty	Nunavut Representative
Jamie Thomas	PEI Representative

Board Members not in Attendance:

Marlene Joudry	NS Representative
Dave Smith	NB Representative
James McPherson	NWT 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
Teresa Ryder	Director of Partnerships (VIRTUAL)
Tara Saunders	Director of Business Development (VIRTUAL)
Sebastien Desnoyers	President - DO-IT



1. Welcome and Introductions 1:00 PM

2. Review and Approve Agenda 1:10 PM

MOTION20250430 – 01 – Approve Draft Agenda as Amended

Moved by Dean Werk

Seconded by Colleen Lambert

Question called, all in favour

Motion carried

3. Review Draft Board Minutes 1:15 PM
a. February 24th, 2025

MOTION20250430 – 02 – Approve February 24th, 2025 Board Minutes as Amended

Moved by Dave Daley

Seconded by Jason W. Johnston

Question called, all in favour

Motion carried

4. US Tariff Update 1:25 PM

5. International Indigenous Tourism Conference (IITC) Update 1:45 PM
a. Final Reporting 12th IITC Montreal
i. Financial
ii. Delegate Survey

Was noted that the final report will be presented at the next ITAC Board meeting. Financial reconciliation is still being completed. The final draft report showcased the extremely high survey satisfaction by delegates estimated at 91%.

6. ITAC Reporting 2:45 PM
a. 2024-2025 YTD Financial Reporting
b. KPI Status
i. Leadership
ii. Partnership
iii. Development
iv. Marketing

MOTION20250430 – 03 – Accept 2024-2025 ITAC KPI and Financial Reports as Presented

Moved by Brenda Holder

Seconded by Jason W Johnston

Question called, all in favour

Motion carried

7. ITAC Membership 9:00 AM
a. Presentation
b. Discussion paper



MOTION20250501 – 04 – Accept the five (5) Proposed Recommendations presented in the “Membership Inclusivity and ITAC’s National Mandate” Document as guidelines for Possible Future Implementation in ITAC Operations

Moved by Marie-Pierre Lainé
Seconded by Jason W. Johnston
Question called
Opposed by Shelia Flaherty
Abstained Jamie Thomas
Motion carried

MOTION20250501– 05 – Approve ITAC Board Members to guide the five (5) Proposed Recommendations as follows:

- **Jason W. Johnston, Jamie Thomas, and Marie-Pierre Lainé**

Moved by Kelly Fiddler
Seconded by Colleen Lambert
Question called
Abstained Sheila Flaherty
Motion carried

Please note ITAC staff and Legal will provide support.

MOTION20250501– 06 – Accept and Implement ITAC Zero Tolerance Policy Respecting Identity and Mandate

Moved by Jamie Thomas
Seconded by Dave Daley
Question called
Abstained Sheila Flaherty
Motion carried

8. Passion Project Foundation 10:00 AM
a. Social Impact Bond Agreement

9. ITAC 2025-2026 Action Plan 10:30 AM
a. Proposed ITAC Budget

- i. April 1st, 2025 – March 31st, 2025
- b. Proposed Key Performance Indicators
 - i. Leadership
 - ii. Partnership
 - iii. Development
 - iv. Marketing
 - 1. 2025 Marketing Plan Creative Overview

MOTION20250501– 07 – Accept ITAC 2025-2026 Action Plan and Proposed Key Performance Indicators as Presented, subject to available funding

Moved by Brenda Holder
Seconded by Colleen Lambert
Question called, all in favour
Motion carried



10. Indigenous Tourism Heritage Fund
a. Proposed Business Plan

11:00 AM

MOTION20250501– 08 – Approve the concept of the Indigenous Tourism Heritage Fund (ITHF) Proposed Business Plan as Presented, with the ITHF Board being appointed by ITAC Board, subject to available funding.

Moved by Brenda Holder

Seconded by Jason W. Johnston

Question called, all in favour

Motion carried

11. Destination Original Indigenous Tourism
a. Update

1:00 PM

MOTION20250501– 09 – Approve ITAC Letter of Support for Destination Original Indigenous Tourism (DOIT)

Moved by Marie-Pierre Lainé

Seconded by Dean Werk

Question called, all in favour

Motion carried

MOTION20250501– 10 – Approve the Draft Agreement between ITAC and Destination Original Indigenous Tourism (DOIT)

Moved by Marie-Pierre Lainé

Seconded by Dean Werk

Question called, all in favour

Motion carried

12. Other
a. IITC Request for Proposal

2:00 PM

Action Item #1 - Categorize and rank Indigenous event planners, to keep a list available for other events throughout the year.

MOTION20250501– 011– Approve E=MC2 Events proposal for IITC 2026 & 2027 as Presented

Moved by Jason W. Johnston

Seconded by Colleen Lambert

Question called, all in favour

Motion carried

- b. PACRIM Proposal Hospitality Proposal to ITAC- DISCUSSION

ITAC will advise the proponent that we are not interested in this proposal at this time.

13. Next ITAC Board Meetings:

- a. September 11th and 12th, 2025, also included will be the AGM (Montreal)
- b. December 2nd and 3rd, 2025 (Montreal)
- c. February 16, 2026 – IITC Edmonton, AB



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14. Adjourn

3:15 PM

MOTION20250501– 12 – Adjourn

Moved by Colleen Lambert

Seconded by Marie-Pierre Lainé

Motion carried

ADJOURNED at 3:30 PM

DRAFT