



Indigenous Tourism Association of Canada (ITAC)

Board Meeting

Friday, January 16th

In Person

Edmonton, Alberta River

Cree Resort

9:00 AM – 4:30 PM

Draft Minutes

Board Members

Marilyn Jensen
Brenda Holder
Jason W Johnston
Sheila Flaherty
Kelly Fiddler
David Smith
David Daley
Dean Werk
Jamie Thomas
Colleen Lambert
Marie Pierre Laine

YT Representative
AB Representative
ON Representative
NU Representative
SK Representative
NB Representative
MB Representative
BC Representative
PE Representative
NL Representative
QC Representative

Regrets

James MacPherson
Marlene Joudry

NWT Representative
NS Representative

Staff Members

Keith Henry
Brady Smith
Joe Hidayat
Teresa Ryder
Craig van der Merwe
Tamara Littlelight
Tara Saunders

President & CEO
Chief Strategy Officer
Chief Financial Officer
Director of Partnerships
Technical Advisor
Director of Marketing
Director of Business Development

1. Welcome and Introductions

9:00 AM



Opening prayer by Elder Lori MacDonald

2. Review and Approve Agenda 9:10 AM

MOTION20260116-01 to approve the agenda as presented.

Moved by Dean Werk

Seconded by David Daley

Question called, all in favour

Motion carried

3. Review Draft Minutes 9:15 AM

- a. October 9th, 2025
- b. January 7th, 2026

MOTION20260116-02 to approve the minutes of October 9th, 2025, as presented

Moved by Sheila Flaherty

Seconded by David Daley

Question called, all in favour

Motion carried

MOTION20260116-03 to approve the minutes of January 7th, 2026, as presented

Moved by Jason W Johnston

Seconded by Dean Werk

Question called, all in favour

Motion carried

4. ITAC Policy Position – Update 9:20 AM

- a. Confidentiality
- b. Minister Meeting (Honourable Rechie Valdez)

5. ITAC Reporting 2025-2026 9:30 AM a.

Financial YTD

- i. ITAC Signing Authority Update

Kelly Fiddler declared conflict and recused himself from the meeting.

MOTION20260116-04 to approve Marie Pierre Laine and Joe Hidayat as signing authorities of the association while removing Kelly Fiddler and Cecilia Point as signing authorities Moved by David Daley

Seconded by Dean Werk



Question all in favour

Motion carried

Kelly Fiddler returned to the meeting.

MOTION20260116-05 to accept the YTD financial report as amended

Moved by Jamie Thomas

Seconded by Dean Werk

Question called, all in favour

Motion carried

ii. Passion Project Foundation Update

b. Marketing Update

- i. Campaign Overview
- ii. Summer 2025 Results
- iii. DC Research Advisory Committee

MOTION20260116-06 to accept the marketing update as presented

Moved by Kelly Fiddler

Seconded by Sheila Flaherty

Question called, all in favour Motion carried.

Break

10:35 AM

c. Development Update

10:50 AM

- i. TOO International Partnerships
 - 1. New Zealand
 - 2. United States

d. Destination Original Indigenous Tourism (DO-IT)

- i. International Projects
- ii. MOU Signatories

- 1. Rapa Nui/Easter Island

e. Partnerships Update

- i. Tourism Industry Association of Canada MOU
- ii. Tourism HR Canada – Board Position
- iii. Parks Canada MOU
- iv. Destination Canada MOU

Noon

12:00 – 1:00 PM

6. International Indigenous Tourism Conference February 17-19th

1:00 PM



- a. Run of Show Review
- b. Review Budget

MOTION20260116-07 to accept the IITC program and budget update as presented

Moved by Dean Werk
Seconded by Colleen Lambert
Question called, all in favour
Motion carried

7. 10th Annual General Meeting 1:30 PM

- a. Review Agenda
- b. Audited Financial Statement 2024-2025 – Review

MOTION20260116-08 to approve 10th Annual General Meeting agenda as amended

Moved by David Daley
Seconded by Dean Werk
Question called, all in favour
Motion carried

MOTION20260116-09 to establish a Special General Meeting upon completion of audited financial statements Moved by Dean Werk
Seconded by Sheila Flaherty
Question called, all in favour
Motion carried

8. Indigenous Tourism Destination Fund 2:00 PM

- a. Intrepid Travel

9. Indigenous Tourism Heritage Fund 2:15 PM

Break

2:45 PM

10. Other 3:00 PM

- a. 2026-2027 Action Plan Preparation Overview
- b. Ontario Case MSBS Steven Amaro

11. In Camera Session 3:30 PM

MOTION20260116-10 to go In Camera

Moved by David Daley



Seconded by Dean Werk
Question called, all in favour
Motion carried

MOTION 20260116-11 To go out of camera

Moved by Dave Daley
Seconded by Kelly Fiddler
Question called, all in favour
All in Favor: Carried

12. Adjourn

4:30 PM

MOTION 20260116-12 Motion to adjourn at 4:45 PM

Moved by Jason W Johnston
Carried unanimously

DRAFT