



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	YT Representative
Brenda Holder	AB Representative
Jason W Johnston	ON Representative
Sheila Flaherty	NU Representative
Kelly Fiddler	SK Representative
David Smith	NB Representative
David Daley	MB Representative
Dean Werk	BC Representative
Jamie Thomas	PE Representative
Colleen Lambert	NL Representative
Marie Pierre Laine	QC Representative

Regrets

James MacPherson	NWT Representative
Marlene Joudry	NS Representative

Staff Members

Keith Henry	President & CEO
Brady Smith	Chief Strategy Officer
Joe Hidayat	Chief Financial Officer
Teresa Ryder	Director of Partnerships
Craig van der Merwe	Technical Advisor
Tamara Littlelight	Director of Marketing
Tara Saunders	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

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| 7. 10 th 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

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| 8. Indigenous Tourism Destination Fund | 2:00 PM |
| a. Intrepid Travel | |

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| 9. Indigenous Tourism Heritage Fund | 2:15 PM |
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Break

2:45 PM

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| 10. Other | 3:00 PM |
| a. 2026-2027 Action Plan Preparation Overview | |
| b. Ontario Case MSBS Steven Amaro | |

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| 11. In Camera Session | 3:30 PM |
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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