



**Indigenous Tourism Association of Canada (ITAC)**  
**Board Meeting**  
**Virtual**  
**Approved Minutes**  
**Thursday October 10, 2025**  
**12:00pm - 3pm PST**

1. Welcome and Introductions

**Board Members in Attendance Online:**

Marilyn Jensen	YT Representative
Brenda Holder	AB Representative
Jason Johnston	ON Representative
Kelly Fiddler	SK Representative
Sheila Flaherty	Nunavut Representative
David Daley	Manitoba Representative
Jamie Thomas	PEI Representative
Dave Smith	NB Representative
Marlene Joudry	NS Representative

**Board Members not in Attendance:**

Dean Werk	BC Representative
Marie-Pierre Lainé	QC Representative
Colleen Lambert	NFLD Representative
James McPherson	NWT Representative

**Staff Members in Attendance:**

Keith Henry	President & CEO
Tamara Littlelight	Director of Marketing
Brady Smith	Chief Strategy Officer
Joe Hidayat	Chief Financial Officer
Teresa Ryder	Director of Partnerships
Tara Saunders	Director of Business Development

1. Welcome and Introductions

2. Review and Approve Agenda

**MOTION20251009 – 01 to approve agenda as presented.**

**Moved by Brenda Holder**

**Seconded by Jason W**

**Johnston**

**Question called, all in favour.**

**Motion carried.**



3. Review Draft Minutes April 30<sup>th</sup>, 2025

**MOTION20251009 – 02 to approve *Draft Minutes as presented***

**Moved by Dave Daley**

**Seconded by Brenda Holder**

**Question called, all in favour**

**Motion carried.**

4. ITAC Reporting Review Draft Board Meeting Minutes

a) Financial YTD April 1 - August 31<sup>st</sup>, 2025

i. ITDF 2024-2025 Final Report

ii. KPMG Audit 2024-2025

iii. Passion Project Foundation

b) Marketing Update

c) Development Update

i. TOO Year End Report

ii. TOO International Partnerships

1. New Zealand

2. United States

**MOTION 20251009 – 03 to approve *ITAC Reports as presented***

**Moved by Jason W Johnston**

**Seconded by Sheila Flaherty**

**Question called, all in favour**

**Motion carried.**

5. ITAC Policy position

a) Indigenous Coalition of Tourism Champions

i. Indigenous Tourism BC

ii. Nova Scotia Indigenous Tourism Enterprise Network

iii. Indigenous Tourism Ontario



**MOTION20251009 – 04 Move into Camera**

**Moved by Brenda Holder**  
**Seconded by Sheila Flaherty**  
**Question called, all in favour**  
**Motion carried.**

**MOTION20251009 – 05 Move out of Camera**

**Moved by Dave Daley**  
**Seconded by David Smith**  
**Question called, all in favour**  
**Motion carried.**

**MOTION20251009 – 06 Approve ITAC Partnership Adherence to National Frameworks Policy as presented**

**Moved by Dave Daley**  
**Seconded by Jason Johnston**  
**Question called, all in favour**  
**In Favour Brenda Holder**

**Against Sheila Flaherty, David Smith, Kelly Fiddler, Marlene Joudry**

**Abstained Jamie Thomas**  
**Motion Denied**

6.     Adjourn

**MOTION20251009 – 07 Adjourn**  
**Moved by Dave Daley**  
**Question called, all in favour**  
**Motion carried.**

**Approved January 16<sup>th</sup>, 2026**  
**ITAC Chair**  
**ITAC Secretary**