



Aboriginal Tourism Marketing Circle  
Conference Call  
Monday, July 22<sup>th</sup>, 2013  
10:00 AM BC Time (PST)

**Notes from meeting**

**Attendance –**

- Lori Beaver – Alberta Aboriginal Consultant
- Craig van der Merwe - AtBC
- Barry Parker – AANDC
- Steven Jacobsen – AANDC
- Douglas Dillon – Government of NWT
- Brenda Dragon – Government of NWT
- Carole Bellefleur – Tourism Autochtone
- Patricia Dunnet - Metepenagiag Heritage Park
- Don Wilson – Travel Alberta

1. Call to Order 10:00 AM

*The meeting was initiated at 10:05 AM.*

2. Review Notes from April 2nd, 2013 10:05 AM

*The notes were deferred for review until a future meeting.*

3. ATMC Cruise Ship Proposal Review 10:10 AM

*Chairperson Henry quickly reviewed the proposal that was submitted.*

4. ATMC Market Readiness Proposal Review 10:20 AM
  - a. Final Report on Market Readiness project not completed

*Chairperson Henry quickly reviewed the proposal that was submitted.*

**Action Item #1** – Stephen Jacobsen is one of the lead officials reviewing the project submissions as outlined in the two project priorities for ATMC. Stephen acknowledged receipt in early July and is currently reviewing the projects. He will have a response after completing further internal AANDC review discussion processes. We anticipate a formal response by mid to late August.



**Action Item #2** – AtBC administered the first project on behalf of ATMC for the development of the Market Readiness Manual and will submit in August to complete all reporting.

**Action Item #3** – Carole from Tourism Autochtone identified an issue when printing the French Version of the manual from the AtBC website. AtBC representative (Craig) is following up with Trina to resolve and reload asap.

5. National Conference 2014 10:30 AM

After a group discussion it was agreed that the National Aboriginal Tourism conference would be in British Columbia for 2014, targeting late March. The discussion also supported a rotating east – west National conference in the future.

**Action Item #4** – The National Aboriginal Tourism Conference for 2015 will be hosted in Quebec. Carole will take the lead to plan and follow up.

6. ATMC Member Updates (quick) 10:40 AM

- Lori Beaver – Alberta Aboriginal Consultant  
*Lori stated that due to the recent flooding in Calgary and area, some operators were directly impacted. An adventure company has had to re-organize hikes due to damaged trails, a fishing operator had severe damage to his site, and artists' homes destroyed. Indian Village at Stampede was also affected, but overall the attendance in the Village and sales for artists was very good.*
- Douglas Dillon – Government of NWT  
*Douglas provided an update of the recent work of the Champions Council.*
- Brenda Dragon – Government of NWT  
*Brenda added to the presentation by Douglas and one of the key updates was the support of an Aboriginal cultural tourism definition. Brenda noted how the ATMC Manual on market readiness provided good background and reference in this development.*
- Carole Bellefleur – Tourism Autochtone  
*Carole updated about the work in Quebec including a current cruise industry pilot project. In addition they have now updated their website and invite us to view: <http://www.tourismeautochtone.com/>*
- Patricia Dunnet - Metepenagiag Heritage Park



*They are now working on an Aboriginal tourism strategy for New Brunswick and she noted that the recent National conference has inspired new work in their area. They are working with Abenaki Associates to address social media, product development, etc.*

- Don Wilson – Travel Alberta  
*Don reinforced the issue about the recent flooding and the impacts. He also reinforced that Alberta may want to host a future National conference but in a few years.*
- Keith Henry – AtBC  
*Keith provided an update about the recent AtBC training and product development strategy, a visit by the AANDC Deputy Minister Michael Wernick, overview of the Australian delegation, an description of the Pacific Northwest Economic Region Summit recently attended, and update about Klahowya Village.*

7. Other 10:50 AM
- a. Federal Government Cabinet Shuffle

*Barry reported no changes in relationship or policy.*

- b. Pacific North West Regional Economic Forum
- c. Australia Delegation to BC
- d. Rendez Vous Canada 2014

*Chairperson Henry suggested ATMC should consider approaching the Canadian Tourism Commission to consider future role at Rendez Vous Canada being hosted May 27<sup>th</sup> – 30<sup>th</sup>, 2014 in Vancouver.*

**Action Item #5** – ATMC members consider options at a future meeting.

8. Next Meeting 10:58 AM

*Chairperson Henry will call the next meeting following a response by AANDC official Stephen Jacobsen to the two proposals.*

9. Adjourn 11:00 AM

*The meeting ended at 11:00 AM.*