

### **In Attendance**

Keith Henry, Douglas Dillon, Trina Mathers-Simard, Carole Bellefleur, Kevin Kelly, Robin McGinley, Teresa Dolittle, Brenda Dragon, Jeff Provost, Don Wilson, Charlene Alexander, Patricia Dunnet

#### **1. Call to Order - 11am**

#### **2. Review Notes and Action Items from April 14th, 2014**

- Cruise Industry Update - received lots of good info and great feedback and questions.
- Website Presentation - Press release was sent out across the country. Have received great feedback and will start receiving analytics in June.
- Heritage Conference - Keith has not had a chance to write letter, will do so shortly.
- Governance Discussion - Committee has scheduled a conference call for May 31.
- Meeting minutes accepted with minor spelling corrections.

#### **3. ATMC Research Project**

##### **a. Review DRAFT RFP**

- AANDC confirmed that they are prepared to move forward and fund ATMC research project to be led by ATBC
- Keith presented a draft RFP and stressed the importance of moving quickly so AANDC can get funding in place. Will give a 3-week window for application deadline.
- Committee reviewed RFP and recommended the following:
  - o Terms of RFP - project to be completed by March 31, 2015 with a deadline of December 31 for completion of research, to be presented at IATC in Quebec.
  - o Research Identification of tourism trends to be considered by region.
  - o Budget should include cost of French translation
  - o Competency - Successful candidate must be able to address French language translation in research and become familiar with French content documents.

##### **b. RFP Committee Approval**

- Committee members approved RFP approach and directed Keith/ATBC to move forward on application process, which will include funding for a face-to-face meeting of the ATMC.
- The RFP contract amount will range between \$50 - 100K
- RFP Committee - the following members volunteered to serve on review committee: Brenda Dragon (Northern Canada) Carol (Quebec) Trina, Kevin or Teresa TBD (Ontario) Keith (Western Canada) Jeff (Prairie Provinces) Patricia (Eastern Canada)

#### **4. International Aboriginal Tourism Conference 2015 Quebec**

March 24<sup>th</sup> and 25<sup>th</sup> QAT Press Release

Carol reported that the QAT press release had been sent out and their team is working on a RFP for an event manager.

Once the contract has been awarded, they will hold a round table to determine themes. Once event planner is in place they will set up a website for registration and hotel bookings.

Currently looking for speakers from the national and international community and asked for suggestions. Everyone is getting very excited!



## **5. ATMC - AANDC Proposed MOU**

Committee reviewed proposed MOU between ATMC and AANDC. The 3 year MOU formally recognizes and acknowledges the work of the ATMC and sets out a framework for future coordination and communication. It provides tangible steps / commitments for example, the Cruise Industry Report and how to implement the report will lead to resources for implementation.

Recommendations and comments:

- Add territorial to section d.
- Feel as though AANDC is behind ATMC.
- This MOU is just what ATMC needs and is the direction the Committee has been heading. It is a great next step and a great platform to promote and raise awareness of ATMC.

Next Steps: Keith will make minor revisions and send to committee for final approval. Will not sign off until approval has been received from the Cree Tourism.

## **6. Other**

Will go live with Cruise Industry Web Page next week. Will send out press release. Begin to look at execution or implementation of cruise industry strategy - the real work begins.

## **7. Next Meeting**

## **8. Adjourn**

