

Aboriginal Tourism Association of Canada (ATAC)  
Members Meeting

Monday March 23, 2015 9:00 am – 4:00 pm  
Fairmont Le Chateau Fronteau  
Quebec City, Quebec

Approved Minutes

ATAC Members

Email Address

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|----------------------|--|
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| 2. Jeff Provost      | <a href="mailto:jeffprovost@eastinc.ca">jeffprovost@eastinc.ca</a>                         |
| 3. Kathy McBryan     | <a href="mailto:kathy@buffaloairways.com">kathy@buffaloairways.com</a>                     |
| 4. Blake Rogers      | <a href="mailto:blake.rogers@tiayukon.com">blake.rogers@tiayukon.com</a>                   |
| 5. Colleen Dupuis    | <a href="mailto:ceo@nunavuttourism.com">ceo@nunavuttourism.com</a>                         |
| 6. Carole Bellefluer | <a href="mailto:cbellefluer@tourismeautochtone.com">cbellefluer@tourismeautochtone.com</a> |
| 7. April Richardson  | <a href="mailto:marketing@metpark.ca">marketing@metpark.ca</a>                             |
| 8. Patricia Dunnett  | <a href="mailto:patricia@metpark.ca">patricia@metpark.ca</a>                               |
| 9. Robin McGinley    | <a href="mailto:robin@creetourism.ca">robin@creetourism.ca</a>                             |
| 10. Brenda Dragon    | <a href="mailto:brenda_dragon@gov.nt.ca">brenda_dragon@gov.nt.ca</a>                       |
| 11. Dave Laveau      | <a href="mailto:dlaveau@tourismeautochtone.com">dlaveau@tourismeautochtone.com</a>         |
| 12. Trina Simard     | <a href="mailto:trina@aboriginalexperiences.com">trina@aboriginalexperiences.com</a>       |
| 13. Lori Beaver      | <a href="mailto:loribeaver@gmail.com">loribeaver@gmail.com</a>                             |
| 14. Linda Sarazin    | <a href="mailto:linda@aboriginalexperiences.com">linda@aboriginalexperiences.com</a>       |
| 15. Robert Bernard   | <a href="mailto:rbernard@wagmatcook.com">rbernard@wagmatcook.com</a>                       |

Guests

AANDC

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|-----------------|--|
| 1. Nicholas Yee | <a href="mailto:nicholas.yee@aandc-aadnc.gc.ca">nicholas.yee@aandc-aadnc.gc.ca</a> |
| 2. Brad Cline   | <a href="mailto:brad.cline@aandc-aadnc.gc.ca">brad.cline@aandc-aadnc.gc.ca</a>     |

Industry Canada

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| 3. Ilona Rehberg | <a href="mailto:Ilona.Rehberg@ic.gc.ca">Ilona.Rehberg@ic.gc.ca</a> |
| 4. Jena Cameron  | <a href="mailto:Jena.Cameron@ic.gc.ca">Jena.Cameron@ic.gc.ca</a>   |

1. Opening Prayer



2. Welcome and Roundtable Introductions
3. ATAC Incorporation
  - a. Bylaws
  - b. Founding Members
  - c. Appointment of Executive Committee

*There were extensive discussions regarding the DRAFT bylaws presented. A number of key issues were raised including:*

- *Regional ATAC members only voting for regional representatives*
- *Remove cultural from references of Aboriginal tourism*
- *Several other edits were noted through the document and the document was reviewed line by line.*

*Action Item #1: The next version of the draft bylaws will be sent on a priority basis to the current ATAC members.*

*Action Item #2: The current ATAC members were invited to become directors as founding members of the ATAC federal non profit corporation.*

*Action Item #3: The initial Executive Committee was declared as”*

- *Keith Henry*
- *Trina Mather Simard*
- *Carole Bellefleur*
- *Robert Bernard*
  - *GNWT representative Brenda Dragon notified that she would review options and next steps requiring approvals before she can commit.*

4. Review ATAC Projects
  - a. Budget Presentation

*The AtBC administered ATAC projects budget was reviewed by ATAC members.*

- b. RVC Showcase
  - i. Trade Show
  - ii. Lunch time activation

*ATAC members were provided a presentation and recommendation for the lunchtime activation for May 29<sup>th</sup>, 2015. The ATAC members agreed in principle with the proposed Option A plan as proposed by Prime Strategies.*

5. ATAC Regional Updates

*There were regional updates provided by each of the representatives in attendance.*



6. Review IATC Conference Agenda

*Quebec Aboriginal Tourism representative Carole Bellefleur provided an overview of the conference for ATAC members.*

7. National Research Project Review Final Report – Beverley O’Neil

*The ATAC members were provided a presentation summarizing the report findings. ATAC members were provided a hard copy of the complete report in the final draft.*

*Action Item #4: ATAC members were advised about the importance to complete the report on a priority basis. The report is to be completed in early April.*

*Action Item #5: An ATAC press release prepared for March 26<sup>th</sup> will be deferred until the report is completed.*

*Action Item #6: NWT representative Brenda Dragon agreed to prepare a 2 page report summary for use by the ATAC members.*

8. ATAC Website Portal Final Presentation – The Update Company

*The ATAC members in attendance reviewed the presentation from Update Company representatives. The website presentation included recommendations from the Update Company.*

*Action Item#7: ATAC members were pleased with the website and agreed to launch the website during the IATC.*

9. Other

a. Discuss Priorities for 2015 -2016

*Action Item #8: The ATAC members reviewed the priorities as follows:*

- *Completed ATAC Incorporation*
- *Development of a ATAC Strategic Plan*
  - *Website maintenance and sustainability*
- *Preparation for Rendez Vous Canada marketing in May in Niagara Falls*

b. Pacific Asia Indigenous Tourism Operators Conference September 2015  
Vancouver, BC

c. IATC 2016

*Action Item #9: ATAC to prepare IATC Request for Proposal Call for 2016*

*The meeting concluded at 6:00 PM.*



Approved by:

ATAC Chairperson  
ATAC Secretary

Dated: June 16<sup>th</sup>, 2015

