



**Aboriginal Tourism Association of Canada (ATAC)
Board of Directors Meeting**

APPROVED MINUTES

**Thursday, February 11th, 2016
Destination Canada / Vancouver**

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Meeting called to order at 9:10am

Participants:	Keith Henry	Robin McGinley	Carole Bellefleur
	Patricia Dunnett	Charlie Sark	Charlene Alexander
	Lori Beaver	Jeff Provost	Teresa Doolittle
	Robert Bernard	Dana Soonias	Linda Sarazin

Support: **Henry Tso** **Casey Vanden Heuvel**

- 1. Welcomes / Introductions / Opening Comments**
- 2. Presentation of the February 11, 2016 ATAC BOD Agenda**

Motion 02-11-16-01 To accept the agenda as presented on Item #1. Moved by Jeff Provost, seconded by Carole Bellefleur. Question called, all in favour. Motion carried.

- 3. Review of November 23, 2015 BOD Minutes**

Motion 02-11-16-02 To accept the November 23, 2015 BOD Minutes as amended. Moved by Linda Sarazin, seconded by Charlene Alexander. Question called, all in favour. Motion carried.

- 4. Regional Updates**

A good round table opportunity to present regional information on grassroots, regional and provincial initiatives across Canada created a good opening discussion. Some great new and interesting things on the go and in general consensus continued support for the ATAC movement is strong.

- 5. ATAC 5 Year Plan (presented by Casey Vanden Heuvel, CVH Consulting)**

Overview of the proposed 5-year plan including all key concepts, including how research from the National Aboriginal Tourism Research Project was incorporated into the document contributing towards the 5-year plan outline as presented.

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(#5 – Continued - ATAC 5 Year Plan Presentation)

A healthy discussion and brainstorming on the Vision & Mission Statement for ATAC took place including defining the Membership for the organization. Both are key pieces to ATAC's future in terms of representation, involvement and delivery. The Membership & Board Structure discussions lead to a lot of key points surrounding representation – “ATAC can be a lot of things but ATAC can NOT be everything”, also “ATAC needs to demonstrate value to its membership, regular board members, partners and funders”.

Motion 02-11-16-03 To approve the Mission & Vision Statement as amended. Moved by Robin McGinley, seconded by Jeff Provost. Question called, all in favour. Motion carried.

6. Presentation by Destination Canada (Maureen Riley, Executive Director, DC)

Very supportive of ATAC and excited about the new partnership recently signed. They hold the Aboriginal file very high (#1) on their partnership priority list and view it as one of their key strategic partnerships for the organization. Two big projects coming for DC with a focus on the US Market called “Connecting America” and the “Millennial Project” targeting youth travellers for the Canada 150 Celebrations. Their goal is 20-20-2020, which is 20 million visitors, 20 billion invested into Canada by 2020. Experiential tourism high on list, content very important and working with ATAC to highlight 5 key Aboriginal Signature Experiences in Canada.

7. (a) ATAC Operational Updates (Presentation by Keith Henry, ATAC CEO)

Funding updates were presented including the Destination Canada MOU and what this brings to the ATAC organization in terms of not only dollars and cents but much needed supports, expertise, contacts and marketing opportunities. Presentation also included key funding proposals that ATAC is concentrating on including INAC (which are very much proposal driven). There was also an outline presented on the Rendez Vous Canada application budget.

(b) Financial Report (As presented by Henry Tso, ATAC CFO)

Financial report outlined key items such as Project #1 – the 5-year plan and Project #2 for the Rendez Vous Canada project. Report also included current expenditures of the BOD meeting with expenses billed to Keith Henry's VISA but reimbursed as ATAC does not have a corporate credit card yet. Report includes cost outlines for ATAC trips involving major events (Tourism Minister's Meetings) and other Regional meetings across Canada (for example in Manitoba).

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Motion 02-11-16-04 To approve the financial report as presented by Henry Tso. Moved by Robert Bernard, seconded by Charlie Sark. Question called, all in favour. Motion carried.

(c) Presentation by Nick Ward, The Update Company (ATAC website)

Overview of the work performed recently by the Update Company, review of the requirements needed for the RVC update, regional organizations, etc. Discussion on new things to consider how the ATAC website can show a symbol online to indicate companies are “export ready”. Also need finalization on the Membership forms. Nick also reviewed info on the Research Project Results, Cruise Ship Opportunities (how this needs to be incorporated into the ATAC website) as well as rebranding the National Guidelines document for ATAC. Members also mentioned we need an ATAC Facebook, Twitter and Linked In connections established.

Motion 02-11-16-05 To accept the information as presented by The Update Company. Moved by Jeff Provost, seconded by Charlene Alexander. Question called, all in favour. Motion carried.

8. AtBC Request for Membership (Board Discussion)

Board members requested clarification on the current ATAC By Laws in terms of how it applies to new requests for ATAC Membership. Currently ATAC cannot accept new members until the ATAC AGA slated for July 2016. At this time each region will nominate/elect a representative to sit on the ATAC board. These positions may also be staggered as to ensure some level of continued knowledge and leadership exists within the board levels. Discussions were parked in order to have our next presenter come in.

- 9. AtBC (Aboriginal Tourism BC) Presentation – by Brenda Baptiste**, President/Acting CEO for the organization. Intro’s around table, request for a seat at the ATAC table, explanation of current ATAC by-laws, supports national initiatives ATAC is aiming at recognizes the proposed MOU with ATAC acknowledges national mandates. MOU is a draft document. ATAC needs to complete discussions on the membership process.

10. Presentation on Rendez Vous Canada (RVC) by Keith Henry

32 applications from across Canada have been received for 2016 RVC, one has been deemed similar to another registered so official count is 31. Keith mentions the amount of work required for this to be successful, would like to contract CVH Consulting to assist. Costs can come out of Event Coordination budget from RVC.

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Motion 02-11-16-06 To contract CVH Consulting (Casey Vanden Heuvel) to assist ATAC for the 2016 RVC Event planning and support services as required. Moved by Charlene Alexander, seconded by Teresa Doolittle. Question called, all in favour. Motion carried.

11. (a) 2016 International Aboriginal Tourism Conference (IATC) – by Keith Henry.

The 2016 IATC is slated to take place in the late fall of 2016 and targeted for the Atlantic Canada region, specifically Membertou (Sydney), Nova Scotia. ATAC (Keith) has been working with Atlantic Reps to ensure a smooth transition from Quebec City hosting the 2015 IATC. The proposed budget for the 2016 IATC is presented. A trip to the region is slated in March to meet with funders, community reps and leadership. Quebec region has offered to send any information that may help with hosting.

Motion 02-11-16-07 To accept the proposed plan to host the 2016 IATC in Membertou, N.S. Moved by Jeff Provost, seconded by Carole Bellefleur. Question called, all in favour. Motion carried. (Quebec also offered to inquire on where the 2015 RVC branding can be utilized for 2016 IATC, including the website component.

(b) Manitoba Aboriginal Tourism Strategy – by Jeff Provost

Jeff presents information on recent meetings and support from ATAC's Keith Henry during the Tourism Minister's meetings. Manitoba still needs support towards development of a recognized Aboriginal Tourism Strategy that will benefit Aboriginal communities in this region.

(c) Presentation by Pacific National Exhibition (Fair) Concept in Vancouver

Proposal to host an Aboriginal Fair during the Exhibition at the 2016 PNE. They average 800k visitors per year at the 17 day fair (Aug 20-Sept 5, 2016). Cost for ATAC involvement is 75k.

ATAC Board Members appreciate the opportunity but feel that the 75k can be better spent on regional support initiatives or a national strategy for Aboriginal tourism (not just in BC).

(d) Explore Canada Presentation by Randy Vannatter

Aboriginal tourism marketing company with over 20 yrs. of experience at RVC trying to capitalize on the Canada 150 with a new APP designed to learn more about the Aboriginal people of Canada. Concept is to link Aboriginal tourism with online marketing via MasterCard.

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Back to ATAC Membership Discussion

The following were some of the suggestions for consideration;

- Stagger 1st elections, 7 board members stay, offer up 6 new regions for membership with the empty regions to be part of those 6.
- Consideration for possible Ex-Officio position
- Simplify Membership, create a template, basic fee at \$99.00
- Utilize a Stakeholder model like Victoria (AtBC uses same model)
- By Law Sub Committee to review (ATAC members)
- Pay to play, due diligence and certification (very important)
- Board Membership approval process important, ATAC to review/approve

MOU Template with AtBC – Charlie Sark will take lead role on getting this done.

Robert Bernard suggests that we always involve an Elder (in the region we have meetings) so that we can balance ourselves through traditional & cultural practices by providing guidance as well as opening and closing our meetings/discussions with prayer. (ATAC members agree).

Keith Henry mentions that ATAC & Destination Canada are working together on a project called the “Power of Aboriginal Tourism” and they are looking for 5 signature Aboriginal experiences that ATAC is requesting regions to submit for consideration. They will be heavily promoted through DC organization, website, marketing as well as ATAC.

Discussions commence at 5:30pm / February 12, 2016.

Next ATAC BOD Meetings are scheduled for April 25/26 in Montreal at the RVC event.

Also the ATAC AGA meetings will also be planned in July 2016 (location and dates TBD).

Motion 02-11-16-08 To adjourn the Feb 11-12 ATAC BOD Meetings in Vancouver, B.C.
Moved by Patricia Dunnett. Question called, all in favour. Motion carried.

Approved by:

ATAC Chairperson
ATAC Secretary

Dated: April 24th, 2016