

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

**Tuesday, April 18<sup>th</sup> and Wednesday, April 19<sup>th</sup>**

Grey Eagle Resort and Casino  
3777 Grey Eagle Drive  
Calgary, AB  
T3E 3X8  
1-403-385-3777

**Approved Minutes**

**Attendance:**

- |  |                                      |
|--|--------------------------------------|
| 1. Charlie Sark                              | PEI Representative                   |
| 2. Dana Soonias                              | Saskatchewan Representative          |
| 3. James Cowpar (proxy for Mike Willie)      | BC Representative                    |
| 4. Jeff Provost                              | Manitoba Representative              |
| 5. Robert Bernard                            | Nova Scotia Representative           |
| 6. Kylik Taylor                              | NWT Representative                   |
| 7. Gene O'Donnell                            | Nunavut Representative               |
| 8. Kevin Eshkakogan                          | Ontario Representative               |
| 9. Carole Bellefleur (proxy for Dave Laveau) | Quebec Representative                |
| 10. Brenda Holder                            | Alberta Representative               |
| 11. Jillian Larkham                          | Newfoundland Labrador Representative |

**Missing**

- |                      |                            |
|----------------------|----------------------------|
| 12. Shirlee Frost    | Yukon Representative       |
| 13. Patricia Dunnett | Nova Scotia Representative |

**Staff and Team Members:**

1. Keith Henry, President and CEO
2. Dene Sinclair – Director of Marketing
3. Casey Vanden Heuvel – Director of Business Development
4. Cecilia Point – Director of Finance
5. Lori Beaver – Alberta Regional Coordinator
6. Malcolm MacPherson – Legal Counsel

**Presentations**

- ATAC Marketing Update Presentation
- Destination Canada Presentations



**Tuesday, April 18<sup>th</sup>, 2017**

- |                                       |          |
|---------------------------------------|----------|
| 1. ATAC Executive Meeting (Main Room) | 8:00 AM  |
| 2. Protocol Event – Travel on Bus     | 11:30 AM |

The ATAC board and staff in attendance will meet in the lobby at 11:15am to transfer to protocol preparation with Treaty 7 representatives.

Offering Ceremony - Location: 1021, 10<sup>th</sup> Ave SW, Calgary

***The protocol preparation was attended by partners Tourism Industry Association of Canada, Travel Alberta, Tourism Calgary, Destination Canada, Government of Alberta, and the board of the Aboriginal Tourism Association of Canada.***

- |   |         |
|---|---------|
| 3. Welcome and Opening Prayer (Local Elder – BOD, Staff & Guests) | 5:15 PM |
|---|---------|

***Welcome to new Board member Brenda Holder representing Alberta.  
Local protocol was arranged with the TsuuT'ina Nation.***

- |  |         |
|--|---------|
| 4. ATAC Board of Directors In-Camera Session | 5:25 PM |
|--|---------|

***Motion 2017/04/18 – 01 – To go in camera  
Moved Dana Soonias  
Seconded Kylik Taylor  
Carried***

***Motion 2017/04/18 – 02 – To go out of camera  
Moved Charlie Sark  
Seconded Kevin Eshkakogan  
Carried***

- |                                  |         |
|----------------------------------|---------|
| 5. Review and Approval of Agenda | 6:35 PM |
|----------------------------------|---------|

***Motion 2017/04/19 – 03 To approve agenda as amended  
Moved Dana Soonias  
Seconded Brenda Holder  
Carried***

- |                                    |         |
|------------------------------------|---------|
| 6. Review ATAC Draft Board Minutes | 6:40 PM |
|------------------------------------|---------|

- a. January 23<sup>rd</sup>, and 24<sup>th</sup>, 2017

***Motion 2017/04/19 – 04 – To approve board minutes of January 23<sup>rd</sup> and 24<sup>th</sup> as amended***

***Moved James Cowpar***

***Seconded Dana Soonias***

***Carried***

b. March 31<sup>st</sup>, 2017 – Executive Committee Update

***The notes and action items were reviewed.***

***Motion 2017/04/19 – 05 – To accept the notes of March 31<sup>st</sup>***

***Moved James Cowpar***

***Seconded Dana Soonias***

***Carried***

7. ATAC Board Training – Presented by Malcolm MacPherson – Legal Counsel 6:45 PM

a. Ongoing Training – Role of the Board

i. Bylaws

ii. Board Manual

iii. Finance Manual

1. Procurement Manual

iv. Human Resources

***Motion 2017/04/19 – 06 Motion to adopt the board manual, finance manual, procurement manual, and human resource manual as presented***

***Moved Dana Soonias***

***Seconded Carole Bellefleur***

***Carried***

b. Formulation of ATAC BOD Committees

i. Governance & Nomination Committee

***The committee is Dave Laveau, Mike Willie, and Jeff Provost***

ii. Finance & Audit Committee

***The committee is Charlie Sark, Dana Soonias, and Kylik Taylor***

iii. Human Resource Committee



*The committee is Jillian Larkham, Brenda Holder, and Kevin Eshkakogan*

*Action Item #1 – committees to review relevant manuals and draft terms of reference for presentation to the next ATAC board meeting.*

*Action Item #2 – ATAC President and CEO to check if Shirlee Frost wants to play role on human resources committee in place of Kevin.*

**Motion 2017/04/19 – 07 Motion to accept committees as appointed.**

**Moved James Cowpar**

**Seconded Gene O'Donnell**

**Carried**

**ATAC board recessed at 8:30 PM**

**Wednesday, April 19<sup>th</sup>, 2017**

8. 2016-2017 Year End Financial Report 8:48 AM
- a. Strategic Partnership Initiative (SPI)
    - i. 2016-2017 Year End Report
  - b. INAC Report Year End

**Motion 2017/04/19 – 08 Motion to accept the 2016-2017 Year End Financial Report as presented**

**Moved Kevin Eshkakogan**

**Seconded James Cowpar**

**Carried**

*Action Item #3 – ATAC management to identify manner in which additional tracking of member benefits can be considered and reported. This followed a presentation from Grey Eagle Resort and Casino General Manager Kevin Yates who outlined the benefits this past year of being part of ATAC. Included Showcase Canada Asia Aboriginal Showcase, Destination Canada board meeting, Rendez Vous Canada activities, etc.*

*Action Item #4 – ATAC management to set up a form for Provincial and Territorial Updates as a standing offer with work related specifically to ATAC.*

9. INAC 5 Year Funding Agreement & SPI Funding (Overview) 10:00 AM
- Federal Tourism Round Table Update



***There were good discussions about the follow up specific with the Federal International Trade Offices. This included the need to play a role more specifically with the World Indigenous Business Forum.***

***Action Item #5 – Support participation at WIBF in relation to the goal of meeting the objectives of the ATAC Five Year Plan.***

ATAC Business Plan

- a. 2017-2018 Operational Plan & Budget Outline
- b. Revised Organizational Chart
- c. Key Performance Indicators

***Action Item #6 – Develop ATAC board training to support board members on how to present an ATAC supplied general presentation.***

***Action Item #7 – Develop ATAC Corporate messaging for the board training including common Q + A's.***

***These items require tools for the board to use.***

***Motion 2017/04/19 – 09 Motion to accept the 2017-2018 Operational Plan and Budget as presented***

***Moved Dana Soonias***

***Seconded Charlie Sark***

***Carried***

***Action Item #8 – Report and update in 6 months on budget performance and reconciliation.***

***Action Item #9 – Prepare annual plan for the public to be used as the template for future years.***

10. Name – Indigenous or Aboriginal Tourism Association of Canada 1:00 PM

***Action Item #10 - Tabled for legal advice with revised name change to Indigenous Tourism Canada including French translation as part of the rename registration.***

***Motion 2017/04/19 – 10 Motion to go in camera***

***Moved Dana Soonias***

***Seconded Jeff Provost***



**Carried**

**Motion 2017/04/19 – 11 Motion to go out of camera**

**Moved Dana Soonias**

**Seconded Jeff Provost**

**Carried**

11. Destination Canada/ATAC Research – US Report 2:30 PM

- a. Reporting from the US Market on Aboriginal Tourism
- b. May 7<sup>th</sup> and 8<sup>th</sup> – Presentation and Retreat Participation

**Destination Canada will be completing the report from the US visitor research and releasing in partnership with ATAC for use by the industry.**

**Significant conversations ensued.**

12. Other: 3:30 PM

- a. AtBC MOU – Executive Meeting Request

**Action Item #11 – ATAC Chair to follow up, respond, and arrange future discussions with AtBC on a priority basis.**

- b. Marketing Update:
  - i. 2017 Experience Guide
  - ii. ATAC Online Results/Metrics

**Information was presented by the Director of Marketing**

- c. Rendez Vous Canada 2017 Plan, Calgary

**Information was presented by the Director of Marketing**

- d. Product Development Highlights

**Information referenced in the board package**

- e. AIANTA Relationship

**Motion 2017/04/19 – 12 Motion to accept the agreement with AIANTA**

**Moved Kevin Eshkakogan**

**Seconded Brenda Holder**

**Carried**



***Action Item #12 – ATAC to plan press release and formal announcement with AIANTA***

f. Assembly of First Nations (AFN) Update

***Tabled***

g. Western Economic Diversification

***Tabled***

h. Canadian Council for Aboriginal Business (CCAB)

i. Tourism Forum – June 28<sup>th</sup> Halifax Convention Center

***Discussion only***

i. TIAC Proposed Agreement

***Motion 2017/04/19 – 13 Motion to approve TIAC Agreement as presented***

***Moved Kevin Eshkakogan***

***Seconded Kylik Taylor***

***Carried***

***Action Item #13 – Seek to have an Indigenous Board rep on TIAC***

j. Xeni Gwet'in Report

***Discussion of the report***

***Action Item #14 – Recommended to discuss situation with Executive Committee to ensure no negative outcomes.***

k. Alberta Agreement Progress Report

***The agreement and work is underway. An announcement will be made with the Government of Alberta May 8<sup>th</sup>.***

l. NorthStar 22 Notes April Meeting

***Information shared***

m. ATAC Membership Update

***Information shared***

13. Next ATAC Board Meeting

4:45 PM

***ATAC Board meetings for 2017-2018 are proposed for:***

- ***August 29<sup>th</sup> and 30<sup>th</sup> Ottawa, Ontario***



- **November 5<sup>th</sup> in Calgary, AB**
- **November 9<sup>th</sup> AGM following IATC in Calgary, AB**
- **February 21<sup>st</sup> and 22<sup>nd</sup> Vancouver, BC**

14. Adjourn

5:00 PM

***Motion 2017/04/19 – 14 Motion to adjourn  
Moved Kevin Eshkawkogan  
Carried***

Approved by:

ATAC Chairperson  
ATAC Secretary

Dated: August 29<sup>th</sup>, 2017

