



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Indigenous Tourism Association of Canada (ITAC) Board of Directors Meeting

Friday, January 18th – Wednesday, January 23rd, 2019

Marriott Victoria Inner Harbour

728 Humboldt Street

Victoria, B.C. V8W 3Z5

Approved Minutes

In Attendance

Darrel Bernard

Brady Smith

Kelly Fiddler

Brenda Holder

Marilyn Jensen

Tara Saunders

Jason Picard

Kylik Kisoun-Taylor

Dave Daley

Patricia Dunnett

NS Representative

BC Representative

SK Representative

AB Representative

YK Representative

NFLD Representative

QC Representative

NWT Representative

MB Representative

NB Representative

On Conference Call

Regrets

Kataisee Attagutsiak

Kevin Eshkawkogan

Doreen Sark

NU Representative

ON Representative

PEI Representative

Staff Members in Attendance

Dene Sinclair

Cecilia Point

Joe Hidayat

Sherry Daniels

Keith Henry

Malcolm MacPherson

Teresa Ryder

Melanie Bingham

Charlie Sark

Sebastien Desnoyers-Picard

Scott Roberts

Director of Marketing

Director of Finance and Administration

Finance Manager

Executive Assistant

Chief Executive Officer

Legal Advisor

Director of Product Development

Project Coordinator

Indigenous Tourism Strategist

Sales and Marketing Manager

Travel and Events Coordinator

Friday, January 18th



Board and Senior Team members travel to Victoria and staying at the Marriott Victoria Inner Harbour.

Executive Committee Meeting 6:00 PM – 9:00 PM Executive Board Room

Saturday, January 19th

Breakfast 8:00 AM Executive Board Room

Meeting begins 8:30 AM

1. Welcome and Opening Comments 8:30 AM
2. Review and Approve Agenda 8:35 AM

Motion 2019-01-19 – 01 to accept the agenda as presented.

Moved by Dave Daley

Seconded by Brady Smith

Motion carried.

3. Review Draft Minutes 8:40 AM
 - a. September 24th - 27th
 - b. October 28th
 - c. November 1st

Motion 2019-01-19 – 02 to approve the minutes of September 25th- 27th as presented.

Moved by Brady Smith

Seconded by Patricia Dunnett

Motion carried.

Motion 2019-01-19 – 03 to approve the minutes of October 28th with amendments.

Moved by Dave Daley

Seconded by Kylik Kisoun Taylor

Motion carried.

Motion 2019-01-19 – 04 to approve the minutes of November 1st as presented.

Moved by Dave Daley

Seconded by Brady Smith

Motion carried.

4. ITAC Operational Update 9:00 AM
 - a. ITAC Finance

Motion 2019-01-19 – 05 to approve the ITAC financials as presented.



Moved by Brady Smith
Seconded by Dave Daley
Motion Carried.

- i. December 2018 – Month 9 of 12
- ii. Proposed ITAC Travel Policy
- b. Governance
- c. Marketing Updates
- d. Product Development Updates

Motion 2019-01-19 – 06 to approve ITAC Operational Update as presented.
Moved by Kylik Kisoun Taylor
Seconded by Patricia Dunnet
Motion Carried.

Break

10:30 AM

Action Item #1 – For ITAC Executive Team to review and make recommendations to the ITAC Travel Policy for January 20, 2019

- e. Provincial and Territorial Updates
 - i. British Columbia
 - ii. Alberta
 - iii. Saskatchewan
 - iv. Manitoba
 - v. Ontario
 - vi. Quebec
 - vii. Nova Scotia
 - viii. PEI
 - ix. New Brunswick
 - x. Newfoundland
Labrador
 - xi. Yukon
 - xii. Northwest Territories
 - xiii. Nunavut

Motion 2019-01-19 – 07 to approve the MOU as presented between the Alberta Ministry of Culture and Tourism, Indigenous Tourism Alberta and Indigenous Tourism Association of Canada.
Moved by Marilyn Jensen
Seconded by Dave Daley
Motion Carried.

Action Item #2 – ITAC Director of Product Development to follow up with Saskatchewan Board Representative on creating a Saskatchewan strategy.

QC Update - Acknowledgment from ITAC to Steve at Sagamite for the loss of his restaurant and hopes they will bounce back soon.

Motion 2019-01-19 – 08 to approve the MOU between HNL and ITAC.
Moved by Tara Saunders
Seconded by Kylik Kisoun Taylor
Motion Carried



Action Item #3 – Schedule a conference call between HNL and ITAC representatives.

Lunch (Provided)	Noon
5. International Indigenous Tourism Conference 2019	1:00 PM
a. Terms of Reference Review	
b. Proposed Budget	

Motion 2019-01-19 – 09 to approve the 2018 IITC Final Report as presented.

Moved by Jason Picard

Seconded by Tara Saunders

Motion Carried.

6. ITAC 3 rd Annual General Meeting	1:45 PM
a. Draft Minutes Review	
Break	2:30 PM
7. ITAC 2019-2024 Investment Strategy Review	2:45 PM
Adjourn	4:00 PM

Sunday, January 20th

In Attendance

Darrel Bernard	NS Representative
Brady Smith	BC Representative
Kelly Fiddler	SK Representative
Brenda Holder	AB Representative
Marilyn Jensen	YK Representative
Tara Saunders	NFLD Representative
Jason Picard	QC Representative
Kylik Kisoun-Taylor	NWT Representative
Dave Daley	MB Representative
Patricia Dunnett	NB Representative

On Conference Call

Regrets

Kataisee Attagutsiak	NU Representative
Kevin Eshkawkogan	ON Representative
Doreen Sark	PEI Representative



Staff Members in Attendance

Dene Sinclair	Director of Marketing
Cecilia Point	Director of Finance
Joe Hidayat	Finance Manager
Sherry Daniels	Executive Assistant
Keith Henry	Chief Executive Officer
Malcolm MacPherson	Legal Advisor
Teresa Ryder	Director of Product Development
Melanie Bingham	Project Coordinator
Charlie Sark	Indigenous Tourism Strategist
Sebastien Deysnors-Picard	Sales and Marketing Manager
Scott Roberts	Travel and Events Coordinator

Breakfast 8:00 AM

Motion 2019-01-20 – 10 to accept Marilyn Jensen as the Secretary.

Moved by Kylik Kisoun Taylor

Seconded by Patricia Dunnet

Motion Carried.

Motion 2019-01-20 – 11 to accept the ITAC Travel Policy as presented.

Moved by Brady Smith

Seconded by Dave Daley

Motion Carried.

8. Proposed ITAC 2019-2020 Operational Plan 8:30 AM
- a. Leadership Key Performance Indicators
 - b. Partnership Key Performance Indicators
 - c. Development Key Performance Indicators
 - d. Marketing Key Performance Indicators
 - e. Proposed 2019-2020 Budget

Action Item #4 – Director of Marketing to create a document that informs members how to be visible on ITAC social media channels

Motion 2019-01-20 – 12 to approve the 2019-2020 Key Performance Indicators and proposed baseline budget.

Moved by Brady Smith

Seconded by Tara Saunders

Motion Carried.

Break

10:45 AM



8. Continued ...
- Lunch (Provided) Noon
9. Provincial/Territorial Alignment Meeting December 13th Review 1:00 PM
10. Indigenous Travel Packages 1:45 PM
- a. Meridian System Update
- Break 2:30 PM
11. Other 3:00 PM
- a. Canada China Year of Tourism Proposal Update
- b. Conference Board of Canada Research Project
- c. Indigenous Tourism BC MOU FINAL DRAFT

Motion 2019-01-20 – 13 to approve the ITBC and ITAC MOU Final Draft

Moved by Brady Smith

Seconded by Jason Picard

Motion Carried.

- d. ITAC Haico Project
12. Adjournment 4:00 PM

Motion 2019-01-20 – 14 to move in camera

Moved by Kylik Kisoun Taylor

Seconded by Tara Saunders

Motion Carried.

Motion 2019-01-20 – 15 to approve Renewal of CEO's contract as stands.

Moved by Kylik Kisoun Taylor

Seconded by Patricia Dunnet

Motion Carried.

Motion 2019-01-20 – 16 to approve Malcolm MacPherson to provide memo on options for CEO Incentive/Contingency

Moved by Marilyn Jensen

Seconded by Tara Saunders

Motion Carried.

Motion 2019-01-20 – 17 to Adjourn meeting.

Moved by Jason Picard

Motion Carried.



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Approved by: ITAC Chairperson
ITAC Secretary

Dated: May 2nd, 2019