



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

September 7th and 8th
Red Bank Lodge
2202 Micmac Road
P.O. Box 232
Red Bank, New Brunswick
[Home - Red Bank Lodge](#)

APPROVED MINUTES

Board Members in Attendance

- 1) Brenda Holder - AB Representative
- 2) Marilyn Jensen - YT Representative
- 3) Jason Johnston - ON Representative
- 4) Kelly Fiddler - SK Representative
- 5) David Daley - MB Representative
- 6) Patricia Dunnett - NB Representative
- 7) Colleen Lambert - NL Representative
- 8) Robert Bernard - NS Representative (Proxy for Marlene)

Board Online Attendance

- 1) Andrew Germain - QC Representative (Proxy for Marie-Pierre)
- 2) Jamie Thomas - PEI Representative

Board Regrets

- 1) Sheila Flaherty - NU Representative
- 2) Frank Antoine - BC Representative

Staff Members in Attendance

- 1) Keith Henry - President & CEO
- 2) Sebastien Desnoyers-Picard - Vice President of Operations

Staff Members in Attendance Online

- 1) Brady Smith - Chief Strategy Officer



Wednesday, September 7th, 2022
9:00 am

1. Welcome and Introductions

2. Review and Approve Agenda

MOTION20220907 – 01 to accept agenda

Moved by David Daley
Seconded by Patricia Dunnett
Question Called, all in favour
Motion Carried

Action Item #1: Adjusted ITAC Executive Committee meeting date from October 15 (Saturday) to October 14 (Friday).

3. ITAC Governance
 - a. Draft Minutes May 17th-18th, 2022

MOTION20220907 – 02 to accept draft minutes of May 17th and 18th, 2022

Moved by Brenda Holder
Seconded by Kelly Fiddler
Question called, all in favour
Motion Carried

- b. Draft July 22nd, 2022

MOTION20220907 – 03 to accept draft minutes of July 22nd, 2022

Moved by Jason Johnston
Seconded by David Daley
Question called, all in favour
Motion Carried

Action item #2: Added Brenda Holder as regret for not being able to attend July 22nd meeting.

- i. Executive Committee July 12th, 2022

4. In Camera Session - Updates
 - a. NWT ITAC Board Member
 - b. CBC
 - c. Manitoba Indigenous Tourism

MOTION20220907 – 04 to move to in camera

Moved by Colleen Lambert



Seconded by Kelly Fiddler
Question called, all in favour
Motion Carried

MOTION20220907 – 05 to move out of camera
Moved by Brenda Holder
Seconded by Patricia Dunnett
Question called, all in favour
Motion Carried

MOTION20220907 – 06 to Send correspondence to NWT Representative
Moved by David Daley
Seconded by Brenda Holder
Question called, all in favour
Motion Carried

Action Item #3: Send correspondence to inform NWT Representative that he must satisfy all 3 board approved action items by Friday October 7, 2022.

5. ITAC Budget April 1st, 2022 – March 31st, 2023
 - a. Year To Date Update April 1st, 2022 – July 31st, 2022
 - b. 2022-2023 Budget – Updated Forecast April 1st 2022-March 31st, 2023
 - i. Future Skills Center – Northern Project
 - ii. Tourism Relief Funding – National Initiative
 - iii. Parks Canada
 - iv. Indigenous Tourism Fund

MOTION20220907 – 07 to accept budget update for 2022-23 as presented
Moved by David Daley
Seconded by Colleen Lambert
Question called, all in favour
Motion Carried

6. ITAC 2022-2023 Board Approved Action Plan KPI Reporting – Current Status
 - a. Leadership
 - b. Partnership
 - c. Development
 - i. Project Rise
 - d. Marketing
 - e. ICAN

MOTION20220907 – 08 to accept key performance indicator report as updated.
Moved by Brenda Holder



Seconded by Jason Johnston
Question called, all in favour
Motion Carried

7. International Indigenous Tourism Conference March 8th-10th, 2023 Winnipeg Manitoba Update

MOTION20220907 – 09 to approve updated ITC budget as proposed
Moved by Jason Johnston
Seconded by Brenda Holder
Question called, all in favour
Motion Carried

8. Provincial/Territorial Updates
 - a. BC
 - b. Alberta
 - c. Saskatchewan
 - d. Manitoba
 - e. Ontario
 - f. Quebec
 - g. New Brunswick
 - h. Nova Scotia
 - i. PEI
 - j. Newfoundland Labrador
 - k. Yukon
 - l. NWT
 - m. Nunavut

Action Item #4: President & CEO to respond to Dene nation request to negotiate agreed work plan in accordance with to ITAC & PT manual

Meeting recessed at 4:15pm

5:30 pm – Meet and Greet

Local Indigenous and Non-Indigenous Tourism Businesses/Partners invited for a casual networking event with ITAC board and staff in attendance.



Thursday, September 8th, 2022
9:00 am

Board In Attendance

- 1) Brenda Holder - AB Representative
- 2) Marilyn Jensen - YT Representative
- 3) Jason Johnston - ON Representative
- 4) Kelly Fiddler - SK Representative
- 5) David Daley - MB Representative
- 6) Patricia Dunnnett - NB Representative
- 7) Colleen Lambert - NFL Representative
- 8) Robert Bernard - NS Representative (Proxy for Marlene)

Board Regrets

- 1) Sheila Flaherty - NU Representative
- 2) Frank Antoine - BC Representative
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- 4) Jamie Thomas - PE Representative

Staff Members in Attendance

- 1) Keith Henry - President & CEO
- 2) Sebastien Desnoyers-Picard - Vice President of Operations

Staff Members in Attendance Online

- 1) Brady Smith - Chief Strategy Officer

9. ITAC Governance
 - a. Executive Selection Policies - drafts
 - b. Proposed P/T Funding Formula
 - c. Federal Growth Strategy Submission - 2030 Vision
 - i. Economic Profile 2030
 - d. TRF Summary of Indigenous Investments with RDA
 - e. Economic Growth Working Group Presentation Update

Action Item #5: Finalize recommended motions for board Executive Committee nominations in October.

MOTION20220907 – 10 to approve recommended Provincial/Territorial funding formula as proposed by ITAC management for implementation April 1st, 2023

Moved by David Daley

Seconded by Patricia Dunnnett



Question called, all in favour
Motion Carried

Action Item #6: ITAC management to organize PT forum to discuss funding formulas and vision for Indigenous tourism by 2030.

Action Item #7: Message ITAC CEO & President and Vice President of Operations details about concepts and plans for large-scale Indigenous tourism businesses to add to ITAC inventory.

Action Item #8: Create ITAC communication strategy regarding allocation of funds – how many Indigenous businesses applied, how many Indigenous businesses were approved, how many approved applications were Indigenous owned and operated.

10. ITAC 7th Annual General Meeting – December 16th 2022
a. Document Preparation

Action Item #9: ITAC Chair to work with ITAC staff to create nomination committee.

11. Other
a. NWAC Meeting Ottawa August 25th
b. Tourism HR Canada Forum September 25th and 26th
c. TIAC/Industry Tourism Growth Strategy Submission
d. Destination Canada Marketing Insights
e. Quebec Indigenous Tourism – Leger/Grant Thornton Consumer Report
f. World Indigenous Business Forum October 27th, 2022 Colombia

MOTION20220907 – 11 to Direct award: Leger & Raymond Chabot Grant Thornton for Perceptions & Attractiveness of Indigenous Tourism Study for Atlantic Canada and Saskatchewan

Moved by Brenda Holder

Seconded by Colleen Lambert

Question called, all in favour

Motion Carried

12. Next Board Meeting
December 14th and 15th – Vancouver
December 16th – Annual General Meeting – Vancouver

13. Adjourn

MOTION20220907 – 12 to adjourn at 12:27 PM

Moved by David Daley

Seconded by N/A

Question called, all in favour

Motion Carried



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Approved December 14th, 2022

ITAC Chair
ITAC Secretary