



Indigenous Tourism Association of Canada (ITAC)
Board of Directors Meeting
December 14th and 15th, 2022

Approved Minutes

Wednesday, December 14th 2022 - 1:00pm

1. Welcome and Introductions

Board Members in Attendance:

Marilyn Jensen - YT Representative
Jason Johnston - ON Representative
Kelly Fiddler - SK Representative
David Daley – Manitoba Representative
Sheila Flaherty – Nunavut Representative
Frank Antoine – BC Representative

Board Members Online Attendance:

Andrew Germain – QC Representative
Colleen Lambert – NFL Representative
Patricia Dunnett – NB Representative
Marlene Joudry – NS Representative

Staff Members in Attendance:

Keith Henry - President & CEO
Sebastien Desnoyers-Picard - Vice President of Operations
Brady Smith - Chief Strategy Officer
Sherry Daniels - Executive Assistant
Cecilia Point - Director of Finance
Joe Hidayat - Controller
Nadia Vanker - Executive Assistant for Operations

Board Member Regrets:

Brenda Holder – AB Representative

2. Review and Approve draft agenda

MOTION20221214 – 01 – Review and Approve draft agenda as amended

Moved by Jason Johnston

Seconded by Sheila Flaherty

Question called, all in favour

Motion carried

3. Review and Approve previous board meeting minutes – September 7-8 & September 28

MOTION20221214 – 02 – to approve previous board meeting minutes for September 7-8



2022 as amended
Moved by David Daley
Seconded by Jason Johnston
Question called, all in favour
Motion carried

MOTION20221214 – 03 – to approve previous board meeting minutes for September 28, 2022 as amended
Moved by David Daley
Seconded by Jason Johnston
Question called, all in favour
Motion carried

Action item #1 - Add board member regrets

5. ITAC Operations Update

- Joe Hidayat, Controller, provided update on Budget YTD from April 1st, 2022 – November 30th, 2022

MOTION20221214 – 04 – to approve finance report as presented
Moved by Jason Johnston
Seconded by Dave Daley
Question called, all in favour
Motion carried

- Sebastien Desnoyers-Picard, ITAC VP of Operations, provided Program Update
 - Presented TRF, OO Accreditation Numbers and Business Support program
- Brady Smith, ITAC Chief Strategy Officer, presented *The Original Original - The Originals* promotional video
 - Provided ITF update
- Keith Henry, ITAC President and CEO, provided update on Future Skills Centre program and Northern WE Project Update
- Sebastien Desnoyers-Picard and Keith Henry Provided IITC Update - March 2023

Action item #2 - explore idea of board members facilitating workshops and breakout rooms at the IITC 2023.

MOTION20221214 – 05 – Accept department updates as presented
Moved by Frank Antoine
Seconded by Dave Daley
Question called, all in favour



INDIGENOUS
TOURISM ASSOCIATION OF CANADA

ASSOCIATION TOURISTIQUE
AUTOCHTONE
DU CANADA

Motion carried

Action Item # 3 - consider alternatives to IITC dark tourism discussion

Meeting recessed at 5:00pm until Thursday December 15, 2022 at 9:00am.

Board of Directors invited to partake in ITAC end of the year celebration with ITAC staff in attendance.



Thursday December 15th 2022 - 9:00am

Board Members in Attendance:

Marilyn Jensen - YT Representative
Jason Johnston - ON Representative
Kelly Fiddler - SK Representative
David Daley – Manitoba Representative
Sheila Flaherty – Nunavut Representative
Frank Antoine – BC Representative

Board Members Online Attendance:

Andrew Germain – QC Representative
Colleen Lambert – NFL Representative
Patricia Dunnett – NB Representative

Staff Members in Attendance:

Keith Henry - President & CEO
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Cecilia Point - Director of Finance
Joe Hidayat - Controller
Nadia Vanker - Executive Assistant for Operations

5. ITAC Operations, continued - Organizational structure update
 - Cecilia Point, Director of Finance and Operations, provided update on Human Resources
 - Presented Organisation Chart
4. 9:30am: Timed item - In-camera; CBC Update and ITBC Update

MOTION20221215 – 06 – to move to in-camera

Moved by David Daley
Seconded by Sheila Flaherty
Question called, all in favour
Motion carried

Action Item #4: ITAC BC representative to pursue meeting between ITAC and ITBC boards with a neutral, impartial facilitator. Meeting to take place before the end of February 2023, with ITAC as the host.

MOTION20221215 – 07 – to come out of camera.

Moved by David Daley
Seconded by Sheila Flaherty
Question called, all in favour



Motion carried

MOTION20221215 – 08 – to accept recommendations from legal council to file for appeal

Moved by Jason Johnston

Seconded by Kelly Fiddler

Question called, all in favour

Motion carried

6. Provincial Territorial Meeting update - February 6-10 2023

Action Item #5 - Explore potential gift (high quality jackets with The Original Original logo, for example) for PT partners

7. Other business

- Travel Media Association of Canada Proposed MOU presented to the Board

MOTION20221215 – 09 – to sign TMAC MOU as presented.

Moved by Frank Antoine

Seconded by David Daley

Question called, all in favour

Motion carried

- CRM Sales Force Proposed Contract presented to the Board

MOTION20221215 – 10 – to approve the CRM salesforce proposed contract as presented.

Moved by Sheila Flaherty

Seconded by Jason Johnston

Question called, all in favour

Motion carried

- Leger Marketing - Atlantic and Saskatchewan research project report presented to the Board

MOTION20221215 – 11 – to accept the Leger Marketing Atlantic and Saskatchewan Report as presented.

Moved by Dave Daley

Seconded by Sheila Flaherty

Question called, all in favour

Motion carried

- Conference Board of Canada Report presented to the Board.

MOTION20221215 – 12 – to accept the Conference Board of Canada Report as presented.

Moved by David Daley

Seconded by Jason Johnston

Question called, all in favour

Motion carried

- Discussion about ITAC membership fee removal



MOTION20221215 – 13 – to waive 2023 ITAC membership fee.

Moved by Sheila Flaherty

Seconded by Jason Johnston

Question called, all in favour

Motion carried

- ITAC Sales and Advertising Plan presented

MOTION20221215 – 14 – to approve the \$1.1 million Sales and Advertising Plan as presented.

Moved by David Daley

Seconded by Colleen Lambert

Question called, all in favour

Motion carried

- Tentative Upcoming Board Meeting dates:
 - February 7, 2023 - Carcross
 - March 7, 2023 - Winnipeg
 - May 28 or 29, 2023 - Quebec City (RVC)

MOTION20221215 – 15 – to approve the tentative dates for ITAC Board Meetings (Feb7 Carcross, March 7 Winnipeg, May 28 or 29 Quebec City [RVC]).

Moved by Sheila Flaherty

Seconded by Kelly Fiddler

Question called, all in favour

Motion carried

MOTION20221215 – 16 – to adjourn the meeting.

Moved by David Daley

Motion carried

8. Meeting adjourned at 3:45pm

Approved February 7th, 2023
ITAC Chair
ITAC Secretary