

**TOURISM TASK FORCE
MINUTES
Zoom
Thursday, July 15, 2021 at 6:00 p.m.**

TASK FORCE MEMBERS PRESENT

Rob Seeley	Councillor
Jodi Conuel	Public Member
Sarah Elmeligi	Public Member
Sean Krausert	Public Member
Michelle MacDonell	Public Member
Christie Pashby	Public Member
Carol Poland	Public Member
Mace Rosenstein	Public Member
Adam Walker	Public Member

TASK FORCE MEMBERS ABSENT

John Borrowman	Mayor
Martin Bean	Public Member
Michael Hay	Public Member
David Huggill	Public Member
Rachel Ludwig	Industry Representative
Norbert Meier	Public Member
Geoff Powter	Public Member
Dawn Saunders Dahl	Public Member

ADMINISTRATION PRESENT

Sally Caudill	GM of Municipal Services
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1. Phillip Coppard and Nicole Farris, Stormy Lake Consulting – Project Update

- Good uptick on My Canmore
- Community survey released – 119 responses so far
- Please send template to your contacts
- Survey is open until Friday August 6
- Public workshops going well
- Last workshop is July 22
- 6 taskforce members have been note takers
- Can still volunteer for last session – let Nicole know if interested
- Workshop scheduled with Affordable Services Participants – Tuesday of next week (July 20)
- Indigenous engagement going well – 2 elders, 2 tourism operators, 2 youth
- Should be trying to put together community gathering
 - Working to organize that by end of August
- Working with Metis Region 3 to connect with community members

- Call with Blackfoot Confederacy to figure out how they can participate
- Waiting to hear from T'suna on their participation
- List of who was interviewed was provided to the group – good mix of various industries and community
- Q: What are you hearing in Indigenous engagement?
- A: Conversation so far are largely around values and vision. One example we are getting from Indigenous conversation is Tourism as a teacher and a focus on layers instead of borders or boundaries. Jobs value of tourism is louder in Indigenous community than it is in Canmore. Youth – amplifying voices and artists in the Town of Canmore instead of getting artists from elsewhere and land stewardship

2. Review of notes from June 17 meeting for edits/additions

- No changes

3. Lawrence Gervais, Regional President for Métis Nation of Alberta (Region 3)

- Metis on both mother and father side – both from Meadow Lake, SK – parents met when they were kids and are still together in a Metis seniors' home in Lloydminster
- Grew up in Metis housing and lucky to do so
- Many Metis people are just now finding who they are and their culture
- Has 5-year-old twins
- Classical ballet artist for many years – toured with National Ballet
- Retired and received Aboriginal achievement award
- Witness to residential school hearings
- Job to represent Metis people – still figuring out where their place is
- Provided overview of history of Metis people and development of Metis rights in Canada– too much covered to capture in notes – please watch the [video](#) starting at 18:15 to learn more
- Q: Any thoughts on how you would like to see Metis history and knowledge integrated into tourism for a place like Canmore?
- A: Understand the history of names. Lucky to have Peter Lougheed mountain right there. Peter's family is open about their Metis history along with the significant trade that happened there from Rocky Mountain House to the Bow River through Morley. We pressure Banff to outline Mount Norquay who was first Premier of MB who was Metis. Also understand the history of Metis people in the mountains like Brenda Holder, a tourism provider who works in Canmore.
- Q: Are you aware of any education and renaming of things in the Canmore/Bow Valley area?
- A: We haven't really been consulted too much on that or done any study on that area of traditional land use. It's something for us to think about to get grant funding for.

4. Update on call with Indigenous Tourism Alberta (ITA) – Mace

- Introduced to Shae Bird, CEO of ITA
- Shae was aware of existence of the tourism taskforce, but not clear on what we are doing
- Interested in speaking to us – could provide some good content on work SLC is doing

- New to the position but had two or three themes that were important to the taskforce and the work we are doing, especially around Indigenous engagement
- ITA is willing to engage and tries to develop partnerships with communities like Canmore and organizations like TCK and to facilitate connections between them and Indigenous tourism operators – that’s the easy part. By itself it doesn’t really mean anything
- Essential to examine intentions and to be clear on intentionality. What are we trying to do? What do we want to achieve? Since the news out of Kamloops – ITA has been inundated with requests from communities and tourism organizations looking to make a connection
- Expressed some skepticism about what communities and organizations are actually interested in and wants groups like the taskforce to be clear on what we are trying to achieve
- Indigenous led tourism initiatives need to be Indigenous led. It’s key that we ask what they want and what they are trying to bring out. Build trust. Talk less and listen more
- Was an interesting and challenging conversation, but he would like to engage
- SLC knows Shae well and are happy to reach out to him directly
- Discussion on having Shae present to the taskforce, but some members are concerned about poor attendance
- Need for deep relationship going forward

5. Wrap up and next meeting

- Next meeting August 26, 2021 from 6-7:30 p.m. Stormy Lake will share their initial key learnings from the public engagement

Actions:

- SLC to follow up with Shae and discuss presentation at September meeting
- Non-indigenous taskforce participants to spend time to think about our willingness to accept other cultures on their terms instead of just asking for what we need
- Sara to send out reminder 2 days prior to next meeting for taskforce members