

Indian Territory Meeting Minutes
Wednesday, July 23, 2014
Nevada Indian Commission
5366 Snyder Avenue, Carson City, NV 89701

Present: Sherry L. Rupert, Chairperson, Indian Territory and Executive Director, Nevada Indian Commission; Chris Ann Gibbons, Treasurer, Indian Territory and Program Officer I, Nevada Indian Commission; Mary Works Covington, Community Arts Development Program Coordinator, Nevada Arts Council; Larry Burton, Photographer; Ben Aleck, Great Basin Native Artists; Melissa Melero, Great Basin Native Artists; Scott Carey, Events Manager, Nevada 150; Michon Eben, Cultural Resources Manager, Reno-Sparks Indian Colony Tribal Historic Preservation Office; Terry Larson, Assistant, Reno-Sparks Indian Colony Tribal Historic Preservation Office; Bruce Rettig, President, Charter Advertising; Greg Weyland, Business Operations Director, Washoe Tribe of Nevada & California; Ben Rupert, Member, Duck Valley Shoshone-Paiute Tribe; Christian Passink, Rural Programs Manager, Nevada Commission on Tourism

I. Welcome and Introductions

A. Sherry Rupert called the meeting to order and asked everyone to introduce themselves.

II. Approval of May 21, 2014 Meeting Minutes

A. With no changes made, Scott Carey motioned to approve the May 21, 2014 meeting minutes, seconded by Mary Works-Covington. Motion carried.

III. Comments by Chairperson

A. AIANTA Update

Testimony before the Senate Committee on Indian Affairs Oversight Hearing - Sherry reported on June 25, 2014 she gave testimony before the Senate Committee on Indian Affairs Oversight Hearing on "Economic Development: Encouraging Investment in Indian Country." Sherry said this is the first time she has testified on the Hill and spoke about the tribal tourism industry and gave examples of tourism successes within Indian Country.

Participation in the Senate Democratic Outreach and Steering Committee Tourism Roundtable - Sherry reported on July 16, 2014 she was invited to participate in the Senate Democratic Outreach and Steering Committee Tourism Roundtable. The focus of the roundtable was for Senate Democrats to discuss how they can support tourism and they met with leaders in the tourism industry. Sherry said Senator Harry Reid spoke about the importance of tourism and thanked her for attending. Sherry said she spoke about the NATIVE Act, the need for infrastructure within Indian Country and how tribal governments should be included in legislation.

NATIVE Act, proposed legislation by Senator Schatz (HI) - Sherry handed out a one page on the NATIVE Act as well as a copy of the Act in its entirety. The NATIVE Act or the Native American Tourism and Improving Visitor Experience Act is focused on tourism development in Indian Country and could significantly boost tourism without expending any new funds. The NATIVE Act, if passed, would organize federal resources that currently exist for tourism to be used collaboratively and made available to tribal governments, communities and businesses, ultimately resulting in more income and more investment in Indian Country tourism. The Act talks about the need for infrastructure, technical assistance within Indian Country, but Sherry said the bill

has yet to be introduced. Sherry read the list of supporters which include AIANTA, Native Hawaiian Hospitality Association, Alaska Federation of Natives, Native American Contractors Association and the Southeast Tourism Society. Bruce Rettig asked if grant funding will be available through this bill. Sherry replied yes, they would like to be able to offer grants to tribes. **Scott Carey motioned for the Indian Territory to send a letter of support for the NATIVE Act, seconded by Greg Weyland. Motion Carried.**

B. 10th Anniversary of Nevada Commission on Tourism's (NCOT) China Office Participation

Sherry shared that she was invited by NCOT to participate in the 10th Anniversary of NCOT's China Office and thanked them for the great experience. Sherry mentioned there were six to eight people in the delegation along with Lt. Governor Brian Krolicki and staff from the NCOT China Office. Celebrations were held in three different cities throughout China, they met with Chinese Consulates in two of the three cities, participated in multiple press conferences and new MOU's were signed renewing the relationship between Nevada and the Chinese provinces. Sherry said she learned a lot about the Chinese culture and saw firsthand the Chinese interest in American Indian culture. Lastly, a drawing was held at the end of each celebration and she contributed a two night, three day stay and a tour of Nevada's Indian Territory.

IV. Treasurer Report

- A. Chris Ann Gibbons reported the Territory checking account has a current balance of \$48,806.83 and the FY14 Territory Administrative Grant has a current balance of \$102.87. Chris stated since the last meeting, the Territory has paid expenses related to the 2014 AIANTA Conference in Marksville, Louisiana, photographer expenses related to the Indian Territory photo library and paid for the design of the new Indian Territory logo.
- B. Chris said the Territory has received 1st cycle FY15, Nevada Commission on Tourism (NCOT) Marketing Grants for the following projects: Indian Territory Administrative Grant \$5,000, Indian Territory Promotional Items \$4,000, Indian Territory Tradeshow Graphics \$2,800, Stewart Indian School Trail Brochures \$12,000, Stewart Indian School Website Maintenance \$4,800 and Stewart Indian School Website Upgrade \$13,000. Christian Passink added that Pyramid Lake received a grant for website maintenance.
- C. Chris said as mentioned at prior meetings, the Territory received a FY14 Projects Related to Tourism Grant to fund Indian Territory Event Infrastructure in the amount of \$7,500.00. The grant has been used to purchase event tents and there was enough funding to also purchase five picnic tables that could be folded up and transported easily to events. The Territory has also received a grant in the amount of \$3,000 to fund new display cases for the American Indian Cultural Exhibit at the Reno-Tahoe International Airport. The Territory is currently in the process of ordering the new cases.

V. Nevada Commission on Tourism Update - Christian Passink, Rural Programs Manager, Nevada Commission on Tourism

- A. Christian Passink reported in June Territory Chairs met to discuss the 1st Cycle, FY15 Marketing Grants and since then, they have been approved by the NCOT Board and \$6,600 was the average grant award. Christian reminded the Territory that tribes can request a waiver of the match funds and he would like to see more grants from the Indian Territory. Christian also said he has met with the Moapa Band of Paiutes on signage needs, but he would also like to see more involvement from the Southern Nevada Tribes. Christian said he also attended a Reno-Tahoe Territory meeting at Heavenly Ski Resort

(they have recently added a zip line), the 2014 World Landsailing Championship near Austin, Nevada and the Biggest Little City Golf Tournament. Scott Carey added as of today there are 100 days left until Nevada's 150 Birthday. This year there will be four parades to commemorate the celebration in Elko, Las Vegas, Virginia City and Carson City. Also, in honor of Nevada's birthday the Emancipation Proclamation will be on display at the Nevada Museum of Art for four days only and the Museum currently has an exhibit about the state on display through Nevada Day entitled "The 26th Star: Nevada's Journey from Territory to State." Other upcoming events include Panaca Days in Lincoln County, Ralph Burns from Pyramid Lake will be included in the opening at the Pioneer Picnic at Bower's Mansion and to date 400 events have been approved. They are still accepting event applications and free promotional items are available. Sherry added the Nevada Indian Commission will be participating in Carson City's Nevada Day Parade and the Commission is working on having all native entries included in one parade division. The information about the native parade division will be sent out to tribes via e-mail and through Facebook.

VI. Discussion on 2015 Nevada Tribal Tourism Conference, April 28-30, 2015

- A. Sherry reported the Ely Convention and Visitors Authority is interested in hosting the 2015 Nevada Tribal Tourism Conference. It was also mentioned that Southern Nevada may also be a good location for the 2015 Conference since the Territory has not been there for a few years.
- B. Sherry explained that AIANTA has announced that regional outreach funds are now available at \$10,000 maximum annually per region. Sherry said according to AIANTA "the goal is to collaborate with tribes and tribal businesses within the region to coordinate regional meetings or conferences that build and strengthen regional networks, which define, introduce, grow and sustain American Indian, Alaska Native and Native Hawaiian tourism that honors and enhances tribal traditions and values." Sherry said she will talk with the other AIANTA Southwest representative to see if they are interested in using the regional funds for the Tribal Tourism Conference that takes place here in Nevada and if so, all Southwest AIANTA members will be invited to attend the Conference.
- C. The Territory discussed possible Conference locations and it was mentioned that the Avi Resort and Casino in Laughlin, Nevada is a good location. Sherry said Avi is tribally run, has been supportive of Nevada Indian Commission events and is located in Nevada. **Scott Carey motioned the 2015 Nevada Tribal Tourism Conference be held in Laughlin, Nevada and the 2016 Conference be held in Ely, Nevada, seconded by Bruce Rettig. Motion carried.**
- D. Sherry said the Territory received eleven 2014 Nevada Tribal Tourism Conference evaluations. Sherry went through the evaluation responses with the Territory and noted that all general sessions and key note addresses were well received, responses from the mobile workshop varied from good to excellent, seven rated the overall conference as excellent and four rated the Conference as very good, all said the conference provided useful ideas and that they would return next year. Sherry also went over the responses of topics participants would like to see next year, what participants enjoyed most about the Conference and how they would improve the Conference next year.
- E. Ben Rupert suggested the Territory revisit some of the topics that were previously covered and well received. Mary Works-Covington suggested the Territory film the sessions and put them on-line afterwards for those who are unable to attend. It was also mentioned that PowerPoint presentations should be available online after the Conference. Sherry added that Mark Thompson has been facilitating a series of trainings with tribal

members on how to start your own business. This may be a good topic for next year's Conference.

VII. Indian Territory Projects

- A. Indian Territory Photo Library: Chris said Larry Burton has submitted numerous photos on a hard drive to the Territory and this is a good start for the comprehensive photo library that will showcase the tribes of Nevada. Larry added the hard drive has 8,000-9,000 photos on it and the photos have been edited.
- B. Indian Territory Brochure Revision: Bruce Rettig reported the brochure design is on track and he shared a draft of the brochure with Territory members.
- C. Indian Territory Website Upgrade: Bruce reported the Indian Territory website will mirror the new brochure and include the new Territory logo. Bruce said the website should be up and running by the middle of August. Also, the current Indian Territory website has received a 10-20% increase in traffic and both the Stewart and Indian Territory Facebook pages are doing well.
- D. Stewart Video: Chris reported she sent Bruce current Stewart Indian School photos for inclusion in the video. Bruce added the video should be ready for review by the middle of August.
- E. Tribal Lands Itineraries – Sherry suggested the Territory post a tribal lands itinerary online, possibly make it a loop tour. Bruce added a google map could be added so that tourists can customize their tour with pins and stopping points. Christian added a one sheet on this would be great to share with NCOT International Offices. Scott added travel industry partners can submit itineraries/ your own adventure on the travelnevada.com site. Ben R. added the itineraries could include places to stay, a list of tribal tour guides and tribal approved cultural sites to visit. Ben R. also added the GIS technology could also be incorporated.
- F. Tribal Communities Tourism Assessment – Sherry said the Territory recently met with Dr. Carla Santos from the University of Illinois via teleconference and during the meeting tribes were identified for inclusion in the assessment and currently the Territory is working on setting up meetings with identified tribes. Mary added a cultural inventory could also be done during these meetings. Ben A. added that he would like to see an economic impact survey done on tribal events. Scott added the UNR Economic Development Department can do economic development related surveys. Christian added NCOT is currently working on an evaluation project and they are in the process of choosing 10 events to include in the project.

VIII. Territory/Tribal Updates

- A. Ben A. from the Great Basin Native Artists reported the group is working with the Nevada Museum of Art on a Tahoe Basin Exhibit. Ben A. also passed around a copy of his artist portfolio along with a copy of an article that Melissa wrote on him for the First American Art Magazine. Melissa added the group has a website and an on-line artist directory. Melissa said she is working on the business end of the group, has attended the small trainings with Mark Thompson and the group meets regularly to discuss upcoming projects and possible artist venues. Melissa mentioned it would be great to have an Indian Market at Stewart similar to the one held in Santa Fe, New Mexico.
- B. Terry Larson from the Reno-Sparks Indian Colony reported on June 21, 2014 the tribe hosted a member tour of Hidden Cave/Grimes Point along with presentations by Donna Cossette from the Churchill County Museum and artist Mike Williams. Terry said 60 tribal members attended and the next tour will be to Lake Tahoe.

- C. Greg Weyland from the Washoe Tribe reported Meek's Bay has a new website and now camping reservations can be made online. The Tribe is also working on a new travel plaza.
 - D. Ben R. reported on Labor Day weekend he will be participating in the Tahoe Geo-Tourism Expo with the Washoe Tribe at Sand Harbor in Lake Tahoe.
- IX. Agenda Items for Next Meeting
- A. Review of Indian Territory By-Laws
 - B. Update Indian Territory Projects: Indian Territory Photo Library, Indian Territory Brochure Revision, Indian Territory Website Upgrade, Stewart Video and Tribal Communities Tourism Assessment
 - C. Report on planning for the 2015 Nevada Tribal Tourism Conference
- X. Meeting Date and Location of Next Indian Territory – Wednesday, September 10, 2014
- A. Sherry Rupert said the next Indian Territory Meeting will be held Wednesday, September 10, 2014 from 10:00am-12:00pm possibly at the Walker River Paiute Tribe.
- XI. Adjournment
- A. Scott Carey motioned to adjourn the meeting, seconded by Greg Weyland. Motion carried.
 - B. The meeting was adjourned at 12:36pm.