

Nevada's Indian Territory
Wednesday, March 16, 2016
Meeting Minutes

Nevada Indian Commission, 5500 Snyder Avenue, Building #3, Carson City NV

Present: Sherry L. Rupert, Chairperson, Nevada's Indian Territory and Executive Director, Nevada Indian Commission; Chris Ann Gibbons, Secretary/Treasurer, Nevada's Indian Territory and Program Officer, Nevada Indian Commission; Larry Burton, Photographer; Billy Jean Guerrero, Director, Pyramid Lake Museum; Bruce Rettig, President, Charter Advertising/Design Inc; Michon R. Eben, Tribal Historic Preservation Officer, Reno-Sparks Indian Colony and Vice-Chairwoman, Indian Territory; Kari Frilot, Manager, Sales and Industry Partners, Nevada Division of Tourism; Scott Carey, Project Manager, Stewart Indian School Preservation Alliance (SISPA); and Rob Beltramo, Planning Director, Washoe Tribe of Nevada & California

I. Welcome and Introductions

- A. Sherry Rupert called the meeting to order at 10:05am and asked everyone to introduce themselves.

II. Approval of February 17, 2016 Meeting Minutes

- A. Kari Frilot asked for a change under Item V. letter A. Kari wanted it clarified in the minutes that the Public Relations Department and Sales and Industry Partners share the International Sales and Public Relations Specialist position. In addition, Kari asked for an additional change under Item V., Letter A. "Christian Passink is now one of two International Sales Managers and will focus on the Germany, France, and the United Kingdom markets."
- B. Chris Ann Gibbons asked for a change under Item IV. letter B. "The Territory has applied for a FY16 Projects Related to Tourism Grant in the amount of \$4,800 for Stewart Indian School Website Maintenance."
- C. With the changes made, Larry Burton motioned to approve the February 17, 2016 meeting minutes, seconded by Kari Frilot. Motion carried.

III. Comments by Chairperson - Sherry L. Rupert, Chairperson, Nevada's Indian Territory

- A. Report on Testimony before the House Conservation and Natural Resources Subcommittee on Indian, Insular and Alaska Native Affairs in Support of the NATIVE Act
1. Sherry stated that she testified on the NATIVE Act on behalf of AIANTA on February 24, 2016 in Washington D.C., along with Ann Marie Bledsoe Downs from the Department of the Interior, Governor Bill Anoatubby from the Chickasaw Nation of Oklahoma and Principal Chief Patrick Lambert from the Eastern Band of Cherokee Indians.
 2. Sherry said the NATIVE Act will empower tribal communities by promoting collaboration between tribes and federal government and the bill has been assigned to three committees on the House side.
 3. Also, the bill is currently stalled on the Senate side because a Senator has questions about the intent of the bill. AIANTA representatives will be meeting with the Senator this week during USTA's Destination Capitol Hill to discuss the issue.
- B. Report on Attendance at Showcase USA – Italy and ITB Berlin
1. Sherry said this is the first time that she has attended both tradeshow and said it was a very rewarding experience as she met people from all over the world.

2. Showcase USA-Italy was a one day tradeshow that brings in sellers from the USA to sell tourism based packages to Italian tour operators.
 3. Sherry said AIANTA shared the NativeAmerica.Travel website at both tradeshow. Future plans for the website include having the ability to sell tribal tourism based destination packages through the site.
 4. Sherry commented that ITB Berlin was monumental with over 11,000 pavilions. AIANTA had their own pavilion and each year invites tribes who are ready to sell tourism packages. This year both the Chickasaw and Navajo Nations attended.
 5. Sherry said she met a lot of media and tour operators at both tradeshow and AIANTA had prescheduled appointments with tour operators and media.
 6. Both tradeshow are huge opportunities for tribes and Sherry said she mentioned the tribal tourism based itineraries from Travel Nevada during the appointments.
 7. Lastly, Sherry shared photos of ITB Berlin and said that she and Camille Ferguson from AIANTA were on the cover of the daily magazine that is distributed during the tradeshow.
- C. Sherry announced the American Indian Tourism Conference hosted by AIANTA will be held September 12-14, 2016 at the Tulalip Resort Casino in Tulalip, Washington.

IV. Treasurer Report

- A. Chris reported the Territory checking account has a current balance of \$19,427.03 and the FY16 Territory Administrative Grant has a balance of \$1,836.69. Since the last meeting, the Territory paid for members to attend the Rural Roundup, Charter Advertising was paid for Indian Territory website maintenance and the Territory is offering 10 registration scholarships for the upcoming Nevada Tribal Tourism Conference.
- B. Chris said the Territory will be applying for the following FY17, 1st cycle, Nevada Commission on Tourism (NCOT) marketing grants: FY17 Indian Territory Administrative grant, Stewart Indian School Website Maintenance and the 2016 AIANTA Conference.
- C. Lastly, the Territory has recently received reimbursements for the following FY16 Nevada Commission on Tourism Marketing grants: Indian Territory Administrative Grant, 2015 AIANTA Conference and Indian Territory Website Maintenance.

V. Nevada Division of Tourism Update – Kari Frilot, Manager, Sales and Industry Partners, Nevada Division of Tourism

- A. Kari reported that FY16 Projects Related to Tourism grants have been awarded and through the grant program, 24 projects were funded from 22 different organizations, there were 31 requests with 7 denials and approximately 80% of the projects funded were signage related.
- B. The deadline for submitting applications for FY17, 1st Cycle NCOT Marketing Grant program is April 22nd and the Territory Advisory Committee will meet after this deadline to discuss grant awards that will be finalized at the NCOT Board Meeting scheduled for June 29, 2016.
- C. Kari reminded the Territory the Rural Roundup will take place April 13-15, 2016 in Laughlin, Nevada. There is still room on the motor coach and time to submit your tourism related videos for the Reelin' on the River film fest.
- D. A press conference will be held on March 22nd at UNR to talk about Travel Nevada's partnership with Google to use the Google Trekker camera to collect images of less traveled areas across the state. Sydney Martinez from Travel Nevada headed up the project and the images are for use on Google maps.

- E. Bethany Drysdale from Travel Nevada and Department of Tourism and Cultural Affairs Director Claudia Vecchio will be hosting roundtable meetings in each of Nevada's 17 counties to educate people about room tax and why it is important.
 - F. In commemoration of the 30th anniversary of Life Magazine dubbing HWY 50 the loneliest road in America, signage along the route is being replaced through a Projects Related to Tourism grant.
 - G. The Governor's Global Tourism Summit will be held October 11-12, 2016 at the Grand Sierra Resort. Representatives from Travel Nevada's 9 International offices will be at the Summit and an International Market will be held along with two familiarization tours before the Summit.
 - H. This is the 4th year of the Discover your Nevada Campaign and it will be launched either April or May.
 - I. Larry Friedman from Travel Nevada will be accompanying the Las Vegas Convention and Visitors Authority to the World Travel Market Latin America (WTMLA) March 28-31st in Brazil.
- VI. Update on Planning for the 2016 Nevada Tribal Tourism Conference, April 27-28, 2016, Carson City, NV
- A. Sherry said the 2016 Nevada Tribal Tourism Conference will be held April 27-28, 2016 in the Nevada Room at the Governor's Mansion in Carson City.
 - B. Sherry reported the save the date for the Conference has been sent out and the registration brochure will be sent out soon.
 - C. Sherry shared the draft agenda with the Territory and extras include a tour of the Governor's Mansion and a tour of the Stewart Indian School. Also, the host hotel is the Carson City Plaza and there will be an evening reception held at the Nevada State Museum.
- VII. Indian Territory Projects
- A. Revision of Territory Flickr Page – This project is in progress.
 - B. Nevada's Indian Territory Profile Sheet –This project will begin soon.
- VIII. Territory/Tribal Updates
- A. Sherry reported that Ben Rupert recently took Indian Education Summit attendees and UNLV Alternative Spring Break students on two separate tours around Lake Tahoe. In addition, Sherry stated that she was interested in having a dedicated tribal tourism position that would be housed either at Travel Nevada or the Nevada Indian Commission (NIC) as state agencies are currently building their budgets for the next biennium. Also, the NIC is currently assisting the Carson City Chamber of Commerce in planning their annual meeting which this year will be held at the Stewart Indian School. Lastly, Sherry said she was recently interviewed by UNR President, Marc Johnson on KUNR. Sarah Cowie, Assistant Professor of Anthropology, is receiving the Presidential Early Career Awards for Scientists and Engineers, the highest honor bestowed by the United States Government on science and engineering professionals in the early stages of their independent research careers for her collaborative archaeological project she did at the Stewart Indian School.

- B. It was shared that the Great Basin Native Artists will be displaying their work at the Stewart Father's Day Powwow as well as the upcoming Tribal Ecological Knowledge (TEK) Summit.
- C. Michon Eben from the Reno-Sparks Indian Colony (RSIC) reported this Saturday the Great Basin Native Artists will be holding a seminar in her office building. Mark Thompson from IDRS will be in attendance at the seminar and Larry Burton will be working with the artists to photograph their work. Michon also shared the Tribe will be hosting a tour out to Pyramid Lake on April 26th and this Friday RSIC women veterans will be included in a dedication of a garden honoring women veterans at the Veterans Administration in Reno.
- D. Larry Burton shared that he recently met with Pyramid Lake as he would like to volunteer his time to take photos for the Tribe. Larry also said it would be great to see photographers come out to Stewart for the day to photograph the campus and then donate their photos back. Kari said she will talk to Nevada Magazine about this project.
- E. Scott Carey from the Stewart Indian School Preservation Alliance (SISPA) said the Great Basin Native Artists currently have an exhibit at the Sparks Heritage Museum. Also, SISPA will be holding their first fundraiser at Stewart on Saturday, May 21, 2016. Lastly SISPA recently received a grant from the NV 150 Foundation in the amount of \$25,000 to fund a documentary on the Stewart Indian School.
- F. Billie Jean Guerrero from the Pyramid Lake Museum reported that she is currently working on recruiting volunteers, is receiving inquiries from tour groups, revamping the museum gift shop and rotating displays in the museum. Billie Jean also noted the digitization project the museum has been working on for some time should be completed by the end of June. She also asked for the Territory's input on a possible travel sponsorship for a television show called Trout TV that will be filming at Pyramid Lake. Billie Jean said the Tribal Council has already approved it and the show will be coming in from the east coast. Kari suggested that Billie Jean contact Bethany Drysdale from Travel Nevada to see if she could assist in getting the crew comp rooms and other travel related assistance.
- G. Rob Beltramo from the Washoe Tribe reported the Tribe will be hosting a tribal members only job fair for the new 13,500 square foot Wa She Shu Casino at the Douglas County Community & Senior Center on Thursday, April 14th from 11am-7pm and April 15th there will be a public job fair at the same location. Also, the grand opening for the Wa She Shu Travel Plaza will be held from 2-5pm on March 25, 2016. Lastly, Rob thanked Bruce for doing the logo work he did for the Tribe.
- H. Bruce Rettig from Charter Advertising shared the January 1-December 31, 2015 stats compared with the same dates in 2014 for both the Stewart Indian School and Indian Territory websites. Bruce said that both sites have received increases in page views, users, and new visitors. Also, in terms of countries who visit the sites, Brazil comes in 4th for Indian Territory site and 2nd for the Stewart site. Bruce also shared that a literary publication he designs and published called Edge recently won a Silver Addy Award. Bruce said a photo by his daughter Brianna is on the cover of the publication.

IX. Agenda Items for Next Meeting

- A. Indian Territory Projects
- B. Planning for the 2016 Nevada Tribal Tourism Conference

- X. Meeting Date and Location of Next Indian Territory Meeting
 - A. The next Indian Territory meeting will be held Wednesday, April 20, 2016 from 10:00am-12:00pm at the Nevada Indian Commission.

- XI. Adjournment
 - A. The meeting was adjourned at 11:25am.