

Nevada's Indian Territory
Wednesday, July 19, 2017 Meeting Minutes
Nevada Indian Commission, 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 Curator, Stewart Indian School Cultural Center; Larry Burton, Photographer; Devon Blunden, Marketing Specialist, Nevada Division of Tourism; Greg Weyland, Director, Washoe Tribal Gaming Commission, Washoe Tribe of Nevada & California; Bruce Rettig, President, Charter Advertising (teleconference); Shoshana Zeldner, Community Arts Director, Nevada Arts Council; Pat Atkinson, Folklife Director, Nevada Arts Council; Bobbi Rahder, Museum Director, Stewart Indian School Cultural Center; Kari Frilot, Rural Programs Manager, Nevada Division of Tourism; Michon R. Eben, Cultural Resource Program/Tribal Historic Preservation Office, Reno-Sparks Indian Colony; Bethany Sam, Business Development Manager, First Nations Focus, Sierra Nevada Media Group

- I. Welcome and Introductions
 - A. Sherry Rupert called the meeting to order and asked everyone to introduce themselves.

- II. Approval of March 17, 2017 Meeting Minutes
 - A. **With no changes made, Michon Eben motioned to approve the March 17, 2017 meeting minutes, seconded by Pat Atkinson. Motion carried.**

- III. Comments by Chairperson - Sherry L. Rupert, Chairperson, Nevada's Indian Territory
 - A. American Indian Tourism Conference (AITC) – Sherry said the 2017 AITC will be held September 11-14, 2017 in Green Bay, Wisconsin. This year mobile workshops include a tour of Lambeau Stadium, home of the Green Bay Packers and a tour of local tribal lands, including the Oneida Nation.
 - B. Implementation of NATIVE Act – Sherry said the Native American Tourism and Improving Visitor Experience Act (NATIVE) was passed in 2016. The bill requires the Department of Commerce, the Department of the Interior, and others to update their management plans and tourism initiatives to include Indian tribes, tribal organizations, and Native Hawaiian organizations. Sherry said she will be attending a Global Tourism Summit in Hawaii in September to participate on a panel to discuss implementation of the NATIVE Act and the American Indian Alaska Native Tourism Association (AIANTA) as lead on implementing the Act. AIANTA is also asking for appropriations through the Department of Interior to fund implementation of the Act.
 - C. Outcome of the Legislative Session – Sherry reported the Stewart Indian School received funding in the 2017 Nevada Legislative Session. \$4.5 million is set aside for the Stewart Indian School Cultural Center and \$1.2 million is set aside for the old Stewart Indian School gym.
 - D. The Stewart Indian School documentary is near completion, the Stewart Indian School Master Plan is 60% completed and the application to designate the Stewart Indian School as a National Historic Landmark is in the research phase.
 - E. AIANTA will be signing a memorandum of understanding with the Aboriginal Tourism Association of Canada (ATAC) with the purpose of establishing a framework for cooperation between the two associations.

- IV. Treasurer Report – Chris Ann Gibbons, Secretary/Treasurer, Nevada’s Indian Territory
 - A. Chris reported the Territory checking account has a current balance of \$14,484.20.
 - B. Since the last meeting, the Territory has closed out all of the FY17 Nevada Commission on Tourism (NCOT) Marketing Grants including the 2017 Stewart Father’s Day Powwow and 2017 Nevada Tribal Tourism Conference and expenditures since the last meeting have related mainly to these grants.
 - C. The Territory has received the following FY18, Cycle 1 NCOT Marketing Grants: Indian Territory Administrative Grant \$5,000.00, 2017 American Indian Tourism Conference \$5,000.00, Stewart Indian School website maintenance \$2,400.00.

- V. Nevada Division of Tourism Update – Kari Frilot, Manager, Sales and Industry Partners, Nevada Division of Tourism
 - A. Kari Frilot reported the Sales and Industry Partners team discussed realignment of Sales Managers to Market Managers and decided to divide International travel and relations as follows: Christian Passink – Canada, United Kingdom and Europe; David Lusvardi – Latin American and Australia; Sylvia Welsh – Domestic, Indian and China.
 - B. The Projects Related to Tourism grant applications will open on November 6, 2017 and close on January 19, 2018. Also, the FY18, 2nd cycle of the NCOT Marketing Grant will open on August 2, 2017 and close on September 29, 2017. Kari said for the FY18, 1st cycle of the NCOT Marketing Grant, NCOT received 192 grant applications requesting over 1.6 million and have awarded \$983,400 to 159 projects.
 - C. The Territories have all been invited on a sales mission to India scheduled for September. Kari noted that Territory members are responsible for their own travel and that Lt. Governor Hutchinson will be going on the sales mission.
 - D. The Governor’s Global Tourism Summit is scheduled for December 4-5, 2017 at the Flamingo in Las Vegas. The theme of the Summit is “Nevada Welcomes the World.”
 - E. Teri Laursen hosted an event in the Bay Area on June 22, 2017 and 20 tourism partners from Nevada participated. At the event, there was a networking event aboard the SS Hornblower with more than 40 buyers in attendance. Also, Department of Tourism and Cultural Affairs Director Claudia Vecchio and Governor Sandoval are currently on a sales mission to Panama.
 - F. Kari handed out new business cards that have been developed with all of Travel Nevada’s social media accounts. She said the contact for the social media accounts is Kaitlin Godbey.
 - G. Devon Blunden shared information on Travel Nevada’s new no cost partner portal through the travelnevada.biz website. Devon gave an overview on how to log-in, create an account and manage information. Devon also shared that consumers can create pages to keep track of their favorites. Sherry added that she and Bobbi Rahder will share this information on their upcoming visits with Nevada’s tribes. Devon said he will send Sherry a one page on the portal that she can share with the tribes.

- VI. Report and Discussion on 2017 Nevada Tribal Tourism Conference, April 4-6, 2017, Ely, NV
 - A. Evaluations - Sherry handed out copies of the evaluations that were compiled for the 2017 Nevada Tribal Tourism Conference. She shared that overall the attendee evaluations returned were very positive and all attendees said they would return for next year’s Conference. Topic that attendees would like to see next year include Update on NATIVE Act, presentation on social media, information on how to create a business plan and more information on

indigenous foods. Comments on how attendees would improve the Conference included involving more tribal leadership, increase Conference attendance and talk more about collaboration with state and federal agencies. Sherry also noted there was a small number of attendees this year due to many factors including the remote location, late promotion of the Conference and difficulty in getting the local tribe involved.

- B. Possible Dates and Location for the 2018 Nevada Tribal Tourism Conference (10th Anniversary!) April 23-25, 2017 in Tahoe?? (Rural Roundup is April 11-13, 2017 in Tonopah, NV) – Sherry said Conferences held in both Las Vegas and Lake Tahoe have had the highest rates of attendance and the first Conference was held at the Cal-Neva Lodge on the North Shore of the lake. The Territory briefly discussed locations in Lake Tahoe and suggestions included the Presbyterian Conference Center, The Episcopal Camp, 4-H Camp, Valhalla, The Hard Rock Hotel and Casino, Harvey’s Lake Tahoe Hotel and Casino, Harrah’s Lake Tahoe Hotel and Casino and Montbleu Resort Casino and Spa.

VII. Update on Indian Territory Exhibit at Reno-Tahoe International Airport and Discussion on RFP for Possible Designers for New Indian Territory Exhibit

- A. Sherry said the Territory’s current exhibit was going to be temporarily taken down while the Peppermill Hotel redesigned their exhibit. Sherry said she talked with the Reno-Tahoe International Airport and the Peppermill Hotel has decided to postpone the redesign of their exhibit until 2018 and instead they are currently working on the installation of an exhibit in the baggage claim area. Also, in June 2018 a new elevator will be installed in the Territory’s current exhibit area so planning has begun to permanently move the exhibit to the current passenger waiting area.
- B. Sherry said a draft RFP should be ready to share with the Territory at the next meeting. The RFP is to request proposals for a new exhibit design.
- C. The Territory is also looking into either replacing or taking down the television in the current exhibit as it does not work.

VIII. Revisit List of Indian Territory Projects

- A. The Territory went through the list of Indian Territory projects and briefly discussed some of them. Projects discussed included creating a page for tribal RV sites on the Indian Territory website, putting together a one day photo event at the Stewart Indian School, creating photo workshops for youth and speaking with the CEO at the McCarran International Airport in Las Vegas on the creation of an Indian Territory exhibit at that Airport. Pat Atkinson added the photo workshop could be funded through an Artist Residency Express Grant.

IX. Territory/Tribal Updates

- A. Pat Atkinson from the Nevada Arts Council reported that both Flora Greene and Patricia Hicks are the recipients of the 2018 Nevada Heritage Award. The award presentation will be taking place at the upcoming Numaga Indian Days Powwow in Hungry Valley. Pat handed out information on the two award recipients.
- B. Michon Eben from the Reno-Sparks Indian Colony reported that baskets from the Placer County Museum have been repatriated to the Colony and to celebrate the return of the baskets an exhibit has been developed in the Tribal Historic Preservation Office entitled “The Culture

of Weaving: Traditional Baskets in Transition.” The exhibit will be up until the end of August. Michon asked that those interested in viewing the exhibit should call ahead to ensure staff is on hand to open the building. Also, the Colony will be hosting the last day of Artown in Reno and the Territory has been invited to have a booth at the event.

- C. Greg Weyland from the Washoe Tribe of Nevada and California reported the Tribe is finalizing a new gaming compact with the State that would allow them to have all gaming, not just slots at their Casino. Also, the Tribe is working on adding showers to the travel plaza for truck drivers as well as looking into developing convention space and a sports book and lounge.
- D. The new Stewart Indian School Cultural Center Museum Director Bobbi Rahder introduced herself to the Committee. Bobbi stated that previously she developed the Haskell Cultural Center and Museum and is looking forward to developing a cultural center at the Stewart Indian School.
- E. Larry Burton reported that he took photographs at the Pyramid Lake War Memorial Walk/Run in May and he will be taking photos at the upcoming Sacred Visions Powwow. Larry said he has also been asked to take photos of the Pyramid Lake Honor Guard.
- F. Bethany Sam from First Nations Focus reported Sierra Nevada Media Group has launched a new website entitled “Everything Nevada.” She said the site gives businesses and others the capability to market themselves and that the Territory would be a great addition to the site. Bethany handed out information which included pricing and statistics on how the site benefits both partners and consumers. She noted a community page is \$350 a month. Bethany also shared the next submission deadline for First Nations Focus is July 26, 2017 and the next edition will be available beginning August 16, 2017. Also, the publication should be going national by December and a digital edition is now available online.
- G. Bruce Rettig from Charter Advertising reported he is working on updating the news page on the Indian Territory site and would like to add information to the site on the NATIVE Act.
- H. Sherry shared the July issue of Nevada Business Magazine which included an interview with Department of Tourism and Cultural Affairs Director Claudia Vecchio. In the article, Claudia mentioned that travelers are “lured by Nevada’s wide open spaces and a chance to visit the authentic American West with cowboys, rodeos and Native American culture.” Sherry said she was happy to see tribal tourism mentioned in the article.

X. Agenda Items for Next Meeting

- A. Discuss 2018 Nevada Tribal Tourism Conference theme and location
- B. Update on Indian Territory Exhibit at Reno-Tahoe International Airport
- C. Update on current Indian Territory projects

XI. Meeting Date and Location of Next Indian Territory Meeting – Wednesday, September 20, 2017; Need to change this date due to conflict (change to September 19 or 21?)

- A. Sherry said the Wednesday, September 20, 2017 is a conflict and she will e-mail out a new meeting date.

XII. Adjournment

- A. Michon Eben motioned to adjourn the meeting, seconded by Larry Burton. Motion carried.
- B. The meeting was adjourned at 12:18pm.