

Nevada's Indian Territory
Wednesday, July 25, 2018 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, Treasurer, Nevada's Indian Territory, and Curator, Stewart Indian School Cultural Center and Museum; John Dayberry, Native Elements; Bruce Rettig, Charter Advertising; Sari Nichols, Secretary, Nevada's Indian Territory, and Program Officer I, Nevada Indian Commission; Larry Burton, Photographer; Yennifer Diaz, International Sales and Public Relations Specialist, Department of Tourism and Cultural Affairs

- I. Welcome and Introductions
 - A. Sherry L. Rupert called the meeting to order.
- II. Approval of May 9, 2018 Meeting Minutes
 - A. With no changes made, Larry Burton motioned to approve the May 9, 2018 meeting minutes, seconded by Bruce Rettig. Motion carried.
- III. Comments by Chairperson – Sherry L. Rupert, Chairperson, Nevada's Indian Territory
 - A. 2018/2019 Territory Projects
 - i. Sherry shared her goal to have all Nevada Tribes listed in the NativeAmerica.Travel website. The website is hosted by AIANTA. Each tribe will have an opportunity to promote their own unique tourist offerings or general information on the website. Each tribe will be given their own web page. AIANTA would like to then use the information to create a map of Nevada tribes and their attractions.
 - ii. Sherry would like to see campgrounds, RV parks, stores, and other existing infrastructure promoted on the NativeAmerica.Travel website. A map of the tribes and visitor attractions could then be used on the Nevada's Indian Territory website and an itinerary and brochure developed from the information.
- IV. Treasurer Report – Chris Ann Gibbons, Treasurer, Nevada's Indian Territory
 - A. Chris reported that the Territory checking account has a current balance of \$10,921.05. All FY18 grant funds have been spent. The Territory received a reimbursement check from Nevada Department of Tourism. Chris will input the FY19 grant award funds into the checking account spreadsheet and report on them at the next meeting.
- V. Nevada Division of Tourism Update – Yennifer Diaz International Market Manager Nevada Division of Tourism
 - A. Sales and Industry Partners – They received 216 applications for FY2019 1st Cycle Rural Marketing Grant program requesting \$1,994,081 in funding. They are funding 178 grants totaling \$1,006,203. Award letters went out earlier in the month. They are working on reimbursements for 2018 grants. They will be interviewing for the Rural Programs

Manager next week. This position is responsible not only for the grants program, but is liaison to the six territories, Rural Round-up and other rural programs.

Also, effective next week, Yennifer Diaz was promoted to International Market Manager overseeing the “Americas” which will include domestic shows, Canada and all of Latin America. Teri Laursen will be taking over the Australian market. The changes are a result of David Lusvardi who chose to leave TravelNevada last week.

Invitations to participate in the first domestic mission will be going out next week. The first mission will be held in Dallas, Texas. This mission will include consumers, trade and media and will be held in October. Be on the look-out for more information.

Leads from the Brand USA Sales Mission to Japan and South Korea were sent out. This was a highly successful mission with much interest in outdoor adventure, Native American culture and the western cowboy experience from both markets.

FY2019 (July 2018 thru June 2019) TravelNevada schedule is finalized. Copies of the schedule are on the TravelNevada website. The schedule includes four domestic sales missions which will have a trade, media and consumer component. There are also two international sales missions scheduled, one to Canada and the other to Mexico both being led by Yennifer Diaz.

Marketing Department – They continue to build the Industry Partners website travelnevada.biz and have a partner portal on that site to enable each partner to set up and manage their own page on the website -travelnevada.com. If you haven't already set up your page and would like help, contact Devon Blunden with the marketing department at dblunden@travelnevada.com or call him on 775.687.0644.

VI. Report and Debrief on 2018 Nevada Tribal Tourism Conference

- A. Evaluations – Sherry noted that the agenda should read VI. 2019 Nevada Tribal Tourism Conference. The report and debriefing took place at the last Territory meeting. The evaluations have been compiled and were read to the group. One of the attendees mentioned that there should be more mobile workshops. Sherry liked the idea and added that another use for tribal RV and campgrounds maps could be used to create itineraries and could also be used for the Nevada Tribal Tourism Conference mobile workshops. Many of the conference attendees said they wanted to see more tribal business owners as speakers and to have more question and answer time. Based on the suggestions given in the evaluations the group discussed possible topic ideas for the next conference. Sherry asked the group to think about specific topics to discuss at the next Territory meeting.
- B. Selection of 2019 Nevada Tribal Tourism Conference Location - Sherry reminded the Territory that during the last meeting, Elko was picked as the next conference location. The group discussed possible conference dates and decided on April 15-17, 2019. Sherry shared a listing of possible conference venues with the group. There was some discussion about specific venues and why each would or would not work. Sherry and Sari will visit a few of them during an upcoming tribal visitation trip, time permitting and report back to the group.

VII. 20th Annual American Indian Tourism Conference (AITC) – September 17-20, 2018 in Albuquerque, NM

- A. The Indian Territory will be a vendor at the AITC. Sari shared the new table top banners and logo items with the group. The new Nevada shaped luggage tags were favored by the group. The items will be given away at the Territory booth.
- B. Sherry reminded the group that this year is the 20th Anniversary of the AITC. She shared information on the mobile workshops with the group, and other events tied to the conference. Sherry reminded the group that the Territory received a Tourism grant for the AITC. She asked that Territory members wishing to attend this year's conference let her know in the next few days.

VIII. Update on Reno-Tahoe Airport Exhibit

- A. John Dayberry gave an update on his proposal. After reviewing his proposal budget it is clear that that the grant award of \$20,000 is not enough to cover the exhibit move and expansion. John shared his ideas on how to acquire more funding for the project. John reported that he and Bruce are working on renderings to share with two local corporations: Panasonic, and Patagonia. John feels that these two companies are most likely to support the airport project and Indian Territory. Sherry reminded John that the airport had offered to disassemble and store the existing exhibit for free. Sherry is to follow up with the airport on this as it would reduce the cost of the project by \$14,000. Sari mentioned the grant project has a hard deadline of June 30, 2019. Chris reminded the group that Nevada's Indian Territory is not a 501(c) 3 organization so corporations may not be willing donate large funds. Sherry suggested possibly working with Stewart Indian School Preservation Alliance (SISPA) and using their non-profit status as a pass-through. All agreed that the subject of large donations should be discussed with the Department of Tourism and Cultural Affairs. John brought up the idea of having AIANTA work with the Territory to bring the Nevada Tribal list map from the webpage to the exhibit and possibly helping secure donor funds. After much discussion it was agreed that John and Bruce would work on the renderings and presentation to Panasonic and Patagonia, and Sherry would talk to AIANTA about partnering with the Territory for this project. Bruce said he would have the renderings done by August 18, 2018.

IX. Territory/Tribal Updates

- A. Larry mentioned that he saw an outstanding Native American dance group from Grindstone, California while attending Reno's Art Town. He would like to see them invited to next year's Stewart Father's Day Powwow. Larry is working with the Reno Sparks Indian Colony to photograph items for their upcoming gift shop. Larry is hosting a webinar for artists on August 14, 2018. Larry announced that he is now a certified instructor of photography. The Nevada Arts Council (NAC) offers grants to organizations seeking funding to host artistic instructional classes. Now that Larry is a certified instructor it will be easier for him to work with organizations using NAC grant funding. Larry would like to offer tribes and schools one day classes on how to take pictures of art, products, and documenting tribal life. The Nevada Arts Council grant would pay for supplies and his mileage.

- B. Bruce reported that he has been busy updating websites including the Stewart Indian School and Indian Territory websites. The Pyramid Lake website has been re-launched and is doing well. Bruce mentioned that Kelly Krolicki contacted him about adding SISPA information and documents onto the Stewart Indian School website. Sherry said that any changes to the Stewart website will need to be directed through the Nevada Indian Commission.
 - C. John updated the group on Meeks Bay's new infrastructure including a new bike trail. The next phase of development at Meeks Bay is to implement changes to transportation around the area, including installation of electric bikes to discourage automobile use.
 - D. Chris shared her and Bobbi's experience at the recent Art Town program, Reawakening the Great Basin: A Native American Arts and Cultural Gathering, hosted by the Reno Sparks Indian Colony. The event drew a larger than expected crowd. Chris said that she and Bobbi talked to thousands of attendees. She thanked Bruce and Tiffany Stonecipher of Charter Advertising/Design for their help with getting the Stewart Indian School yearbooks on the website. Chris reported on the effort to get Stewart related items to the Heard Museum for their new Indian Boarding School exhibit. The Stewart Indian School Cultural Center and Museum staff is working with Gallagher and Associates on exhibit design and construction of the cultural center and museum is set to begin in late July. The staff is also working with a retired geologist on a scavenger hunt game. The game is based on the rocks on the Stewart campus. Once the game is complete and tested it will be available on the Stewart website and local rock/mining related websites.
 - E. Sherry passed around the new Nevada Arts and Culture Guides. Sherry reported on the completion of the Stewart Indian School Master Plan and mentioned that this will be presented to the Governor. She also mentioned that the NIC has asked for more funding for the completion of the old gym. The NIC has been awarded a Commission for Cultural Centers and Historic Preservation (CCCHP) grant of \$79,000 for architectural program and schematic design of the auditorium. Sherry also thanked everyone for their involvement in the Cultural Center and Museum Blessing Ceremony that was held July 11, 2018.
- X. Agenda Items for Next Meeting
- A. Sherry asked Territory members to send her any agenda items for the next meeting. Other agenda items include: Nevada Tribal Tourism Conference and the AITC.
- XI. Meeting Date and Location of Next Indian Territory Meeting – September 5, 2018
- XII. Adjournment
- A. Yennifer made a motion to adjourn, seconded by Bruce. The meeting was adjourned at 11:55am.