

Nevada's Indian Territory
Wednesday, September 5, 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; Bruce Rettig, Charter Advertising; Sari Nichols, Secretary, Nevada's Indian Territory, and Program Officer I, Nevada Indian Commission; Larry Burton, Photographer; Shari Bombard, Rural Programs Manager, Department of Tourism and Cultural Affairs; Christian Passink, International Marketing Manager, Department of Tourism and Cultural Affairs; Greg Weyland, Director, Washoe Tribal Gaming, Washoe Tribe of Nevada California; Bethany Sam, Business Development Manager, First Nation's Focus, Sierra Nevada Media Group

- I. Welcome and Introductions
 - A. Sherry L. Rupert called the meeting to order.
- II. Approval of July 25, 2018 Meeting Minutes
 - A. With no changes made, Larry Burton motioned to approve the July 25, 2018 meeting minutes, seconded by Chris Ann Gibbons. Motion carried.
- III. Comments by Chairperson – Sherry L. Rupert, Chairperson, Nevada's Indian Territory
 - A. Sherry handed out copies of the 2018 Tribal Tourism Conference Final Report and asked Sari Nichols to present the report. Sari reported on the surveys and expanded upon what was learned from them; the participants enjoyed the relaxed atmosphere of the staging of the speakers. This was the first year the conference placed couches on the stage for the speakers. This allowed for dialog between the speakers and participants. The survey responses showed that participants would like to have more time for questions and answers. Participants also said they would like to see the mobile workshop focus on tribal businesses to learn what works and how other tribes are attracting visitors. Sherry said that this year's conference had the biggest number of participants, citing Tahoe as a big draw for the event. Next year's conference is scheduled to be in Elko. Sherry reported on the funding for the conference and noted that AIANTA awarded the Territory a grant, but is unsure if the grant will be offered in 2019. The Elko Convention and Visitors Authority and Newmont Mine continues to support the conference. Sherry made mention of the attendee breakdown and noted that half of the participants were tribal members.
- IV. Treasurer Report – Chris Ann Gibbons, Treasurer, Nevada's Indian Territory
 - A. Chris reported the Territory checking account has a current balance of \$18,573.85.
 - B. Since the last meeting Territory charges have all related to the 2018 American Indian Tourism Conference.

- C. The Territory was awarded four new grants in the FY2019 1st cycle: Administrative Grant \$5,000; American Indian Tourism Conference \$5,000; Stewart Indian School Website Maintenance \$2,400.
- V. Nevada Division of Tourism Update – Shari Bombard, Manager, Sales and Industry Partners, Nevada Division of Tourism

Sales & Industry Partners:

- A. Shari Bombard started August 27 as the new Rural Grants Manager based in Carson City. You may know her from Tonopah, where she oversaw the tourism efforts there.
- B. Marketing Rural Grant submission is open until Sep 28, so please get grants in prior to cutoff.
- C. TravelNevada hosted 75 agents from AUS/NZ for a day trip on Lake Mead cruises and included a stop at Shelby and Premium South.
- D. The first domestic mission will be held in Dallas, Texas. This mission will include a consumers, trade and media and will be held in October 18 - 21.
- E. Dates for Mexico Sales Mission are now October 9-12, if you are interested in participating please contact Yennifer Diaz at ydz@travelnevada.com. Participating partners will get the opportunity to meet one on one with Tour Operators, Travel Agents, Airlines and key media contacts. There is no fee to participate in this mission. The mission will visit Mexico City and Guadalajara.
- F. TravelNevada will be conducting the Outlaws, Aliens and Cowboy FAM Sep 10-15. The FAM will cover Downtown Las Vegas, up the ET highway, Tonopah, Beatty, Death Valley, Pahrump and Boulder City.
- G. The dates for Governor’s Global Tourism Summit are November 12 – 14. Please check the website governorssummit.org for more information.
- H. TravelNevada will once again participate in the Brand USA sales mission to India. Teri and Sylvia will be attending, visiting 3 cities in 5 days. This mission has proven results for Nevada and the Indian buyer.

Marketing Department:

- A. They continue to build our 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 our website -travelnevada.com. If you haven’t already set up your page and would like help, contact Devon Blunden with our marketing department at dblunden@travelnevada.com or call him on 775.687.0644.

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

- A. Sherry reported that Nevada’s Indian Territory was awarded a grant through TravelNevada. The funds will be used to purchase booth space and to send Territory

members to the conference. Sherry Rupert, Ben Rupert, Billie Jean Guerrero, and Sari Nichols will attend. Bethany Sam will be a conference speaker. Sherry announced that a Memorandum Of Understanding (MOU) will be signed at the conference between AIANTA, the U.S. Department of Commerce, and the U.S. Department of Interior regarding implementation of the Native American Tourism and Improving Visitor Experience (NATIVE) Act.

VII. Update on Planning for the 2019 Nevada Tribal Tourism Conference

- A. Following up on prior discussions Sherry reported that the 2019 conference will be held April 15-17, 2018 in Elko, Nevada. Sherry was unable to visit some potential sites for the conference while in Elko so she will continue to look into possible hosts. Sherry will look for potential speakers at the upcoming American Indian Tourism Conference.

VIII. Update on Reno-Tahoe Airport Exhibit

- A. Bruce updated the group on the new Reno-Tahoe Airport Exhibit rendering. Bruce shared the first draft of the rendering and said that he and John Dayberry are already making changes to it. The proposed rock floor is an ADA issue. John and his assistant Christine are still working on a proposal to pitch to Patagonia and other potential donors. Bruce asked the group to send comments and suggestions to him via e-mail during the few weeks as he is redoing the rendering as part of the upcoming meeting between John and Patagonia. Sherry reminded Bruce that the airport wanted to keep a certain number of seats. Sari is to contact Reno Tahoe Airport to find out about the seating. Sherry would like to see space for the Territory and tribal brochures. Bruce will share an update at the next meeting.

IX. Territory/Tribal Updates

- A. Greg said the tribal offices are busy preparing for the upcoming October council elections.
- B. Bethany gave an update on First Nation's Focus magazine. She would like to see the tribes submit articles for publication. Revenue growth has stalled and must go up in order to keep the magazine viable. Bethany shared "Everything Nevada" a website developed and hosted by Sierra Media Group. The website is a catch all for visitor information and Bethany would like to see more tribes use it. There was a brief discussion on how to reach out to tribes regarding marketing. Some tribes are not sure what to share or how to market what they offer. Bruce suggested offering marketing tool kits. Sari suggested offering to show tribal members how to use social media as marketing tools. Bethany will take the group's suggestion to Sierra Nevada Media Group. There will be a digital workshop at the Battle Born Social at 9am, September 6, 2018. The workshop will focus on social media and will show how "Everything Nevada" works.
- C. Larry reported on the Numaga Indian Days Powwow. Larry said it was well attended and everyone seemed to enjoy themselves. Larry attended an Indian Resolution Dispute Service (IRDS) webinar. It has been a while since one has been offered. Larry is now

associated with Action Camera and has been offering a few workshops on wildlife photography.

- D. Chris reported on the September 4, 2018 construction start date for the Stewart Indian School Cultural Center and Museum. The construction is slated to be completed by Spring of 2019. The Museum staff is partnering with a design team as well as input from Stewart Alumni on the exhibit displays. Christian asked if people are donating more items now that a museum is underway. Chris said yes, that she has seen an increase in donations.
 - E. Sherry reminded the group that the American Indian Achievement Awards Banquet and Silent Auction is coming up November 17, 2018. This year the event will be held in the Stewart gym.
- 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 the Nevada Tribal Tourism Conference.
 - XI. Meeting Date and Location of Next Indian Territory Meeting – November 21, 2018.
 - XII. Adjournment
 - A. Meeting was adjourned at 11:34 am.