

Indian Territory Meeting Minutes
Nevada Indian Commission Office
5500 Snyder Ave., Bldg. #3, Carson City, NV 89701
Wednesday, January 20, 2010

Present: Sherry L. Rupert, Chair, Indian Territory and Executive Director, Nevada Indian Commission; Chris Gibbons, Treasurer, Indian Territory and Administrative Assistant III, Nevada Indian Commission; Scott H. Carey, Secretary, Indian Territory and Tribal Planner, Pyramid Lake Paiute Tribe; Bruce Rettig, President, Charter Advertising; John Dayberry, Owner, Native Elements Landscape & Restoration; Rob Beltramo, Tribal Planner, Washoe Tribe of Nevada and California; Alfred C. Granados, Business Operations Manager, Washoe Tribe of Nevada and California; Christian Passink, Rural Programs Manager, Nevada Commission on Tourism

- I. Welcome and Introductions
 - a. Sherry Rupert called the meeting to order at 10:09 am. Introductions were not made due to the fact everyone in attendance knew each other.
- II. Approval of December 16, 2009 Meeting Minutes
 - a. Chris Gibbons motioned to approve the meeting minutes of December 16, 2009 the motion was seconded by Bruce Rettig. Motion carried.
- III. Comments by Chairwoman
 - a. Sherry Rupert shared the findings of a recent study that was sent out to the Indian Territory in regards to Cultural and Heritage Tourism. The study conducted by the U.S Cultural & Heritage Tourism Marketing Council and the U.S. Department of Commerce, revealed that 78% of all U.S. leisure travelers participate in cultural or heritage activities while traveling. According to the study, this figure translates to 118.3 million adults each year. On average cultural and heritage travelers spend \$994 per trip and contribute more than \$192 billion annually to the U.S. economy.
- IV. Treasurer Report
 - a. Chris Gibbons gave a brief overview of the funds available to Indian Territory. The balance of the Indian Territory Administrative Grant is \$2,827.05. Since our last meeting \$60 was spent for lunch for Indian Territory Members at the 12/16/09 Reno-Tahoe Territory Meeting. The remainder of the budget for this grant includes; \$1,000 for registration scholarship fees for Tribes to attend the Tribal Tourism Conference in April, \$649 for registration fee to attend the RES 2010 Conference in February, and \$1,178.05 for travel expenses related to Indian Territory Meetings.
- V. Nevada Commission on Tourism Update
 - a. Christian Passink provided the Nevada Commission on Tourism update this month. Christian stated that he is concentrating his efforts on the upcoming Rural Roundup in Winnemucca, March 24-26. The registration website for Rural Roundup went live today. Registration for the event costs \$65 before March 8th and \$80 after.

NCOT has arranged for a bus to provide transportation to Winnemucca for the Rural Roundup. A bus will leave Carson City and will make a stop in Reno on its way to Winnemucca. The cost for the bus roundtrip is \$25 and will include lunch. The opening keynote address by Ryan Denny of Google will be "Top 10 Quick Wins for Online Advertising Success." The closing keynote address by Rodger Brooks of Destination Development will be "The New Age of Rural Tourism."

- b. The Indian Territory will again have a booth available to them to display any collateral. The Territory Chair is free and NCOT will offer a complimentary registration when the Territory matches a registration.
- c. The Territory should also be thinking about who will be recipient for this year's Voluntourism Award.
- d. Christian stated that the next NCOT Marketing grant cycle for FY 11 opens on February 1st and closes on April 2nd.
- e. Christian stated that the postage budget for NCOT has been cut so that it is important to add in funding for grant requests for brochures to cover the costs of postage.

VI. Update on Indian Territory Website

- a. Bruce Rettig provided an update on the Indian Territory website. Bruce stated that he had just renewed the website domain rights for the Indian Territory website for another year and is looking to extend the rights for 10 years.
- b. Bruce stated that a Google Maps feature has been added to both the Indian Territory and the Stewart Indian School websites.
- c. Bruce suggested that it would be good for the Indian Territory to be a repository for Tribal events hosted throughout the state. Sherry Rupert suggested that arts and crafts festivals should be marketed through the website. Sherry further suggested that a separate page be added to the Stewart website for the Stewart Fathers Day Powwow.

VII. Ecotourism Presentation

- a. John Dayberry provided an overview of ecotourism and his background working in the field. John also provided an overview of his work with the Pyramid Lake Paiute Tribe to increase awareness, tourism and promote the culture and language through a mapping project with the Tribe. The idea is to create a new tourism map for the Tribe with a nice colorful map on one side with the regulations and information on the other side. Information could include points of interest, traditional stories, Paiute language (names for sites) and the Pyramid Lake regulations. John is working with the Tribe to seek outside funding to start this mapping project with hopes of being completed before the summer season at Pyramid Lake.

VIII. Discussion and Planning for the 2010 Nevada Tribal Tourism Conference

- a. Sherry Rupert stated that this year's conference is going to be held at Harrah's Hotel & Casino in Reno on April 22-23, 2010.
- b. Sherry handed out a preliminary itinerary for the conference. Highlights include a potential keynote address from Tina Marie Osceola, President of the American

- Indian Alaska Native Tourism Association on the opening day; a trip to Pyramid Lake on the second day and a Native Musicians Concert in the evening.
- c. Sherry stated that a save the date flyer will be sent out soon to encourage Tribes across Nevada to attend the conference.
- IX. Discussion on the Most Effective Way to Develop the Nevada Native Artist Listing.
- a. Sherry Rupert stated that she has reviewed the Nevada Arts Council listing. She likes the format of the listing, but it needs to be expanded to include art types.
 - b. Rob Beltramo stated that there may already be an extensive listing through other sources because many Tribes keep this information already. He suggested checking with Tribal Tax Departments as many times vendors/artists have to register with the Department in order to sell their items
 - c. It was mentioned that it might be good to send out a survey requesting contact and other important information for our listing.
- X. Next Steps – Where do We go From Here?
- a. Planning for the 2nd Nevada Tribal Tourism Conference
 - b. Develop a survey/form for prospective American Indian artists
 - c. Send out e-mail blasts to the Nevada Indian Territory list serve about the Rural Roundup scholarships
- XI. Agenda Items for Next Meeting
- a. Planning for the 2nd Nevada Tribal Tourism Conference
 - b. Nevada American Indian Artist Listing
 - c. Paddle Fest
- XII. Meeting Date and Location of Next Indian Territory Meeting
- a. It was suggested that the next Indian Territory Meeting could be held at the Walker River Paiute Tribe in February.
- XIII. Adjournment
- f. Rob Beltramo motioned to adjourn, seconded by Christian Passink. Motion carried and the meeting was adjourned at 12:03 pm.