

Indian Territory Meeting Minutes  
Nevada Indian Commission Office  
Carson City, Nevada  
January 21, 2009

Present: Della John, Vice-Chairperson, Indian Territory and Tribal Administrator, Pyramid Lake Paiute Tribe; Sherry L. Rupert, Chair, Indian Territory and Executive Director, Nevada Indian Commission; Chris Ann Gibbons, Secretary/Treasurer, Indian Territory and Administrative Assistant, Nevada Indian Commission; Christian Passink, Rural Programs Manager, Nevada Commission on Tourism; Rob Beltramo, Tribal Planner, Washoe Tribe of Nevada and California; Bruce Rettig, President, Charter Advertising.

- I. Welcome and Introductions
  - a. Sherry Rupert called the meeting to order and asked everyone to introduce themselves.
  
- II. Approval of December 17, 2008 Meeting Minutes
  - a. With no changes made, Rob Beltramo motioned to approve the meeting minutes of December 17, 2008, seconded by Bruce Rettig. Motion carried.
  
- III. Comments by Chairwoman
  - a. Sherry reported Indian Territory (IT) has received grant funding from the Nevada Commission on Tourism's (NCOT) Marketing Grant. Grant awards include funding for the IT website, 2009 Stewart Father's Day Powwow, IT promotional items, and the 2009 Tribal Tourism Conference. Considering current and future budget constraints, Sherry wanted to thank NCOT for the generous grant awards.
  
- IV. Treasurer Report
  - a. Chris Gibbons reported the current balance in the IT checkbook is \$1,601.31.
  - b. The Nevada Indian Commission has been paid \$1,500 for fiscal year 2009 meeting space and administrative support.
  - c. A grant reimbursement request in the amount of \$342.84 has been sent to NCOT to reimburse the Nevada Indian Commission for the installation of the Stewart Indian School Trail signage.
  - d. A check was sent to Charter Advertising in the amount of \$2,100 for IT website maintenance.
  - e. The Administrative Grant has a current balance of \$974.69
  
- V. Nevada Commission on Tourism Update
  - a. Christian Passink told the Committee he has sent out approval and denial letters for second cycle of the FY09 NCOT Marketing Grant.

Due to recent budget cuts the grant awards were reworked. It was important for the Territories to know their recommended grant awards before the cuts were made.

- b. The first cycle of the FY 10 NCOT Marketing Grant will open in February and grant applications will be due April 9, 2009. At this time, NCOT does not know the status of funding for the grant program. The Governor has recommended the grant funding be reduced from \$1.75 million to \$675,000. If this happens, there will probably be only one grant cycle each year.
- c. At a recent sales blitz, NCOT distributed a 2-sided handout entitled What's New in Nevada. The handout was very well received NCOT is going to do another handout in March.
- d. Christian asked the Committee how we can get more people to attend Indian Territory meetings. Sherry replied the upcoming Tribal Tourism Conference is important because it will spark interest in the Territory. Chris added she will be calling the Tribes to talk with them about the Conference and Indian Territory.
- e. Christian also mentioned the 2009 Rural Roundup will be held in Fallon. Next year, the Conference will be held in Winnemucca. Conference topics include how to work with elected officials, effective e-mail campaigns, social media, trade show tips and techniques, how to attract visitors in a down economy, maximizing your intrinsic qualities, using art as a tourism tool. Also, the Eagle Wings Dancers are performing and Sherry Rupert will be speaking on the potential for Native American Tourism. Christian also mentioned transportation will be available from Las Vegas and there will be a cleanup of the shoe tree.
- f. Lastly, a \$1,000 college scholarship will be awarded at the Roundup and there will be a deadline set for applications. Applicants need to write an essay, study hospitality and tourism and be a Nevada high school graduate. The recipient of the scholarship does not have to attend a college in Nevada.

VI. Update on the Indian Territory Website

- a. Chris went over an e-mail she sent Bruce concerning changes to the IT website.
- b. Bruce added he monitors the analytics from the site and has seen an increase in visitors due to the addition of key search words. Most of the visitors to the site come from Nevada and the Las Vegas area.

VII. Update on Planning for the Nevada Tribal Tourism Conference

- a. Della said she contacted Dawn Melvin from Arizona and read the e-mail correspondence she had with Dawn to the Committee.
- b. The Committee discussed possible themes for the Conference.
- c. Sherry said she tried to contact the Cal Neva and has yet to hear back.

- d. Sherry told the Committee she will contact Reverend Dr. Michael Oleksa, Guide By Cell and the Nevada Small Business Administration.
- e. Chris added she will e-mail the Executive Director of the American Indian Alaskan Native Tourism Association to see if she would like to speak at the Conference.
- f. Rob Beltramo said he will see if Meeks Bay will be available for a stop on the familiarization tour. Meeks Bay is operated by the Washoe Tribe on a special use permit from the US Forest Service. Al Granados is the business operations manager for the Washoe Tribe.
- g. Sherry said we need to send out a save the date for the Conference, contact local tour bus operators and put together registration materials and a budget.
- h. The Committee came up with a list of Conference topics which included showcasing your product, educating the tourist on American Indian culture, identifying your product and starting your own tour company.
- i. Bruce said Val Halla is available for a familiarization tour stop. Sherry added it would be nice to have lunch at Val Halla and maybe hear a presentation in the boat house. Bruce also mentioned the Gatekeepers Museum as a possible site stop.

VIII. Next Steps-Where do we go from here?

- a. Continue planning the 2009 Nevada Tribal Tourism Conference

IX. Agenda Items for Next Meeting

- a. 2009 Nevada Tribal Tourism Conference

X. Scheduling and Location of Next Indian Territory Meeting

- a. The next meeting will be held February 18, 2009. Rob will let the Committee know if the Washoe Tribe can host the meeting.
- b. The Committee decided to hold their April meeting during the Rural Roundup.

XI. Adjournment

- a. Rob Beltramo motioned to adjourn the meeting, seconded by Della John. Motion carried.