

Indian Territory Meeting  
Nevada Indian Commission  
January 24, 2008

Present: Bill Dancing Feather, Sherry Rupert, Chris Gibbons, Chuck Nozicka, David Toll, Bruce Rettig

- I. Call to Order
- II. Introductions
- III. Old Business

A. Development Plan

1. Bill reported that the Committee went to Sierra Nevada College to meet with the Duck Valley Shoshone-Paiute Tribe. At the meeting, Bill gave a short presentation to the Tribe on Indian Territory.
2. Chuck added that the Committee should put together a power point for Indian Territory and present it to Tribes.
3. Sherry said the power point presentation could also be presented at the next Inter-Tribal Council of Nevada Conference.
4. The Committee decided that future meetings with Tribes will include Elko and Duck Valley during the Rural Roundup, and the Washoe Tribe. Also, Walker River, Yerington and Fallon could be invited to the same meeting.
5. Chuck said Wisconsin Tribes have come together and created a 501c3 outside of their tourism offices. It is interesting to see what Tribes are doing in other states.
6. It was mentioned that in the narrative of the development plan there should be a passage which talks about changes in leadership within the Tribes.
7. Chuck brainstormed with the committee the following ideas for both short and long term projects:

**Communication & Collaboration**

*Short-term Projects (6 months - 1year)*

Marketing

- Stewart Indian School Trail brochure and rack card
- Stewart Website and Pod Cast
- Tribes' Content Website by IT
- Trade Show Booth
- Photo Library (for marketing purposes & use in the Interpretive Center) Do Tribes have photos to give?
- IT Power Point

Plan Development

- Product Certificate "NV Indian Made"
- Marketing, Development, and PR Plan
- Cultural Site Pilot Project
- IT Tourism Conference January 2009?

- IT Website
- AINATA Conference

### *Long-term Projects*

#### Marketing

- Virtual Stewart Interpretive Center
- Virtual Tour (Rock Art)
- Virtual Trading Post
- Point of Entry Advertising (at airports)
- ITCN Conference

#### Product Development

- Interpretive Center (for the Tribes)
- Guide Certificate
- IT Stewardship
- Cultural Site Pilot Project would lead Program

#### B. Nevada Governor's Conference on Tourism 2007

1. Bill asked the Committee what they liked and disliked about the conference. Bill said conference was a good place for the Tribal Chairman in attendance to network.
2. David said he enjoyed the breakout sessions as they were more relevant this year.
3. Sherry said that she enjoyed learning about international tourism.

#### C. IT Website

1. It was mentioned that the Committee needs to start working on a "who we are" page for both the brochure and website. Also, the Committee needs to put together a plan and goals.
2. In terms of distributing the brochures, the committee should keep a list of where the brochures are going and how many brochures are going out.

#### D. IT Bylaws

1. Bill passed out a copy of the by-laws for the committee to review.
2. A change was made under Article I, Section 3, "Indian Territory shall be a not for profit and volunteer organization."
3. Changes were made under Article III, Section 4, Letter D, numbers 1 and 3 regarding the Treasurer. "Shall manage the financial transactions of Indian Territory pursuant to Article VI." and "Shall provide a financial report at the regularly scheduled meetings."
4. A change was made under Article III, Section B, Letter A, "Should an Officer resign from office or should there be an unexpected vacancy the Executive Committee shall appoint a voting member to the vacant office for the remainder of the term." Also, under Section 6, Letter B, information was added for the process of removal. "#1 Notice will be sent to the officer, #2 officer will be given 30 days to respond at a meeting or in writing, #3 if no response, at the next meeting a majority vote will remove the officer."
5. Under Article 5, Section 1, Letter B, was changed to "Indian Territory meetings shall be held on the third (3<sup>rd</sup>) Thursday of the month."
6. Under Article VI, Section 2, Letter A, it was added that "Funds shall be deposited in an insured bank approved by the voting members."

7. Also, it was noted that the Chairman of the committee should sign under Certification.

#### E. IT Nevada Tribal Tourism Conference

1. The Committee decided a Nevada Tribal Tourism Conference should be held in the state and topics should focus on training, customer service, website advertising, marketing plans, planning, advertising, and development.
2. It was mentioned that a brainstorming meeting should be held with NCOT. The committee should talk to Larry Friedman about how the Rural Roundup was established.
3. The Committee also decided that a budget should be put together and a registration fee should be decided upon. Also, the location should be Carson City or Lake Tahoe.
4. In terms of who should be invited to the conference, attendees should include other territories, public land managers, Tribes and vendors.
5. After much discussion it was decided the conference should be held in April of 2009 and the Committee should apply for funding through the NCOT marketing grant.
6. Sherry mentioned that in terms of having a partner in the conference, Debra Sillik from the American Indian Chamber of Commerce resigned so the Committee will need to wait and see who takes her place before the Chamber can be approached.
7. Bill said that having everyone involved in the conference is a good idea but the Conference needs to focus on Tribes.

#### F. NIC Administrative Support to IT

1. Bill said he will check with Evie Pinneo concerning the balance in the IT account and will get back to the Committee in terms of funding administrative support.

### IV. New Business

#### A. IT Grants 2008

1. Bill summarized the grants awarded to Indian Territory by the NCOT Marketing Grant.
2. The Committee received \$16,000 for 20,000 copies of the brochure.
3. The IT website was given \$4,200.
4. The Stewart Father's Day Powwow was given \$4,000.
5. Also, funding was given to create trade show graphics
6. Sherry told the committee she submitted a \$16,700 NCOT Infrastructure Grant to help fund the Stewart Indian School Trail.
7. Chris asked about the grant Id number for the powwow, Bill said he would give Chris the information.
8. Sherry said in the next cycle of the NCOT Marketing Grant, she would like to apply for a brochure and rack card for the Stewart Indian School Trail.

B. Rural Roundup 2008

1. Bill said this year's Rural Roundup will be held in Elko in the beginning of April.
2. There is approximately \$2,000 left in the committee's administrative grant to help fund registrations.
3. NCOT has said they will match IT registrations for the Round Up.

C. Recruitment – New Territory Members

1. In terms of recruiting new members, creating a fax tree and a list serve was discussed.

V. Adjournment

- A. Sherry motioned to adjourn the meeting, seconded by David. Motion carried.
- B. The meeting was adjourned at 1:15pm