

Indian Territory Meeting Minutes
Nevada Indian Commission Office
Carson City, Nevada
October 15, 2008

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; David Lusvardi, Domestic Sales, Nevada Commission on Tourism; Bruce Rettig, President, Charter Advertising

- I. Welcome and Introductions
 - a. Sherry Rupert called the meeting to order at 10:20am and asked everyone to introduce themselves.
- II. Approval of April 16, 2008 Meeting Minutes
 - a. Della John motioned to approve the meeting minutes of April 16, 2008, seconded by Chris Gibbons. Motion carried.
- III. Approval of May 14, 2008 Meeting Minutes
 - a. Della John motioned to approve the meeting minutes of May 14, 2008, seconded by Bruce Rettig. Motion carried.
- IV. Approval of June 18, 2008 Meeting Minutes
 - a. Chris Gibbons motioned to approve the meeting minutes of June 18, 2008, seconded by Della John. Motion carried.
- V. Approval of August 13, 2008 Meeting Minutes
 - a. Della John motioned to approve the meeting minutes of August 13, 2008, seconded by Rob Beltramo. Motion carried.
- VI. Treasurer Report
 - a. Sherry reported the Indian Territory (IT) account currently has a balance of \$5,528.67.
 - b. The IT board members have submitted their travel claims and have been reimbursed for travel related expenses incurred at the AIANTA Conference. The Committee received a Nevada Commission on Tourism (NCOT) Marketing Grant in the amount of \$2,000 for board members to attend the Conference. The IT Administrative Grant paid the balance of the travel expenses.
 - c. Charter Advertising was recently paid for the Stewart Indian School Trail signage and Trail brochures.
 - d. NevadaWeb was paid in full for hosting the Indian Territory web site January-September 2008.

- e. Sherry needs to go to Bank of America to add Chris to the account and she needs to talk with them about maintenance fees being charged to the IT account.

VII. Introduction of Christian Passink, Rural Programs Manager, Nevada Commission on Tourism (NCOT) and NCOT Report

- a. Christian Passink introduced himself to the Committee. Christian said he has lived in Nevada for over 20 years and began working for NCOT at the end of June.
- b. Christian manages NCOT's rural grants program and attends all Territory meetings.
- c. The NCOT Marketing Grant has two cycles each year. IT has asked for \$16,775.00 in the current grant cycle.
- d. NCOT also offers an infrastructure grant which is only available every other year.
- e. The Nevada Commission on Tourism is currently working on a ski campaign and they are focusing on the Los Angeles and Dallas markets.
- f. The Governor's Conference on Tourism will be held December 8-9, 2008 at the Peppermill in Reno. Information on the Conference can be found at <http://governorsconference.org>. On the site you can register, look at the Conference agenda and view a list of who is attending. Also, NCOT has been able to give scholarships for Conference registration. IT Executive Board and Tribal representatives have received scholarships.
- g. Sherry added she sent out information on the scholarships to the Tribal Chairpersons and so far the Pyramid Lake Paiute Tribe, Washoe Tribe and Ely Shoshone Tribe will be attending. IT will register the Tribal representatives on-line by using a special comp registration code.
- h. Christian said Bethany from NCOT was not able to attend this meeting but requested a list of powwows in the area. Chris replied Mary Ellen Kawchack from NCOT recently requested a list of Tribal events and she updated the list and forwarded it to her.
- i. Bruce Rettig requested an updated copy of the Tribal events.
- j. David Lusvardi introduced himself to the Committee. David promotes Nevada outside of the state and currently resides in Las Vegas.
- k. Sherry told David he may be interested in attending the annual AIANTA Conference as a vendor to promote Nevada.
- l. Bruce asked about the status of the NCOT Director vacancy. Christian replied they are accepting applications and candidates will be interviewed by a selection committee.

VIII. Update on Indian Territory Website and Invoices from Nevada Web

- a. Bruce said David Toll has received final payment from IT and we need to transfer ownership of the site's domain name to IT with Bruce listed as a technical contact. Bruce needs access to the site's domain name.

- b. The new hosting service will be A+.net and they will be charging \$5.95 a month which is less expensive than the last hosting service.
 - c. Chris told Bruce she has 16 sets of meeting minutes that need to be posted to the site. Also, the January 24, 2007 IT meeting minutes are missing. Chris has done the minutes since the November 27, 2007 meeting.
- IX. Report on Nevada Indian Commission's American Indian Day Event Featuring The Grand Opening of the Stewart Indian School Trail - September 26, 2008
- a. Sherry reported the September 26, 2008 American Indian Day event and the Grand Opening of the Stewart Indian School Trail was a great success.
 - b. Over 200 people attended the event including the First Lady of Nevada Dawn Gibbons, Athena Brown from the Bureau of Indian Affairs, Washoe Tribal Chairman Waldo Walker, a representative from Senator Reid's office, a representative from Senator Ensign's office, Assemblywoman Bonnie Parnell, State Administrators and their staff, Stewart Indian School alumni and former staff and other community members.
 - c. At the event, Red Hoop drummed, Michelle McCauley sang the flag song and danced, Ralph Burns provided the invocation and danced, and Elmer Atlookan played the flute.
 - d. The Trail brochures were done by Charter Advertising and they turned out great. Charter is currently working on the kiosk, the main sign for the Trail and the rack cards.
 - e. The Trail signage was installed by Stewart Buildings and Grounds.
 - f. On the day of the event, 158 calls were made and Sherry is able to track the calls through the Guide By Cell website.
 - g. David asked the Guide By Cell charge for service. Sherry replied they charge \$200.00 a month and the Reno-Sparks Convention and Visitor's Authority has given the Nevada Indian Commission funding for the first year. Also, the Commission received both a NCOT Marketing and Infrastructure Grant for the Trail.
 - h. Bruce added Guide By Cell was very well thought out and is very easy to use.
 - i. Sherry said Ryan Jerz from NCOT came out to Stewart and did a blog on the event. The Carson City Convention and Visitors Bureau did the press release and a Nevada Arts Council grant was received for the event.
 - j. Christian asked about the status of the Stewart Indian Cultural Center. Sherry replied the Commission has received grant funding for building renovation and we just submitted a grant for phase II of the renovation. There is a deed restriction that states buildings 1 and 3 are to house the memorabilia of the Stewart Indian School.
- X. Report on AIANTA Conference and Discussion on Planning for the 2009 Nevada

Tribal Tourism Conference

- a. Sherry reported that Chris, Della and herself attended the AIANTA conference and that they made a lot of good contacts which will be utilized for the planning of the Nevada Tribal Tourism Conference.
- b. The Seminole Tribe sponsored a good portion of the Conference and they funded a Native Blues Jam which featured all American Indian music artists.
- c. The Nevada Tribal Tourism Conference will be held April 20-21, 2009 and will focus on Tribal Tourism 101. The Conference will address what is tourism and how can it benefit Nevada's Tribes.
- d. A survey will be created and sent out to the Tribes asking them what kind of workshops they would like to see at the Conference.
- e. The Committee came up with some workshop ideas which included starting your own business, what is marketing, tourism grants, creating and maintaining a website, educating the tourist on American Indian culture and how to set up a non-profit 501c3.
- f. The Committee is looking at having the Conference at the Cal Neva in North Lake Tahoe.
- g. Rob Beltramo mentioned the Washoe Tribe will be hosting a business planning workshop for Tribal members on November 15th at the Stewart Community Center.
- h. Sherry said we would like to do a familiarization tour at the Conference which will hopefully include Meeks Bay and the Stewart Indian School Trail.

XI. Discussion on Distribution Plan for Indian Territory Brochures

- a. The Committee decided they need to get IT brochures out to visitors centers and in order to save postage we need to hand deliver as many brochures as possible.
- b. Christian volunteered to take brochures with him on a road trip to Eastern Nevada.
- c. Rob Beltramo volunteered to take some brochures up to Meeks Bay.

XII. Comments on Indian Territory Tourism Development Plan

- a. Sherry said Chuck Nozicka has requested comments on the plan from the Committee. She has some comments on the plan and will forward them to Chuck.

XIII. Update on Tribal Leadership Participation at the Governor's Conference on Tourism and Participation by Indian Territory

- a. Sherry asked Christian if IT will have to pay a fee to have a booth at the Governor's Conference on Tourism. Christian replied the Committee needs to contact Nicole Purvailence.
- b. Sherry has contacted the Tribes and so far three Tribes will be utilizing the NCOT scholarship. She will call the Tribes she has not heard from and see if they will send a representative.

- XIV. Discussion on Indian Territory Participation at the Inter-Tribal Council of Nevada Convention - November 17-20, 2008
- a. Sherry said the annual Inter-Tribal Council of Nevada Convention will be held November 17-20 at the Nugget in Sparks.
 - b. We need to contact Daryl Crawford at ITCN to see if we can do a presentation at the General Session on IT and the Nevada Tribal Tourism Conference.
 - c. Sherry asked the Committee if we should send someone to attend the Conference. Chris said we should send a representative to attend all four days. The Committee decided to send Sherry to the Conference.
 - d. The Committee also decided to have a booth at the Conference. The booth fee is \$75 and Chris will send out an e-mail to see who would like to work at the booth.
- XV. Report on Meeting with “Nevada Made” Representatives and How the Indian Territory Can Partner to Include Indian Entrepreneurs and Business in the Program
- a. Sherry reported she recently met with representatives from the Nevada Made Program. The program sends out publications throughout the year which advertise those involved in the program.
 - b. She talked with them about creating a Nevada Indian Made Program and Nevada Made agreed it could piggyback off their program.
 - c. It would be great to have Nevada Made do a workshop at the Nevada Tribal Tourism Conference.
 - d. Sherry will invite Nevada Made to attend the next IT meeting.
- XVI. Discussion on Indian Territory Grants Submitted for the Nevada Commission Marketing Grant Cycle - September 26, 2008
- a. Sherry told the Committee we have submitted grants for FY09, Cycle 2 of the NCOT Marketing Grant. Submissions included the IT Development Plan brochure, 2009 Stewart Father’s Day Powwow, IT website maintenance, IT promotional items and the Nevada Tribal Tourism Conference.
- XVII. Next Steps - Where do we go from here?
- a. Register Sherry for the Inter-Tribal Council of Nevada Convention, ask Daryl Crawford if IT can make a presentation during the general assembly and secure a booth for Indian Territory
 - b. Put together a power point about Indian Territory and get images from the Indian Territory brochure from Bruce.
 - c. Attend the Nevada Governor’s Conference on Tourism
 - d. Have native representation at the 2009 Rural Roundup
 - e. Contact representatives from the Nevada Made Program

XVIII. Agenda Items for Next Meeting

- a. Nevada Tribal Tourism Conference
- XIX. Scheduling and Location of Next Indian Territory Meeting
 - a. The next meeting is scheduled for December 17, 2008 from 10:00am-12:00pm at the Nevada Indian Commission.
- XX. Adjournment
 - a. The meeting was adjourned at 12:12pm.