

Indian Territory Meeting Minutes
Nevada Indian Commission Office
5366 Snyder Ave., Bldg. #3, Carson City, NV 89701
Wednesday, November 10, 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 Carey, Secretary, Indian Territory and Tribal Planner, Pyramid Lake Paiute Tribe; Christian Passink, Rural Programs Manager, Nevada Commission on Tourism; Bruce Rettig, President & Owner, Charter Advertising; Mary Conway-Jepson, NV Microenterprise Initiative; Johnny Neri, Interim Business Manager, Washoe Tribe of Nevada and California; Raquel Sam, Retail Clerk, Washoe Tribe of Nevada and California; Pat Atkinson, Folk Life Program, Nevada Arts Council; and Colleen Camenisch, Director of Programs, NV Microenterprise Initiative

- I. Welcome and Introductions
 - A. Sherry Rupert called the meeting to order at 10:15am and asked everyone to introduce themselves.
 - B. Sherry also provided the group with an overview of the Indian Territory and its role in developing tourism for Tribe's in Nevada.

- II. *Approval of July 21, 2010 and September 9, 2010 Meeting Minutes
 - A. Chris Gibbons suggested a change to item 2 of the September 9, 2010 minutes; that Fiscal year 2010 Admin grant had been zeroed out.
 - B. With one change made, Pat Atkinson motioned to approve the meeting minutes of July 21, 2010 and September 9, 2010 the motion was seconded by Chris Gibbons. Motion carried.

- III. Comments by Chairwoman
 - A. Inter-Tribal Council of Nevada Convention – Visit by Rebecca Martinez, Executive Director, American Indian Alaska Native Tourism Association (AIANTA)
 1. Sherry Rupert discussed Rebecca Martinez of AIANTA recent visit to the ITCN Convention in Reno. Rebecca offered Sherry suggestions for getting more involvement with the Territory and how to complete more Territory projects at the grass roots level.
 2. Sherry also had an opportunity to discuss the projects that the Territory has completed and will be working on in the next few years. Rebecca stated that after her visit to the area she is willing to continue to work with the Nevada Tribes on tourism projects.
 - B. US Government Accountability Office Interview on Enforcement of the Indian Arts & Crafts Act
 1. Sherry Rupert stated that on October 4th she received a call from the US Government Accountability Office requesting information on enforcement of the Indian Arts & Crafts Act and Nevada's similar statute. She stated that she answered a series of questions from the agency on the subject.
 2. Sherry learned that in Nevada there is a statute that deals with this issue and prevents the misrepresentation of authentic Indian Arts and Crafts in the state. Sherry will forward a copy of the law to the Territory.
 3. Sherry stated that she wasn't aware of active enforcement by agencies in Nevada, but directed the agency to contact the Nevada Attorney General's Office.
 4. Mary Conway-Jepson stated that New Mexico has a huge Indian Crafts industry in that state and has active enforcement throughout the state. Sherry stated that she will be traveling to New Mexico in the next few weeks and will try to obtain more information on this issue.
 5. Sherry stated that she will be working on getting a speaker from this agency to come to the Tribal Tourism Conference and speak about this issue.

- IV. Treasurer Report
 - A. Chris Gibbons gave the report to the group. Chris provided an overview for the group of the various funding sources for the Territory.
 - B. Chris stated that she has been working on repairing the Indian Territory graphics that were damaged during the Nevada Territory Wild West Fair.
 - C. Chris stated that she has shipped 5 boxes of the Indian Territory brochures to the Las Vegas Convention and Visitors Authority. Sherry Rupert added that according to LVCVA staff that the Indian Territory brochure is one of the hottest brochures on their shelves.

- V. Nevada Commission on Tourism Update - Christian Passink, Rural Programs Manager, Nevada Commission on Tourism
 - A. Christian Passink provided the update. Christian stated that the NCOT has begun its winter ski season campaign and that ads are running around the country. The travelnevada.com homepage just underwent a renovation and has a new homepage.
 - B. Christian stated that during the 1st week of February, NCOT will be hosting a Mexico ski fam tour of the region.
 - C. Christian also provided an overview of the grants the Indian Territory received during the special Projects Related to Tourism grant cycle. The Territory received 3 grants; Stewart Cultural Center Sign, Pyramid Lake Birding Binoculars, and Pyramid Lake Birding interpretive signage.
 - D. Christian gave a brief review of the process for the FY 2011 2nd Cycle Marketing Grants. There were 6 grant requests submitted during this cycle from the Indian Territory. The Commission will make the final decision on these grant applications at the upcoming Governor's Conference on Tourism in Reno in December.

- VI. Report on American Indian Alaska Native Tourism Association Conference – September 19-22, 2010
 - A. Sherry Rupert provided an overview of the AIANTA Conference. Sherry shared the highlights of the written report of the conference and the highlights of all of the mobile workshops and conference sessions from the AIANTA conference in Tulalip, Washington. Highlights that were shared with the group included; the Scenic Byways and Tulalip Mobile Workshops, the intellectual property workshop, agro tourism workshop and native cooking workshop.
 - B. Sherry stated that she will work with Chris and get a written report of the AIANTA Conference with pictures and the highlights out to the Territory. Sherry also encouraged everyone at the meeting to attend next year's conference in Scottsdale, Arizona.
 - C. Comments on Meeting with the Goss Agency, Cherokee Passport – Scott Carey, Tribal Planner, Pyramid Lake Paiute Tribe
 - 1. Scott stated that there is not much to report on this issue other than the Tribe is looking at this project as a prototype for the Pyramid Lake Geotourism Mapping Project.
 - 2. Sherry Rupert stated that the Goss Agency has been calling her on this issue.

- VII. *Discussion on Planning for the Nevada Tribal Tourism Conference – April 20-21, 2011
 - A. Sherry Rupert stated that the first day of the conference will be held at the Las Vegas Paiute Golf Course and then going on a mobile workshop the second day with the Moapa Paiute Tribe. Sherry further stated that she will be going down later this month to speak with the Tribe and work on plans for the mobile workshop.
 - B. Sherry Rupert reported that the conference theme is "Building our Future, Realizing our Vision."
 - C. Possible Topics and Speakers
 - 1. Sherry Rupert stated that she would like someone from the Attorney General's Office to talk about the Native American arts and crafts laws.
 - 2. Sherry also stated that she would like to have the Executive Board meet by the end of the year and come up with a list of speakers and topics for the conference.

- VIII. *Indian Territory Issue of Nevada Magazine
 - A. Issue has now changed to Jul/Aug 2011 issue, was Nov/Dec 2011

1. Sherry Rupert stated that this will now be the article of Nevada Magazine for the Indian Territory and all of the articles in this magazine will be about the Territory and the Nevada Tribes.
 - B. Updated the Article Ideas for Nevada Magazine
 1. Sherry handed out the list of story ideas to the group. It was decided by the group that the list looked fine and that it can be forwarded to Nevada Magazine after today's meeting. Sherry stated that she will give this list to Christian Passink and that Christian will get it to the magazine.
- IX. *Update on Great Basin Native Artist Listing Survey
- A. Sherry Rupert provided an overview of the purpose of this project and the recent outreach for the project at the ITCN conference in Reno.
 - B. Mary Conway-Jepson offered to help the Territory get the survey out to Tribal artists around the state through her work with the Nevada Micro-Enterprise Initiative.
- X. *Update on Indian Territory Website – Bruce Rettig, Charter Advertising
- A. Bruce Rettig provided an overview of the Indian Territory website and the latest traffic stats for the website. Bruce handed out the latest Google Analytics stats for the website which show where traffic to the website is coming from.
 - B. Bruce stated that 80 people “Like” the Indian Territory Facebook page and that over 5,000 new visits have been generated for the Flickr page in the past three months.
 - C. Bruce also asked for pictures and new content for both the Indian Territory and Stewart web pages.
- XI. *Tribal Updates
- A. Washoe Tribe of Nevada and California: New Chairwoman and Tribal Council has been installed at the Tribe recently and the Tribe is working on transitioning for the new direction. The Tribe is also looking into holding an arts show and powwow special events at the Tribe's new smokeshop.
 - B. Pyramid Lake Paiute Tribe: Scott Carey provided the update for the Tribe. The Tribe has 694 people “Like” their Facebook page and over 150 following the Tribe on Twitter. Permit revenue this year at Pyramid Lake was up from last year thanks to increased marketing and enforcement at the lake by the Tribe. Fishing season started at the lake on October 2nd. One California Fisherman won \$10,000 at the 2nd Annual Pyramid Lake \$50,000 Cutthroat Challenge which generated a ton of exposure for the lake. The Sacred Visions Pow-Wow has a new committee and planning is underway for the 3rd event. Burning Man has submitted a 5 year permit application to BLM for the event that would expand from 50,000 to 60,000 people. This Saturday the Tribe will be sponsoring a booth at the Sierra Sportsman's Expo at the Grand Sierra Resort.
- XII. *Agenda Items for Next Meeting
- A. Tourism Conference
 - B. Great Basin Artist Survey
 - C. Update on the Governor's Conference on Tourism
 - D. Update on AIANTA Board Meeting
- XIII. *Meeting Date and Location of Next Indian Territory Meeting – Wednesday, December 15, 2011, to coordinate with Reno-Tahoe Territory Christmas meeting.
- XIV. *Adjournment
- A. Chris Gibbons motioned to adjourn, seconded by Bruce Rettig. Motion carried and the meeting was adjourned at 12:03 pm.