

Indian Territory Meeting Minutes  
Washoe Tribal Headquarters  
919 Highway 395 South, Gardnerville, NV  
Thursday, November 10, 2011  
10:00AM-12:00PM

Present: Sherry L. Rupert, Chairperson, Indian Territory and Executive Director, Nevada Indian Commission; Chris Gibbons, Treasurer, Indian Territory and Administrative Assistant III, Nevada Indian Commission; Scott Carey, Vice Chairperson, Indian Territory and Tribal Planner, Pyramid Lake Paiute Tribe; Tanda Roberts, Secretary and Environmental Specialist, Pyramid Lake Paiute Tribe; Bruce Rettig, President, Charter Advertising and Design; Peter Hall, Business Operations Manager, Washoe Tribe of Nevada and California; Mary Conway-Jepsen Nevada Microenterprise Initiative; and Chris Moran, Public Relations Specialist, Nevada Commission on Tourism

- I. Welcome and Introductions
  - A. Sherry Rupert called the meeting to order at 10:04 am and asked everyone to introduce themselves.
  
- II. \*September 21, 2011 Meeting Minutes
  - A. Scott Carey stated that he was working on the minutes for the September meeting for Tanda and had not finished them in time for the meeting. The September 21, 2011 Meeting Minutes were tabled to the December meeting.
  
- III. Comments by Chairwoman
  - A. Sherry Rupert stated that 130 people attended the 2011 American Indian Achievement Awards at the Governor's Mansion on November 5<sup>th</sup>. Sherry further stated that the awards banquet was a very big success this year. 20 of the 21 donated auction items were sold at the silent auction raising a lot of money for the Stewart Cultural Center. The new Director for the Department of Tourism and Cultural Affairs, Claudia Vecchio, attended the banquet and both Governor Sandoval and Senator Reid sent representatives. Sherry stated that the American Indian Achievement Awards is something the Nevada Indian Commission would like to continue as it is the largest fundraiser for the Stewart Cultural Center.
  - B. Sherry stated that she will be attending the Governor's Conference on Tourism November 29-30 in Las Vegas. Sherry stated that she has been asked to speak on a panel at the conference to talk about their new partnership under the Department and how tourism partners can include Nevada's Tribes.
  - C. Sherry stated that on October 31<sup>st</sup>, NCOT sent out a press release about Native American Arts and Crafts festivals taking place throughout the state. The purpose of this press release was to help spur native arts and crafts sales during the upcoming holiday shopping season.
  - D. Sherry also stated that during the recent ITCN Convention in Reno that Governor Sandoval announced the appointment of Ted Quasula, Chairman of the Nevada Indian Commission to his cabinet. Sherry further stated that this is the first time in

Nevada's history that there will be a cabinet level position to represent all of the Nevada Tribes.

- E. Sherry talked about the National Indian Education Association (NIEA) convention that she attended at the end of October. She said that the Nevada Indian Commission, Indian Education Advisory Committee, wants to bring NIEA to Reno for the 2015 or 2016 conference. Sherry explained that the membership votes for the location of upcoming conferences. Sherry and other members of the Local Planning Committee handed out pouches of pine nuts that were harvested by Lynn Manning, Indian Education Director, Washoe County School District and students from the Washoe County School District Paiute language classes. Sherry said that they had sage at the booth along with a "Wheel of Fortune" prize board that featured a complimentary airfare and lodging as the grand prize. Sherry stated that the membership chose Reno for the 2016 conference location. She estimated that approximately 3,000 people will be attending. She said that this is a perfect opportunity to share our culture with others. Sherry also stated that Local Planning Committee would be responsible for the Cultural Night, Social Powwow and mobile workshops. The goal of organizing these events will hopefully be accomplished by the end of 2015.

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 there is \$5,718.07 in the territory checking account. Chris stated that since the last meeting that some funds have been spent on the exhibit at the airport. Chris also provided an overview of the various grants the territory has received from NCOT.

V. Nevada Commission on Tourism Update - Christian Passink, Rural Programs Manager, Nevada Commission on Tourism

- A. Chris Moran, Public Relations Specialist presented the NCOT update. Chris stated that NCOT has been busy preparing for the Governor's Conference on Tourism which will be held at the end of this month. Chris also stated that next year's Rural Roundup Conference will be held at the Hyatt Regency Lake Tahoe Resort, Spa and Casino in Incline Village April 18-20, 2012.
- B. Chris stated that the Projects Related to Tourism Grant Cycle is now open and NCOT will be accepting grant applications through January 20<sup>th</sup>. The grant funding for this cycle is \$200,000 and will fund Projects Related to Tourism through June 30, 2013.
- C. Chris also stated that statewide room tax revenue is up and that because of this NCOT has been able to allocate additional funding to support the Marketing Grant Program.

VI. \*Update on Indian Territory Website – Bruce Rettig, Charter Advertising

- A. Bruce Rettig provided the update on the website. Bruce provided the group with the latest Google Analytics stats on both the Indian Territory and Stewart websites. Bruce shared information about the newsletter he developed for the Indian Commission. Bruce stated that he is looking for additional e-mail addresses to help build a larger newsletter database.

- B. Bruce talked about adding a code to the homepage that could also link up to PayPal for those who would like to donate to the Indian Territory and Stewart websites. There would be a link that would say, "Donate Here" and the funds would be filtered through a PayPal account that would be set up to a bank account.
- C. Bruce shared information with the group about a new program called "Word Press." Bruce stated that this program could be an affordable alternative to those who want a website, but cannot afford it. Bruce stated that he is looking to offer this new program at the package price of \$1,500 by the 1<sup>st</sup> of the year. Sherry recommended that Bruce present this information at the Tribal Tourism Conference.

VII. \* Indian Territory Projects

A. Tribal Tourism Conference, April 3-4, 2012, Elko, NV

(1) Sherry stated that the 2012 Tourism Conference will be held in Elko, NV. Sherry stated that because other projects, such as the airport exhibit and the American Indian Achievement Awards have been completed that they are now able to focus more on the Tribal Tourism Conference. Sherry has spoken with Tom Lester, of the Cowboy Territory, who has invited her to a site visit next month to check out the different hotels and places Elko has to offer.

(2) Sherry stated that the next Indian Territory meeting was scheduled for December 14, but if no one objects, she would like to move next month's meeting to December 15. December 14 would be a travel day, the meeting will be held on December 15 from 10 am to 12 noon, and then travelers can then head home in the afternoon after the meeting. Sherry is looking to invite the Te-Moak Tribe to the meeting to discuss possibly organizing a familiarization tour during the conference. Sherry stated that she will talk with Tribal Chairman Bryan Cassadore of the Te-Moak Tribe to finalize the meeting location in Elko. Tom Lester offered the Convention Center to hold the Territory meeting if needed.

B. Cultural Exhibit at Reno-Tahoe Airport and McCarran International Airport

(1) Sherry and Chris have been working with the Reno/Tahoe International Airport on getting a temporary cultural exhibit displayed in the airport. Sherry also worked with Pat Atkinson of the Nevada Arts Council who has allowed the use of panels in the airport exhibit from the "What Continues the Dream" display currently traveling around the state. A replication of some of their panels will be displayed on the wall in the airport's Connector's Gallery (a long hallway that connects the two terminals). The cultural exhibit will be replacing Burning Man's exhibit which was displayed there earlier this season. The exhibit is a collection of 20 panels that hang on the wall. The panels consist of photos and text that explain the

meaning of a Powwow and offer explanations to the special dances one would see at a Powwow. At the end of the gallery a flat screen TV is set up that loops a video that Chris put together of over 65 photos of different of Powwow dancers.

(2) On the opposite wall panels consisting of information and graphics from the Indian Territory's brochure will be displayed. Content from the brochure consists of information on the three Nevada Tribes, the Washoes, the Shoshones, and the Paiutes. Baskets that were in the Indian Commission's possession along with a jingle dress that belongs to Sherry will be put on show in the three Plexiglas display cases. Sherry said that Pat is working on installing the "What Continues the Dream" exhibit today and the labels that Chris made will be put in tomorrow. The opening ceremony is planned for Monday night at 6pm. Governor Sandoval, Chairwoman Batchelor of the Washoe Tribe of Nevada and California, Chairman Burke of the Pyramid Lake Paiute Tribe and Chairman Melendez of the Reno-Sparks Indian Colony will all speak at the opening of the Exhibit. Sherry stated that this is the first American Indian Exhibit that has ever been displayed at the Reno-Tahoe International Airport.

(3) Sherry stated that the Territory is working on getting a similar display installed at McCarran International Airport in Las Vegas. An option for a long-term exhibit at the Reno-Tahoe Airport is also a possibility once the airport completes its remodeling which is scheduled for completion in 2013. Sherry stated that she would like to work more directly with the Tribes for this project and would like to see more history on the tribes in the display. Sherry further stated that she would like to see a Nevada Indian artist or sculptor display their art in the airport. Scott Carey asked if the permanent display project at the Reno-Tahoe International Airport would qualify for a project in the next NCOT Projects Related to Tourism Grant Cycle. He stated that permanent signage and other tourism related displays might meet the criteria for the grant. He stated that this may be an appropriate funding source and that this project could be considered an excellent candidate because it would cover and benefit the entire Indian Territory.

#### C. American Indian Artist Listing

(1) Bruce Rettig stated that the American Indian Artist Listing will be added to the Indian Territory's website once it is completed. Mary Conway Jepson mentioned that she has attended a lot of Native American Conferences in which many people are interested in being part of the listing. Mary asked for a hard copy of the handout to help artists she knows to sign up. Sherry

stated that she would email her a copy of the survey to help get more artists to participate in the listing.

D. Indian Territory Video

(1) Sherry Rupert stated that Indian Territory is putting together a video that needs to be completed by June 30. This video will be a compilation from different Tribes to show what is available and what visitors can do throughout the Territory. Bruce Rettig said that a YouTube account can be built up for this project.

(2) Scott Carey brought with him video and photos that the Pyramid Lake Paiute Tribe has to share for this project. Chris Gibbons said that in early December they would like to start approaching Tribes to get additional photos and videos for this project. It was also mentioned that the ITCN conference would be a good place to inform tribes of this project.

VIII.. \*Tribal Updates

A. Pyramid Lake Paiute Tribe – Scott Carey reported that the Pyramid Lake Tribal Council approved the Pyramid Lake Economic Development Plan in March of 2011. Scott stated that one of the key components of the plan is tourism which comprises 25% of the Pyramid Lake Paiute Economic Development Fund created by PL-101-618. He stated that the Tribal Council recently approved a resolution pursuing Congressional legislation that will allow the Tribe to access the entire fund. Scott also stated that the Tribe's Economic Development Plan recently received the Outstanding Plan Award from the Nevada Chapter of the American Planning Association. This award led to a visit by Governor Sandoval to the reservation. During his visit Governor Sandoval discussed issues with Tribal leaders and offered support to help the tribe with state issues. The Governor stated that he wants to increase communication with the different tribes of Nevada. Scott stated that Tribal Chairman Wayne Burke encourages other tribes to reach out to the Governor's office. Scott also mentioned that a Latin Dance Magazine from the Bay area is looking into hosting an outdoor dance event next to the lake next summer. The tribe is also working on a contract with Symbiosis an event company that wants to host an outdoor event at the lake in May 2012.

B. Washoe Tribe – Peter Hall said that the development group is in the process of building their own website aside from the main tribal website. This website will be promoting the tribe's Smoke-Shop and Chevron Station. Peter stated that Meeks Bay closed down for the winter a couple of weeks ago. Peter reported that this past season at Meeks Bay was the best year yet. He also stated that during the closure capital improvements will be made in conjunction with the Forest Service. Meeks Bay will reopen May 18.

C. Reno Sparks Indian Colony (RSIC) – Michon Eben thanked the Territory for doing a good job. She said that the RSIC is looking to hire AMS for a marketing and feasibility study for a Cultural Center. Discussion about keeping visitors in Indian Territory came about and suggestions about sales packages and other tourism packages were discussed. She felt that it would be nice to build a coordinating relationship amongst tribal entities to keep visitors within Indian Territory.

IX. \*Agenda Items for Next Meeting

A. Ideas for the Projects Related to Tourism Grant Cycle

B. Indian Territory Projects

- X. \*Meeting Date and Location of Next Indian Territory Meeting
  - a. The group decided that the next Indian Territory meeting will be held in Elko on Thursday December 15, 2011.
  
- XI. \*Adjournment
  - A. A motion was made by Scott Carey to adjourn; the motion was seconded by Peter Hall and adopted by the group. The meeting was adjourned at 11:20 am.