

Indian Territory Meeting Minutes
Nevada Indian Commission Office
5500 Synder Avenue, Carson City, NV
Wednesday, March 23, 2011

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; Tanda Roberts, Dispatcher, Pyramid Lake Paiute Tribe; Carrie Roussel, Director of Advertising, Nevada Magazine; Bruce Rettig, President, Charter Advertising and Design; Christian Passink, Rural Programs Manager, Nevada Commission on Tourism; Charlie Johnston, Associate Editor, Nevada Magazine; Wendy Helgemo, Counsel, Senate Committee on Indian Affairs; and Leticia Burke, Accounting Technician, Pyramid Lake Paiute Tribe

- I. Welcome and Introductions:
 - a. Sherry Rupert called the meeting to order at 10:08 am and asked everyone to introduce themselves.
- II. *Approval of February 16, 2011 Meeting Minutes
 - a. Scott Carey made a motion to approve the meeting minutes of December 15, 2010. The motion was seconded by Chris Gibbons. The motion carried.
- III. Comments by Chairwoman
 - a. Sherry Rupert discussed the Indian Territory's involvement in the 2010 Nevada State Fair. Last year the Territory organized the Native American Village and planned a powwow on the opening night of the fair. Sherry also discussed the recent fundraising efforts by the Nevada State Fair to pay off debt incurred from last year's event. The Nevada State Fair needed to raise \$187,000 in order to have an event this year, they only raised \$25,000. There will be no Nevada State Fair in 2011.
 - b. Sherry discussed her recent trip to RES 2011 in Las Vegas. Sherry stated that this year's conference had about 2500-3000 people in attendance. Sherry had a chance to meet US Senator Young and many other Tribal leaders during the conference. Senator Young is working to make doing business in Indian country easier by eliminating red tape and Federal approvals. Sherry also stated that AIANTA President Tina Oselola addressed the conference and discussed how Tourism can be economic development for Tribes.
 - c. Sherry discussed the recent FAM tour by Canadian Travel Writer Andrew Princz. NCOT arranged for this tour by Mr. Princz; and he was able to visit Washoe Tribal lands, the Stewart Indian School, the Fallon Paiute Shoshone Lands, and Pyramid Lake. Sherry stated that Mr. Princz had a good time, that he would like to tour the area again and that he has a contact in San Francisco that may be interested in tours of the area.
 - d. Sherry reported that Della John would no longer be able to fulfill the office of Vice-Chairman and discussed the need to have elections for the positions of Vice Chairman and Secretary for the Territory at the April Meeting. Sherry also mentioned that she continues to work with the RSCVA to bring the National Indian Education Association (NIEA) convention to Reno in 2015 (or 2016), which could attract 3000-5000 attendees. Sherry stated that bids for the convention are due June 1st and that NIEA has already sent a representative for a site visit of possible venues and the area.
- IV. Treasurer Report
 - b. Chris Gibbons gave the report to the group. Chris provided an overview for the group of the various funding sources for the Territory.
 - c. Chris stated that there is \$5,796.98 remaining in the Indian Territory Checking Account.

- d. Chris stated that expenses for the Indian Territory Administration grant have been projected out for the rest of the year. Chris also stated that the Nevada Tribal Tourism Conference is doing well and the Territory has provided 6 scholarships for Nevada Tribe's to attend the conference in April.
- V. Nevada Commission on Tourism Update - Christian Passink, Rural Programs Manager, Nevada Commission on Tourism and Carrie Roussel, Director of Advertising Sales, Nevada Magazine
- a. Wendy Helgemo of US Senator Harry Reid's office provided an overview of the US Travel Promotion Act to the group. Wendy stated that the Act works to draw foreign visitors to the United States. Part of the legislation created the Corporation for Travel Promotion, which is led by a Board of Directors that has recently been put into place. Wendy stated that the board of directors for the Corporation for Travel Promotion does include a resident of Las Vegas. Wendy also stated that she would like to help bridge the gap between the Federal Government and Tribes in Nevada. Wendy stated that she has been working with Ed Hall of the BIA and Don Chapman of the Secretary of Commerce to promote Tribal Tourism. Wendy also stated that Senator Reid writes a column in Indian Voices and that the Senator recently wrote about Tribal Tourism.
 - b. Christian Passink provided the update for the Nevada Commission on Tourism.
 - c. Christian stated that 193 people have registered for the upcoming Rural Roundup conference in Mesquite and that NCOT is expecting 200-250 to be in attendance this year. Christian stated that there are still seats available for the bus to Mesquite and the price is only \$50. Christian also stated that the deadline for the 1st cycle marketing grants for 2012 will be due on April 15th. Christian stated that a lot of new organizations are targeting funding for this next cycle. Christian also stated that Chris Crystal will be retiring from NCOT at the end of April and that Bethany Drysdale has been appointed as Manager of Public Relations for NCOT.
 - d. Carrie Roussel with Nevada Magazine provided an overview of the July/August edition of Nevada Magazine which will be dedicated to the Nevada Indian Territory.
 - e. Carrie stated that she is looking for ideas as to who might be interested in advertising in this edition of the magazine. Nevada Magazine is offering discounted advertising rates for Territory members and is willing to work with anyone. Carrie stated that commitments for advertising are needed by May 6th and that artwork for the edition will be needed by May 25th.
 - f. Charlie Johnston with Nevada Magazine stated that this edition is going to be focused on the people and culture of Indian Territory rather than just the destinations themselves.
- VI. *Update on Indian Territory Website – Bruce Rettig, Charter Advertising
- a. Bruce Rettig provided the update for the Indian Territory website.
 - b. Bruce shared the latest Google analytics stats with the group for the Indian Territory website and the Stewart website. Bruce stated that both sites are up to date and formatted the same. Bruce stated that he is looking to add the artist listings page to the Indian Territory website after the Nevada Tribal Tourism conference. Bruce also stated with the next NCOT grant cycle he will be including new components into the website maintenance contracts to generate additional traffic to both websites.
- VII. *Cultural Exhibit at Reno-Tahoe International Airport and McCarran International Airport
- a. Sherry Rupert stated that she continues to work on an exhibit that will promote awareness of Nevada's Tribes at both the state's International airports.
 - b. Sherry stated that this exhibit is something that Governor Sandoval would like to see at both airports. Sherry stated that she has made contact with the CEO's of both airports, but she is still waiting to set up a meeting to move this project forward.

- VIII. *Discussion on Planning for the Nevada Tribal Tourism Conference – April 20-21, 2011
- a. Sherry Rupert handed out registration brochures for the conference and the set itinerary for the Conference. Sherry stated that all of the speakers are now confirmed and the FAM tour is set as well. Sherry stated that the second day of the conference will include a FAM tour of the Moapa Tribal lands, the Moapa Travel Center, the Lost City Museum and Valley of Fire State Park. Sherry also stated that Friday will include a limited FAM tour of the Grand Canyon Skywalk which is about 2 hours outside of Las Vegas.
- IX. *Nevada Commission on Tourism 1st Cycle Marketing Grant Proposals – Due April 15, 2011
- a. Sherry Rupert shared the following grant ideas for the Indian Territory: AIANTA Conference and booth space, Indian Territory Administration Grant, Stewart Powwow, Indian Territory Website Maintenance, Stewart Website Maintenance, Indian Territory Promotional Items, Promotional Video for Stewart Trail, Promotional Video for Indian Territory, Indian Territory Display at the Reno-Tahoe International Airport, and a Northern Nevada Tribal FAM tour.
 - b. Scott Carey shared the following grant ideas for the Pyramid Lake Paiute Tribe: Ecotourism Mapping project printing, Pyramid Lake Sprint Triathlon Promotion, Sacred Visions Pow-Wow Promotion, Pyramid Lake Website Maintenance, Ride the Rez Promotion, Pyramid Lake Promotional Items, and Pyramid Lake Arts Show Promotion.
- XI. *Tribal Updates
- a. Scott Carey provided the update for the Pyramid Lake Paiute Tribe. Scott stated that the Tribal Council on March 18th approved the Pyramid Lake Economic Development Plan. Scott stated that the approval of the plan could be a game changer for tourism at Pyramid Lake and that the Tribe has set aside millions of dollars in the plan for tourism. Scott also stated that the Tribe has ordered the binoculars that will be placed at the south end of Pyramid Lake to view the Pelicans at the mouth of the Truckee River.
- XIII. *Agenda Items for Next Meeting
- a. Elections for Vice Chairman and Secretary
 - b. Nevada Tribal Artists Listing
 - c. Airport Exhibits
- XIV. *Meeting Date and Location of Next Indian Territory Meeting
- a. The group decided that the next Indian Territory meeting will be at the Las Vegas Paiute Tribe on Tuesday April 19, 2011 from 3:00 – 5:00 pm.
- XV. *Adjournment
- a. Chris Gibbons motioned to adjourn. The motion was seconded by Scott Carey. Motion carried and the meeting was adjourned at 12:08 pm.