

Indian Territory Meeting Minutes
Fallon Convention Center, Fallon, NV
April 1, 2009

Present: 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; Al Granados, Business Operations Manager, Washoe Tribe of Nevada and California; Todd Eiesland, Manager, Meeks Bay Resort, Washoe Tribe of Nevada and California; Della John, Vice-Chairperson, Indian Territory and Tribal Administrator, Pyramid Lake Paiute Tribe; Fred Drye, Tribal Operations Officer, Bureau of Indian Affairs; Ryan Jerz, Interactive Media Manager, Nevada Commission on Tourism; Charlie Johnson, Associate Editor, Nevada Magazine; Chris Chrystal, Media Relations, Nevada Commission on Tourism; Carla Fisher, International Sales, Nevada Commission on Tourism; Larry Friedman, Deputy Director, Sales and Industry, Nevada Commission on Tourism; Russell James, Meeks Bay Resort, Washoe Tribe of Nevada and California; Rick Gray, Executive Director, Fallon Convention and Visitors Bureau

- I. Welcome and Introductions
 - a. Sherry Rupert called the meeting to order and asked everyone to introduce themselves.

- II. Approval of March 13, 2009 Meeting Minutes
 - a. The March 13, 2009 meeting minutes were tabled to the next meeting.

- III. Comments by Chairwoman
 - a. Sherry told the Committee both the save the date and registration materials for the 2009 Nevada Tribal Tourism Conference have been sent out.
 - b. The Committee is also working on grant submissions for the FY10 Nevada Commission on Tourism (NCOT) Marketing Grant.

- IV. Treasurer Report
 - a. Chris Gibbons reported the current balance in the Indian Territory checkbook is \$419.02.
 - b. The Administrative Grant has a current balance of \$191.12.

- V. Nevada Commission on Tourism Update - Christian Passink, Rural Programs Manager, Nevada Commission on Tourism
 - a. Christian Passink reported two bills have been submitted to the Legislature that may affect NCOT's funding. The first bill would merge the Nevada Commission on Tourism and the Commission on Economic Development. The Legislature did not see enough savings in the merge as it would diminish the roles of the Commissions. The

second bill that has been proposed would drastically cut NCOT's funding.

- b. Christian reminded the Territory to please submit grants for the FY10 NCOT Marketing Grant. The deadline for grant submissions is April 10, 2009. Also, he reminded the Territory the grant program may be reduced from 1.75 million to \$675,000.
- c. Larry Friedman added that this year 215 people have registered for the Rural Roundup. Also, a sales blitz will be occurring the 1st week in May. Both NCOT and Territory representatives will be traveling to different cities to promote Nevada. Sherry Rupert will be traveling to San Diego with Kari Frilot. Lastly, Sara Johnson from NCOT is compiling a list of events and happenings in Nevada for the sales blitz.
- d. Charlie Johnson from Nevada Magazine reminded everyone to please let Christian know if you have story ideas for Nevada Magazine. Also, please try to submit story ideas at least five months in advance.
- e. Chris Chrystal from NCOT told everyone to let her know about events and happenings in Nevada. There is also a travel digest on the NCOT website called Travel Roundup.
- f. Carla Fisher from NCOT told the Territory rock art is of great interest to the international traveler. She is trying to grow a list of Native American products for her travelers.
- g. Della John told Carla the bike trail from Lake Tahoe to Pyramid Lake has been completed.

VI. Grants to be Submitted for the 2010 NCOT Marketing Grant Cycle

- a. Rick Gray said there is a company who is interested in putting together a promotional video for the Territory.
- b. Larry told the Territory to make sure they prioritize grants as the funding may be cut.
- c. Sherry said the Territory needs to submit both an administrative and a Stewart Indian School Trail website maintenance grant.
- d. It was also suggested the Territory submit a grant for Qunicast to do demographics for the Indian Territory website.

VII. Update on Indian Territory Promotional Items Ordered

- a. Sherry told the Territory she ordered flash drives, bags, pens, and luggage tags with the IT logo.
- b. The items should be ready by the Nevada Tribal Tourism Conference and the colors will be consistent with the Indian Territory brochure.

VIII. Update on Planning for the Nevada Tribal Tourism Conference

- a. Sherry passed around a copy of the brochure for the Nevada Tribal Tourism Conference.
- b. The keynote speakers for the Conference were recruited at the American Indian Alaska Native Tourism Association Conference.

- c. Todd Eisland mentioned the Territory should contact the California Office of Tourism for a possible partnership for next year's Conference.
- IX. Next Steps – Where do we go from here?
 - a. Submit NCOT Marketing Grants.
 - b. Continue planning for the Nevada Tribal Tourism Conference.
- X. Agenda Items for Next Meeting
 - a. Nevada Tribal Tourism Conference
 - b. Update on NCOT Marketing Grant submissions.
- XI. Scheduling and Location of Next Indian Territory Meeting
 - a. The next Indian Territory meeting is scheduled for April 15, 2009 from 11:00am-1:00pm at the Nevada Indian Commission.
- XII. Adjournment
 - a. The meeting was adjourned at 11:35am.