

Indian Territory Meeting Minutes
Nevada Indian Commission Office, Carson City, NV
April 15, 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; Bruce Rettig, President, Charter Advertising; Todd Eiesland, Manager, Meeks Bay Resort, Washoe Tribe of Nevada and California; Della John, Tribal Administrator, Pyramid Lake Paiute Tribe and Vice-Chairperson, Indian Territory.

- I. Welcome and Introductions
 - a. Sherry Rupert called the meeting to order at 11:10am and asked everyone to introduce themselves.
- II. Approval of March 13, 2009 Meeting Minutes
 - a. With no changes made, Della John motioned to approve the meeting minutes of March 13, 2009 seconded by Al Granados. Motion carried.
- III. Approval of April 1, 2009 Meeting Minutes
 - a. The April 1, 2009 meeting minutes were tabled to the next meeting.
- IV. Comments by Chairwoman
 - a. Sherry Rupert reported the Territory is having difficulty getting attendees to the Nevada Tribal Tourism Conference and updated the Territory on who will be attending the Conference.
 - b. She will be traveling with Kari Frilot to San Diego for the Nevada Commission on Tourism (NCOT) sales blitz.
- V. Treasurer Report
 - a. Chris Gibbons reported the balance in the Indian Territory checking account is \$1,357.40.
 - b. The balance in the Indian Territory administrative grant is \$1,041.14.
- VI. Nevada Commission on Tourism Update – Christian Passink, Rural Programs Manager, Nevada Commission on Tourism
 - a. Christian Passink reported 169 marketing grants were submitted and they are currently processing the grants.
 - b. Indian Territory submitted six grants including 4 from the Territory, 1 from Pahrump and 1 from the Walker River Paiute Tribe. Christian will look up past Indian Territory grants and will report on them at the Nevada Tribal Tourism Conference.
 - c. Christian will be asking each of the Territories what grants are important to them and what can be cut in order to help NCOT make decisions on the grants.
 - d. NCOT has a new marketing grant campaign focusing on travel deals in Nevada. The main focus is booking lodging and partnering with attractions in Nevada towns. Marketing has also been geared toward advertising on public transportation.

- e. Todd Eiesland said California has great television advertisements which feature the Governor and Hollywood stars. He also agreed that advertising on public transportation and mobile devices is a great idea.
 - f. Christian said the Rural Roundup went well and so far the evaluations are good. Sherry added the Eagle Wings dance group was good and she also enjoyed networking and the session on customer service.
 - g. Lastly, Christian said NCOT and Territory partners will be traveling to neighboring states to create sales and awareness of Nevada. Sherry will be traveling to San Diego with Kari Frilot and cities in the sales blitz will include Los Angeles, San Diego, San Francisco, Sacramento and Salt Lake City.
- VII. Discussion on Rural Roundup and Suggestions or Comments for Next Year – Rural Roundup Evaluation
- a. Sherry Rupert told the Territory at the Rural Roundup she received the Reno-Tahoe Territory award for her work on the Stewart Indian School Trail. Because of the award, the Nevada Appeal, Reno Gazette Journal and the Carson Times did articles on the Trail. Bruce added he will add a press page to the Indian Territory website.
 - b. Sherry also said Della John received the award from Indian Territory.
 - c. The Territory discussed the Roundup and said they enjoyed the sessions, networking and Fallon did a great job hosting the Conference.
- VIII. Grants Submitted for the 2010 NCOT Marketing Grant Cycle
- a. Sherry said the Territory Chairs will be meeting to discuss the marketing grants and the Nevada Commission on Tourism Board will be meeting on June 30, 2009 to finalize the grant awards.
 - b. Final grants submitted for Indian Territory include the American Indian Alaska Native Tourism Association Conference, Stewart Indian School Trail website maintenance, Indian Territory administrative grant and an ad for the Stewart Indian School Trail in the Carson City Visitors Guide.
- IX. Update on Indian Territory Promotional Items Ordered
- a. Sherry told the Territory the Indian Territory Promotional items have been ordered and include pens, flash drives, luggage tags and bags. Some of the promotional items will be included in the Nevada Tribal Tourism Conference bags.
- X. Update on Indian Territory Development Plan
- a. Sherry said 50 copies of the Indian Territory Development Plan have been ordered and will be printed and bound. Bruce helped with the design work and the plans will be taken with Territory members on tribal visits.
- XI. Update on Planning for the Nevada Tribal Tourism Conference
- a. Sherry reported planning for the Nevada Tribal Tourism Conference is going well. The Territory still needs to put together an evaluation form to use at the Conference.
 - b. Barrick Gold of North America has given \$2,000 to sponsor lunch at the Conference.
 - c. The Territory is hoping to have 40 to 50 people in attendance at the Conference.

- d. Christian said copies of Nevada Magazine will be available for the Conference bags and the NCOT marketing grant money could be re-directed to sponsor tribes to attend the Conference.
- e. The Territory discussed the design of the Conference name tags and what will be included in the Conference bags. It was suggested the Territory could approach the Cal-Neva Resort and Casino for promotional items to be included in the bags. Bruce said he will e-mail a name tag template for Territory to use when printing the name tags.
- f. Sherry thanked NCOT for donating bags for the Conference.
- g. It was suggested the Territory contact the tribes and ask for collateral for the Conference bags and door prizes.
- h. Lastly, Sherry said there will be some tables set up at the Conference for the speakers to display their collateral.

XII. Next Steps – Where do we go from here?

- a. Nevada Tribal Tourism Conference
- b. Submit Rural Roundup evaluations
- c. Develop Nevada Native Made Program
- d. Develop a Nevada Tribal Tourism Kit
- e. Ask tribes to donate door prizes and collateral for the Conference.

XIII. Agenda Items for Next Meeting

- a. Debriefing on the Nevada Tribal Tourism Conference.
- b. Review “Wonders of the West” video

XIV. Scheduling and Location of Next Indian Territory Meeting

- a. The next meeting is scheduled for June 17, 2009 at the Nevada Indian Commission.

XV. Adjournment

- a. The meeting was adjourned at 1:07pm.