

Indian Territory Meeting Minutes
Nevada Indian Commission
5500 Snyder Avenue, Carson City, NV
Wednesday, June 17, 2009

Present: Sherry L. Rupert, Chair, Indian Territory and Executive Director, Nevada Indian Commission; Christian Passink, Rural Programs Manager, Nevada Commission on Tourism; Della John, Tribal Administrator, Pyramid Lake Paiute Tribe and Vice-Chairperson, Indian Territory; Chris Ann Gibbons, Secretary/Treasurer, Indian Territory and Administrative Assistant, Nevada Indian Commission; Rob Beltramo, Tribal Planner, Washoe Tribe of Nevada & California; Alfred Granados, Business Manager, Washoe Tribe of Nevada & California; Teresa Pete, Salon Owner, Pyramid Lake Paiute Tribe; Vicki Kane, Pyramid Lake Paiute Tribe; Darrel Cruz, Tribal Historic Preservation Officer, Washoe Tribe of Nevada & California

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

- II. Approval of April 15, 2009 Meeting Minutes
 - a. The April 15, 2009 meeting minutes were tabled to the next meeting.

- III. Comments by Chairwoman – Sherry L. Rupert
 - a. Sherry told the Committee currently both the Indian Territory (IT) Secretary and Treasurer positions are held by the same person. She would like to hold elections for a Territory Secretary to assist with Territory duties. The Committee discussed the issue and decided to table the election of a new Secretary to the next meeting.
 - b. The Committee also discussed revising the by-laws in regard to the delegation of duties assigned to IT Officers. The Committee decided the by-laws did not need any revisions.
 - c. The Committee also decided that a membership listing should be developed for the Territory.

- IV. Treasurer Report – Chris A. Gibbons
 - a. Chris Ann Gibbons reported the current balance in the IT checkbook is \$6,044.13.
 - b. The Committee received a Nevada Commission on Tourism (NCOT) Marketing Grant in the amount of \$5,310.00 for the 2009 Nevada Tribal Tourism Conference and utilized \$5,296.97 of the grant. Also, the balance of non-grant funds after all conference expenses were paid is \$1,350.70.
 - c. The IT Administrative Grant has a current balance of \$337.50.

- V. Nevada Commission on Tourism Update – Christian Passink, Rural Programs Manager, Nevada Commission on Tourism
 - a. Christian Passink reported the deadline for FY09 NCOT Marketing grant reimbursements is June 30, 2009.
 - b. There were 171 requests for the first cycle of the fiscal year 2010 Rural Marketing Grant. The grant proposals were discussed at the June 5, 2009 Territory Advisory Committee meeting and went before the NCOT Board for approval on June 16, 2009. Indian Territory received an increase in their Administrative Grant and received funding for Stewart Indian School website

maintenance, 2009 Aianta Conference and funding for an ad in the Carson City Visitor's Guide. The Pahrump Powwow withdrew their application and the Walker River Paiute Tribe was awarded a grant for the creation of a brochure. Funding agreements should be going into the mail in the next couple of days.

- c. Christian also shared the new NCOT Director is Dan Lewis. Director Lewis is from Maine, has a lot of tourism experience and helped coin the "I love New York" slogan.
- d. Christian wanted to let the Committee know NCOT sent representatives and Territory Chairs on a Spring Sales Blitz. Kari Frilot and Sherry Rupert were sent to San Diego and other cities included in the Sales Blitz were Los Angeles, San Francisco, Sacramento, Salt Lake City, San Jose and Seattle and Phoenix.

VI. Report on the Territory Advisory Committee Meeting – June 4-5, 2009

- a. Sherry reported a Territory Advisory Committee (TAC) meeting was held June 4-5, 2009 in Primm, Nevada.
- b. At the meeting, Territory Chairpersons went through the NCOT Marketing Grant recommendations and agreed Indian Territory should receive an increase in Administrative Grant funding. It was explained that the tribes are in very rural areas and in an effort to increase membership of the Territory it would be essential to travel out to the tribes to build relationships and recruit members.
- c. They also discussed the 2010 Rural Roundup and the Sales Blitz focuses for Fall and Winter.
- d. In order to recruit more Indian Territory members, Sherry said the Committee could have Tribal representatives make a presentation at each meeting and talk about what they would like to market; give each tribe time to tell us about what they are doing in tourism and what they have to offer.
- e. Della John said visitors to Pyramid Lake can now purchase permits online on the Tribe's website. The Tribe is also hosting a fishing derby in October and working on an economic development plan.
- f. Sherry said she met NCOT Commissioner Bruce Dewing at the TAC meeting. Bruce owns a casino in Lovelock and is interested in Indian Territory and the Stewart Indian Cultural Center.
- g. Sherry also said David Lusvardi from NCOT encouraged the Territories to attend trade shows that NCOT attends. Sherry told Della the Pyramid Lake Paiute Tribe may be interested in attending an upcoming RV show in Arizona.
- h. Darrel Cruz wanted to let the Committee know the Washoe Tribe will be hosting the 19th Annual Wa She Shu It' Deh Native American Arts Festival, July 25-26, 2009 from 10am to 4pm at Val Halla in Lake Tahoe. The Tribe is working on the parking issue for the event, admission is free and vendor space is still available.

VII. Report and Evaluations of the Nevada Tribal Tourism Conference

- a. Sherry reported that 35 people attended the Nevada Tribal Tourism Conference.
- b. Sherry went through the conference evaluations with the Committee. The evaluation for the conference had sections in which attendees rated the keynote addresses, general sessions, and the familiarization tour. Overall, attendees rated the conference as excellent and Sherry read the list of topics attendees would like to see next year and how they could improve the conference. Lastly, all of the attendees said they would come back next year.
- c. The Committee briefly discussed possible locations for next year's conference. Possible conference locations included the Las Vegas Paiute Tribe Golf Resort and returning to Lake Tahoe.

- d. Theresa commented that the conference was very beneficial to her and that she left the conference enthused and inspired.
- VIII. Report on May Sales Blitz, San Diego, CA – May 14-15, 2009
- a. Sherry reported she went on a Sales Blitz with Kari Frilot from NCOT in May. The purpose of the Sales Blitz was to attract more visitors to the state.
 - b. They visited Southern California tribes to talk about ways to promote American Indian Tourism in Nevada. They visited the Barona Resort and Casino, Pala Band of Mission Indians, Sycuan Casino and the Viejas Band of Kumeyaay Indians.
 - c. Sherry told the Committee she e-mailed the list of leads from the Sales Blitz to the Indian Territory list serve. If anyone in the Territory had something to offer any of the leads they should follow up with the lead directly.
- IX. National Tourism Association (NTA) Conference, Reno, NV – November 14-18, 2009
- a. Sherry told the Committee the National Tourism Association Conference will be held November 14-18, 2009 in Reno, Nevada.
 - b. She said they are looking for 250 volunteers for the conference and that it would be good for IT members to be involved in the conference.
- X. Discussion on Wonders of the West DVD and Whether to Consider for Future Grant Application
- a. Sherry told the Committee the individual who created the Wonders of the West DVD told her he has worked with Tribes in other states and would like to highlight native events in Nevada.
 - b. He is requesting \$12,000 to produce a video and Sherry wanted to know if the Committee would like to consider this when applying for NCOT grant funding.
 - c. The Committee decided to view the DVD at the next meeting and will decide after the viewing if they would like to apply for a grant.
- XI. Next Steps - Where do we go from here?
- a. Create a list of Indian Territory members
 - b. Begin planning the next year's Nevada Tribal Tourism Conference
 - c. Finish submitting reimbursements and evaluations for the FY09 NCOT Marketing Grants
- XII. Agenda Items for Next Meeting
- a. View Wonders of the West DVD
 - b. Presentation from the Pyramid Lake Paiute Tribe
 - c. Elect new IT Secretary
- XIII. Scheduling and Location of Next Indian Territory Meeting
- a. The next meeting is scheduled for July 29, 2009 from 10:00am-12:00pm at the Pyramid Lake Museum.
- XIV. Adjournment
- a. The meeting was adjourned at 12:00pm.