

Indian Territory Meeting Minutes
Pyramid Lake Visitor Center/Museum
700 State St., Nixon, NV
Wednesday, July 29, 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; Scott Carey, Tribal Planner, Pyramid Lake Paiute Tribe; Bonnie Akaka-Smith, Manager, Nixon Store; Robbin Scholl, Comptroller, Pyramid Lake Paiute Tribe; Ben Aleck, Curator, Pyramid Lake Paiute Tribe Museum; Ralph Burns, Pyramid Lake Paiute Tribe Museum

I. Welcome and Introductions

- a. Sherry Rupert called the meeting to order at 10:15am and asked everyone to introduce themselves.
- b. Ben Aleck explained that he is very interested in marketing the museum and expanding the retail space. They get about 5,000 plus visitors per year and are included in the Scenic Byways program. They have a National Park Service grant and a small IMLS grant. They currently have two employees and both are part-time. It is difficult to do any fundraising because both employees are part-time.
- c. Christian suggested the tour bus market, and reminded them that tourists need restrooms and a meal. He also suggested tour guides on the bus to give a history of the lake and the tribe as the bus tours Pyramid Lake. He would call the tour operators and see if there is an interest first before proceeding. Then, come up with a proposal for the Tribal Council.
- d. It was suggested that the Territory could do an Indian Territory Familiarization Tour throughout Indian Territory.
- e. Sherry suggested that the Tribe check into a Workforce Development Placement through the Inter-Tribal Council of Nevada for assistance at the Museum. They could receive a placement for up to 640 hours to be trained to work in the increased retail space they have planned.
- f. The tribe currently has billboards along I-80. They are promoting Pyramid Lake being just in your backyard.
- g. It was mentioned by staff that Pyramid Lake needs to change the perception that they don't care about what happens out at the lake and that people can just go crazy out there and that they don't have to get a permit. They are working on changing this perception by hiring more rangers to police the 69 miles of shoreline.

II. Approval of April 1, 2009 Meeting Minutes

- a. Christian had a correction to Item V. B, changing the amount of the grant program reduction from "\$1.75 million" to \$675,000.
- b. With one change made, Della John motioned to approve the meeting minutes of April 1, 2009 seconded by Christian Passink. Motion carried.

III. Approval of April 15, 2009 Meeting Minutes

- a. Christian Passink motioned to approve the April 15, 2009 meeting minutes with no changes, seconded by Della John. Motion carried.

IV. Approval of June 17, 2009 Meeting Minutes

- a. The June 17, 2009 meeting minutes were tabled to the next meeting.

- V. Comments by Chairwoman
 - a. Sherry Rupert stated that she will be placing an agenda item on the August 2009 meeting agenda for election of the Indian Territory Secretary.
 - b. Sherry also stated that she would like to develop an American Indian Artist Listing as the Territory travels throughout the state holding meetings with the intent of coordinating a Great Basin Arts Market and Festival.

- VI. Treasurer Report
 - a. No Treasurer report was given as the Treasurer was out of state.

- VII. Nevada Commission on Tourism Update – Christian Passink, Rural Programs Manager, Nevada Commission on Tourism
 - a. Christian Passink gave a brief summary of the June 4, 2009 Territory Advisory Committee meeting and how the marketing grant awards were evaluated and how he awarded the funding.
 - b. He explained that NCOT has 2 grant cycles per year and that the second grant cycle will begin in August.
 - c. It was decided that we should discuss grants at our next meeting.
 - d. Christian encouraged the Pyramid Lake Paiute Tribe to visit TravelNevada.com website to review for accuracy.
 - e. Sherry also suggested that they review the Indian Territory website for accuracy on the Pyramid Lake Paiute Tribe and their events information. The Indian Territory website should link to the Pyramid Lake Paiute Tribe fisheries/permit page.
 - f. Christian also explained that he sits on the Content Committee for the Nevada Magazine, so if tribes have stories, they should notify him. The stories need to be six months out to be included in the magazine.
 - g. Christian also suggested coming up with a form for Indian Territory projects that were completed with volunteers and donations. He could then present this to the Commission for future funding opportunities. Sherry mentioned that this is much like the “Tourism Cares” projects.
 - h. Christian mentioned that Rural Roundup will be in Winnemucca this year. It will be the 20th anniversary of Rural Roundup and will take place March 24-26, 2009. Let him know if you have any suggestions for speakers as they are currently in the process of planning for the Roundup.
 - i. Lastly, Christian mentioned that he had been to another Territory meeting and that they had local officials present at the meeting and this might be something that we should consider for future meetings.

- VIII. Discussion of Grants Awarded to Indian Territory by the Nevada Commission on Tourism
 - a. Grants awarded to the Territory included: American Indian Alaska Native Tourism Association Conference (\$3,000), Stewart Indian School Trail website maintenance (\$4,800), Indian Territory administrative grant (\$5,000) and an ad for the Stewart Indian School Trail in the Carson City Visitors Guide (\$3,000).

- IX. Selection of Attendees to the American Indian Alaska Native Tourism Conference – September 21-23, 2009
 - a. Sherry mentioned that because Chris, Della and she are the main planners for the Nevada Tribal Tourism Conference that she would like the committee to consider sending them to this year’s conference. All three attended last year and were able

- to bring back information and contacts that were instrumental in planning Nevada's first ever Tribal Tourism Conference.
 - b. Della offered that she had funds in her tribal budget that would allow her to attend.
 - c. Della John motioned to send Sherry and Chris to the American Indian Alaska Native Tourism Conference using the grant funds, seconded by Christian Passink. Motion carried.
 - d. Robbin suggested that this conference would be good for Scott to attend. They will check to see if tribal funding is available.
- X. Discussion and Decision on Whether to Consider Wonders of the West for Future Grant Application
- a. It was decided that the Indian Territory needs to assess what the tribes have to offer as products and attractions before we would be ready for a video. The idea is good, but we are not quite ready. Once the video is developed, it could also be placed on the Indian Territory website.
- XI. Host Presentation – Pyramid Lake Paiute Tribe
- a. Robbin Scholl reported that because of the new online permitting, the tribe has increased its permits purchased from 5% to 12%.
 - b. They have purchased 5 permanent restrooms (3 doubles and 2 singles) for visitors, all paid for by the Preserve Pyramid Lake license plate fees.
 - c. They are looking at additional billboards possibly through the NCOT grant funding.
 - d. They are also getting a Verizon tower to assist with access. Eventually their rangers will be able to use a laptop or Blackberry after hours to check to see if visitors have purchased permits.
 - e. The Tribe has a new Chief of Police, Mr. Dennis Shinn. On the 4th of July he set up fee stations at designated locations so visitors didn't have to wait in line for permits. This also helped to capture more permit revenue. They will also be giving out a list of rules when visitors buy their permits.
 - f. The Tahoe-Pyramid Bikeway has not yet been promoted. The tribe feels as though they need to work on making the trail safe for users. This includes some work on their infrastructure.
 - g. The Tribe is currently concentrating their tourism efforts on the west side of the lake.
 - h. They are raising their Ranger presence. They need to hire more Rangers to patrol their 475,000 acres and 69 miles of shoreline around the lake. Due to the current changes in place they have seen a 20% increase in permit revenue.
 - i. Their fisheries are state of the art. They are going to have a Grand Re-Opening soon. Their Marble Bluff Hatchery has a new Interpretive Center.
 - j. It was mentioned that their website needs to be revised and made more user-friendly.
- XII. Next Steps – Where do we go from here?
- a. American Indian Alaska Native Tourism Conference
 - b. Nevada Tribal Tourism Conference
 - c. NCOT Second Cycle Marketing Grant Submittals
 - d. Develop Nevada Native Made Program
 - e. Develop a Nevada Tribal Tourism Kit
 - f. Develop an American Indian Artist and Product Listing
 - g. Develop a Great Basin Arts Market and Festival

- XIII. Agenda Items for Next Meeting
 - a. NCOT grants
 - b. Discussion on American Indian Artist and Product Listing
 - c. Host presentation
 - d. Election of Indian Territory Secretary

- XIV. Scheduling and Location of Next Indian Territory Meeting
 - a. The next meeting is scheduled for August 26, 2009 at the Nevada Indian Commission office in Carson City, NV.

- XV. Adjournment
 - a. Della John motioned to adjourn, seconded by Christian Passink. Motion carried and the meeting was adjourned at 1:15pm.