

Indian Territory Meeting Minutes  
Nevada Indian Commission  
Carson City, Nevada  
August 13, 2008

Present: Della John, Vice-Chairperson, Indian Territory and Tribal Administrator, Pyramid Lake Paiute Tribe; Sherry L. Rupert, Treasurer, Indian Territory and Executive Director, Nevada Indian Commission; Chris Ann Gibbons, Member, Indian Territory and Administrative Assistant, Nevada Indian Commission; Kari Frilot, Grants Manager, Nevada Commission on Tourism; Joe Locurto, Director, Rural Economic Development, Nevada Commission on Economic Development; Chuck Nozicka, Consultant; Bruce Rettig, President, Charter Advertising; Lynelle Hartway, General Counsel, Washoe Tribe of Nevada & California.

- I. Call to Order
  - a. Della John called the meeting to order at 10:20am.
- II. Introductions
- III. Treasurer Report
  - a. Sherry reported that Bank of America is charging the Indian Territory account a \$29.95 service charge. She will contact the bank to try and get it straightened out as a non-profit checking account should not be charged a monthly fee.
  - b. As of July 31, 2008 the Indian Territory account has \$5,873.87.
  - c. The Indian Territory brochure reprint has been paid in full.
  - d. There are still outstanding invoices from Nevada Web. Sherry will look into it as she is questioning some of the charges.
- IV. Old Business
  - A. Selection of Indian Territory Chairperson
    - a. The committee decided to elect Sherry Rupert as the new Indian Territory Chairperson. Della John will keep her position as Vice-Chairperson and Chris Gibbons will keep her position as Secretary and take on Sherry's prior position as Treasurer.
  - B. Indian Territory Website
    - a. Bruce said the hosting service still needs to be changed from Nevada Web to Charter Advertising. Nevada Web will not completely release the site until all bills are paid.
    - b. Sherry asked Kari Frilot for a copy of the original website grant.
    - c. The committee needs to apply for a NCOT Marketing Grant to cover website maintenance for the coming year.
    - d. A Flicker page has been created and Stewart Father's Day Powwow pictures have been posted on the site.

- e. Bruce passed out the dashboard for the Indian Territory website.
- f. As of August 12, 2008 the site has received 1,370 visits.
- g. Sherry questioned the 51.82% bounce rate on the site. Bruce said he will look into it.
- h. Bruce would like to see the website go back to its original template.
- i. Chris Gibbons asked Kari if she has access to the Indian Territory minutes that were done by Mary Klemme as she would like to have them electronically for the website. Kari replied she will look into it as she has Mary's computer.

C. Indian Territory Tribal Tourism Conference

- a. Sherry told the committee that she will make sure a NCOT Marketing Grant is submitted for the Conference. The committee also needs to look into other sources of funding for the Conference.
- b. Sherry would like to see a workshop at the Nevada Tribal Tourism Conference on creating a business plan. The Washoe Tribe is doing a similar training for Tribal members. It would also be good to have a Tribal panel discussion to discuss what has and has not worked for tribes in the state when it comes to Tourism.

D. Brochure Reprint

- a. Sherry said 19,500 brochures were printed and the total paid was \$16,144.00.
- b. Four new pages were added to the brochure and \$700 of the total cost covered production and revisions.
- c. Chris asked Kari to whom at NCOT should the revised brochure be sent to for the NCOT website. Kari replied the brochure should be sent to Jolyn Laney.

E. Governor's Conference 2008 – Peppermill

- a. Sherry said Indian Territory have been given permission by NCOT to have an American Indian Cultural Performance during a wine reception at the Governor's Conference on Tourism.
- b. Since alcohol will be served at the reception we could have dancers perform in a separate alcohol free room.

F. Update on Development Plan

- a. Chuck Masoka passed out copies of the draft Indian Territory Tourism Development Plan.
- b. He had initially hoped for data from the NCOT but that did not happen so he used data from the Indian Territory survey.
- c. Photographs from the Indian Territory brochure were used in the Development Plan.
- d. Chuck said one obstacle that Tribes face is that Nevada is already a gaming state and only a few Nevada Tribes have gaming.

- e. Chuck found that in order to get repeat visitors you need to engage them in culture and shopping is very important. The idea of shopping goes along with the Nevada Indian Made program.
- f. Lynelle Hartway said the Washoe Tribe is looking at doing a Washoe Made Program.
- g. Chuck said he would like to see a brochure and a power point created from the Development Plan.
- h. Chuck asked for comments on the draft plan by the end of the month. Please let him know if there are any missing bits of information or if anything needs to be explained in further detail.

#### G. Indian Territory Recruitment of New Members

- a. Sherry said the committee needs to put together a contact list of Tribal Cultural Resources Directors.
- b. Chris added we need to give Tribes a reason to come to the meetings.
- c. Kari said the Committee could offer teleconferencing to attendees.
- d. It was decided that a survey should be sent out to the Tribes asking them what they would like to see discussed at Indian Territory meetings.

#### H. Trade Show Graphics

- a. Sherry told the committee the Trade Show graphics stands have arrived but we are still waiting for the graphics.

### V. New Business

#### A. Selection of 2008 AIANTA Conference Attendees

- a. Sherry said the 2008 AIANTA Conference will be in Worley, Idaho. The Conference will be a great venue for the Committee to get ideas for the 2009 Nevada Tribal Tourism Conference.
- b. The Committee decided to send Chris Gibbons, Sherry Rupert, and Della John to the Conference.
- c. Indian Territory received a \$2,000 NCOT Marketing Grant for the AIANTA Conference. The grant will not cover all costs related to the Conference so it was decided that Indian Territory Administrative Funds will be used to cover the balance of the trip.

#### B. Approved NCOT Marketing Grants

- a. Sherry read the list of approved NCOT Marketing Grants. Indian Territory received a \$4,000 Indian Territory Administrative Grant, \$7,800 for the Stewart Indian School website, \$13,000 for the Stewart Indian School Trail Brochure and \$2,000 to attend the AIANTA Conference.

C. Discussion on Possible Grants to be Submitted in the Next NCOT Marketing Grant Cycle-Due September 26, 2008

- a. Ideas on submissions for the next NCOT Marketing Grant included Indian Territory Promotional items, 2009 Nevada Tribal Tourism Conference, Stewart Father's Day Powwow, and Indian Territory website maintenance.

D. NCOT Report-Kari Frilot, Rural Grants Manager

- a. Kari Frilot introduced herself to the committee. Kari is the new Rural Grants Manger for the Nevada Commission on Tourism.
- b. Kari told the committee the new NCOT website is up and running. The website address is still [travelnevada.com](http://travelnevada.com) but the Administrative site is now [travelnevada.biz](http://travelnevada.biz).
- c. The on-line grant system is being revised so until it is finished grants will need to be submitted via e-mail. The grant application can be downloaded off the [travelnevada.biz](http://travelnevada.biz) site.

VI. Public Comments

- a. Sherry wanted to let the Committee know the Nevada Indian Commission will be hosting an American Indian Day Celebration on September 26, 2008. The Commission will also be launching the Stewart Indian School Trail on the same day. An invitation to the event will be e-mailed out soon.
- b. Joe Locurto passed out copies of the Nevada Spirit Magazine and shared contact information for the Nevada Made Program.

VII. Adjourn Meeting