

Indian Territory Meeting Minutes
Nevada Indian Commission Office
5366 Snyder Ave., Bldg. #3, Carson City, NV 89701
Thursday, September 9, 2010

Present: Sherry L. Rupert, Chair, Indian Territory and Executive Director, Nevada Indian Commission; Kari Frilot, Rural Grants Manager, Nevada Commission on Tourism; Scott Carey, Secretary, Indian Territory and Tribal Planner, Pyramid Lake Paiute Tribe; Bruce Rettig, President & Owner, Charter Advertising; Mary Conway-Jepson, NV Microenterprise Initiative; Darnell Bolton, Basketball Operations Manager, Reno Bighorns

- I. Welcome and Introductions
 - a. Sherry Rupert called the meeting to order at 10:07 am and asked everyone to introduce themselves.

- II. Approval of September 9, 2010 Meeting Minutes
 - a. Sherry Rupert stated that the meeting minutes for the September 9th meeting were not available soon enough for everyone to review them. Therefore the minutes were tabled to the November 10th Indian Territory meeting.

- III. Comments by Chairwoman
 - a. Sherry Rupert stated that she leaves next Saturday for the American Indian Alaska Native Tourism Association (AIANTA) conference in Tulalip, Washington. Sherry was asked by AIANTA to speak on a panel at the conference as the President of the Governors' Interstate Indian Council.
 - b. Sherry further stated that AIANTA was very excited to have Nevada participate in this year's conference and have asked if she was interested on being on their board.
 - c. Sherry stated she would like to write a report again for the AIANTA conference. She would like everyone attending from Indian Territory to take notes at the conference and share with her. This year's AIANTA conference is expected to draw between 300-500 people from around the country.
 - d. The Governors' Interstate Indian Council conference was held in Carson City in August. Conference attendees visited the Stewart Indian School. Indian Territory promotional items were handed out during the conference too.

- IV. Treasurer Report
 - a. Chris Gibbons stated that she has been very busy with book keeping for the Indian Territory. The Indian Territory Admin account has a balance \$2,691.16.
 - b. From the last meeting the Indian Territory has received and deposited \$4,900 for the admin grant from the Nevada Commission on Tourism (NCOT).
 - c. Chris also stated that she has submitted a request for reimbursement for the AIANTA grant from NCOT. This AIANTA grant is sending 2 people from the Territory to the conference.
 - d. Chris has also been busy completing the book keeping from the Nevada Territory Wild West Fair for the Territory. Paying for the website maintenance for the rest of the year and shipping the territory graphics for repair.

- V. Nevada Commission on Tourism Update – Christian Passink, Rural Programs Manager, NCOT.

- a. Kari Frilot filled in for Christian Passink who was away on travel for the meeting today. Kari shared with the group an invitation to the US Travel Marketing Forum in Las Vegas from NCOT Executive Director Dann Lewis.
 - b. Kari stated that the next NCOT meeting is on September 15th and the Rural Programs Division is going to present an overview of the grant program. The grant program has an estimated \$71 million dollar economic impact to the State of Nevada.
 - c. Kari stated that on September 16th, NCOT will be hosting a FAM tour for Travel Agents from the United Kingdom. Kari stated that brochures for the Travel agents can be passed on.
 - d. Kari stated that September 24th is the last day to submit marketing grant requests to NCOT. On September 28th NCOT will make their selections for the Projects Related to Tourism grant program. During the special cycle 28 grant applications were submitted requesting over \$235,000. There is only \$68,000 available to fund all of the projects. NCOT believes that they can fund 80% of projects.
 - e. Other important deadlines and dates from NCOT are; 10/13 deadline for 2011 NV Travel guide. October 19 NCED and NCOT joint commission meeting will decide on PRT grants after NCED meeting. October 31 Governor's Conference on Tourism early bird registration deadline. Registration is now open and is \$145 to attend in Reno December 7-8. NCOT to conduct a Mexico FAM tour the week after Thanksgiving for skiing
 - f. Kari stated that she will look into whether NCOT will sponsor the Territory Chair for registration to the Governor's Conference on Tourism.
- VI. Discussion on Planning for the Nevada Tribal Tourism Conference – April 20-21, 2010
- a. Sherry Rupert stated that the next conference will be held in Las Vegas at the Las Vegas Paiute Golf Resort.
 - b. The group also discussed possible themes for the 2011 Nevada Tribal Tourism Conference. These included: Banding Together, Bringing the past into the future, Voices and Visions of Indian Country. Sherry had a goal to get a save the date flyer/email out by the end of the month to hand out at the AIANTA conference.
 - c. Sherry handed out a list of comments from attendees at last year's conference. Ideas included; to do more marketing, provide an overview of tourism infrastructure, social media marketing, SEO website marketing, grant writing, Tribal enterprises and tourism development, artists, and guided tours.
- VII. Prioritize Article Ideas to be Included in the Indian Territory Issue (Nov/Dec 2011) of Nevada magazine.
- a. It was decided that the group would not prioritize the article ideas, but submit the full list to Nevada Magazine and let them choose.
 - b. Kari Frilot stated that the Indian Territory may have May/June or July/August. Kari stated that she will verify this information and get it to Sherry.
- VIII. Review of Grant Applications to be submitted in NCOT Second Cycle Marketing Grants
- a. Sherry Rupert stated that the Indian Territory will submit for the following grants: 2011 Nevada Tribal Tourism Conference, Carson City Visitor's Guide advertising, Indian Territory Website maintenance, Indian Territory promotional items and Reno Bighorns Native American Day advertising.
 - b. Kari Frilot stated that promotional items will be funded only in conjunction with a trade show that will drive people in from outside of a 100 mile radius.

- c. Scott Carey stated that the Pyramid Lake Paiute Tribe is considering submitting a grant application for advertising in Fish Sniffer magazine for Pyramid Lake Fishing.
- IX. Report on Nevada Territory Wild West Fair, Great Basin Native American Gathering and Pow wow – August 25-29, 2010
 - a. Sherry Rupert stated that there were 5 days of wild weather at this year's fair. The Indian Territory won 3rd place for its exhibit and the traditional Paiute and Shoshone dwellings. Sherry won the grand prize for the fashion exhibition.
 - b. Sherry stated that the Great Basin Powwow was a big success. There were 6 drums and 50 dancers and large crowd at the powwow held on Thursday night of the Fair. Rich Crombie, the Executive Director of the fair was very happy with participation from people and wants to have us back next year.
 - c. Sherry stated that she will follow up with Rich on some ideas to change the fair to make to make it bigger and better next year.
- X. Update on Great Basin Native Artist Listing Survey
 - a. Sherry Rupert stated that over 31 surveys have been submitted to the Territory. She further stated that she is meeting with Bruce today to get a plan going for listing on the Indian Territory website.
- XI. Update on Indian Territory Website – Bruce Rettig, Charter Advertising
 - a. Bruce Rettig shared the latest Google Analytics for Indian Territory and Stewart websites. For the Indian Territory site 80% of visitors between May 1st and Sept 9th were new visits. For the Stewart site 73% of visitors were new visits. Most popular page on the Stewart site was history.
 - b. Bruce stated that the Silver Trails Territory has a Facebook page and that he has created an Indian Territory Facebook page.
- XII. Tribal Updates
 - a. Pyramid Lake Paiute Tribe: Scott Carey stated that they had a great turn out for the Art Show. Scott also stated that overall this year's summer at Pyramid Lake went well and that the Tribe had a good turn out. Scott stated that he is looking forward to attending the AIANTA conference in Washington and that the Tribe will have a booth. The Tribe has offered to share its space with any Nevada tribes or other members of the Indian Territory. Scott also stated that the 2nd annual Pyramid Lake \$50,000 Cutthroat Challenge will be held on October 2-3 this year at the lake. The Tribe is hoping that the Fishing Derby will go well this year and that they can make the Derby and annual event.
- XIII. Agenda Items for the Next Meeting
 - a. Sherry Rupert stated that all of the above items from this meeting that were not settled will be carried to the next Indian Territory meeting.
- XIV. Scheduling and Location of Next Indian Territory Meeting
 - a. The next meeting is scheduled for November 10, 2009 at the Nevada Indian Commission office in Carson City, NV.
- XV. Adjournment
 - a. Scott Carey motioned to adjourn, seconded by Chris Gibbons. Motion carried and the meeting was adjourned at 12:10pm.