

Indian Territory Meeting Minutes
Wednesday, November 19, 2014
Nevada Indian Commission, 5366 Snyder Avenue, Carson City, NV

Present: Sherry L. Rupert, Chairperson, Indian Territory and Executive Director, Nevada Indian Commission; Chris Ann Gibbons, Treasurer, Indian Territory and Program Officer I, Nevada Indian Commission; Ben Rupert, Member, Duck Valley Shoshone-Paiute Tribe; Cynthia Ocegüera, Tribal Member, Walker River Paiute Tribe (teleconference); Larry Burton, Photographer; Joshua K. Dini Sr., Member, Walker River Paiute Tribe (teleconference); Scott Carey, Events Manager, Nevada 150; Greg Weyland, Business Operations Manager, Washoe Tribe; Michon R. Eben, Tribal Historic Preservation Officer, Reno-Sparks Indian Colony; Bruce Rettig, President, Charter Advertising; Christian Passink, Rural Programs Manager, Nevada Commission on Tourism; Mary Works Covington, Program Coordinator, Nevada Arts Council

- I. Welcome and Introductions
 - A. Sherry Rupert called the meeting to order and asked everyone to introduce themselves.
- II. Approval of July 23, 2014 Meeting Minutes
 - A. With no changes made, Scott Carey motioned to approve the July 23, 2014 meeting minutes, seconded by Greg Weyland. Motion carried.
- III. Approval of September 10, 2014 Meeting Minutes
 - A. With no changes made, Michon Eben motioned to approve the September 10, 2014 meeting minutes, seconded by Greg Weyland. Motion carried.
- IV. Comments by Chairperson
 - A. AIANTA Update

American Indian Tourism Conference, September 14-18, 2014, Marksville, LA - Sherry reported four Indian Territory Committee members attended the 2014 American Indian Tourism Conference in Marksville, Louisiana. This year there were mobile workshops to the United Houma Nation, Chitimacha Tribe of Louisiana, Coushatta Tribe of Louisiana and the Tunica-Biloxi Cultural Center. Sherry said conference highlights included a ride on a shrimp boat with an authentic shrimp feed afterwards. Also, the Chitimacha Tribe of Louisiana is revitalizing their language and worked with Rosetta Stone to develop software in their language which has been dormant for many years. The Tribe is now using that software to teach the language to tribal members. Sherry also mentioned she was a Keynote Speaker at the Conference and talked about the NATIVE Act, an avenue for tribal communities to access federal resources for tourism capacity building. Sherry also noted that AIANTA is partnering with the National Park Service for the American Indians and Route 66 Project. Sherry said today is the kick-off meeting for the project with all stakeholders including tribes.

Sesquicentennial Time Capsule – Sherry reported the Nevada Indian Commission will be submitting items for the NV 150 time capsule. Items will include a program from the 2014 Sesquicentennial Honoring Reception for the 1964 Centennial Indian Princess Contestants, a listing of current Nevada Tribal Leaders, the Stewart Indian School marketing video and a copy of the new Indian Territory brochure. Also, the Commission had the following events included in the sesquicentennial celebration: 2014 Stewart Father’s Day Powwow (Signature Event), 2014 Sesquicentennial Honoring Reception for the 1964 Centennial Indian Princess Contestants (Signature

Event) and the 2013 and 2014 American Indian Achievement Awards Banquet and Silent Auction (Official Events).

V. Treasurer Report

- A. Chris Ann Gibbons reported the Territory checking account has a current balance of \$23,407.67 and the FY15 Territory Administrative Grant has a current balance of \$4,500.00. Chris stated since the last meeting, the Territory has paid expenses related to the 2014 AIANTA Conference in Marksville, Louisiana, Indian Territory photo library, new Indian Territory promotional items, Stewart Indian School Video, Indian Territory website maintenance, update of the American Indian cultural exhibit at the Reno-Tahoe International Airport and the Territory bought a table at the 2014 American Indian Achievement Awards Banquet and Silent Auction. Chris mentioned she is still working on purchasing a Western Shoshone cradleboard for the airport exhibit and is working with Leah Brady, a member of the Great Basin Basket Weavers on securing a beaded cradleboard.
- B. Chris also reported the Territory has applied for the following FY15, 2nd cycle Nevada Commission on Tourism (NCOT) Marketing Grants: 2015 NV Tribal Tourism Training, 2015 Stewart Father's Day Powwow, IT Website Maintenance and IT Photo Library. Chris said the grants have been reviewed by the Territory Advisory Committee (TAC) and recommendations will now go to the NCOT Board for final approval.

VI. Nevada Commission on Tourism Update - Christian Passink, Rural Programs Manager, Nevada Commission on Tourism

- A. Christian Passink from the Nevada Commission on Tourism reported the TAC met last week in Winnemucca and for this marketing grant cycle there were 82 grant applications submitted totaling \$642,120. Christian said out of the applications submitted, \$414,000 was available to award. The grants will now go before the NCOT Board for final approval in early December and once they are approved grant letters will be sent out.
- B. The Governor's Conference on Tourism was held October 27-29, 2014 at the Atlantis Casino Resort and Spa in Reno. Christian said the Conference flowed very well and the highlight was the buyer/supplier marketplace where attendees had a chance to have one on one appointments with 30 International tour operators. Also, the tour operators went on a familiarization tour prior to the conference which gave them a good insight to the area which included Pyramid Lake. Christian said that Shannon Mandell, Director of the Pyramid Lake Museum did a great job as tour guide on the bus and it was a very positive experience.
- C. Christian said he accompanied the Las Vegas Convention and Visitors Authority to Germany where he pitched areas surrounding Las Vegas including petroglyph sites, Death Valley, Hoover Dam and Lehman Caves. Christian said he also met the NCOT Germany representatives in Munich. He said due to the recent audit, all of the NCOT International Offices will now go through the RFP process every three years. Finalists will be interviewed by NCOT Staff and those chosen will be awarded a three year contract.
- D. Christian also mentioned that NCOT will be partnering with the Territories on a cooperative advertising program. Sherry said she sent the information out to the Indian Territory e-mail list yesterday and webinars will be available for those who are interested. Christian said partners will still have to come up with a match if applying for an NCOT Marketing Grant.
- E. Lastly, Christian announced the 2015 Rural Roundup will be held April 15-17, 2015 in the Carson Valley and the NCOT Winter Marketing Campaign is ready to launch.

VII. Review of Revisions to Indian Territory By-laws

- A. Sherry reported the Indian Territory by-laws were last revised in 2008 and some of the language was in need of updating. Sherry said the proposed changes were discussed at the last meeting but were not e-mailed out for review. According the Indian Territory by-laws: “Upon discussion and following the regular meeting, in which the proposed changes were discussed, the voting membership will be given draft proposed changes for review not less than thirty (30) days prior to voting.” The changes include language on voting, resignation, election of officers and the duties of board members.
- B. Sherry said the by-laws were distributed to committee members in the information sent out for this meeting and the changes can be finalized at the next regularly scheduled Indian Territory meeting.

VIII. Discussion on 2015 Nevada Tribal Tourism Conference, April 28-April 30, 2015

- A. Sherry said she met with Avi Resort and Casino and found out it is a very long drive from Las Vegas which might make transportation difficult at the Nevada Tribal Tourism Conference. Sherry suggested the onference be held either again at the Las Vegas Paiute Golf Resort or the Nevada State Museum in Las Vegas. The Committee agreed the Nevada State Museum would be a good location for the conference and we could include a visit to the Springs Preserve and a tour of the American Indian cultural exhibit at the Nevada State Museum. Also, the mobile workshop could include Red Rock Canyon, Pahrump, Old Las Vegas Mormon Fort, Grapevine Canyon and Tule Springs. Also, we can work closely with the Las Vegas Paiute Tribe to plan the workshop. Sherry said the Territory can apply to AIANTA for funds as long as the conference is regional. Also, possible hotels could include the Red Rock or Santa Fe Station Casinos.
- B. Sherry went over possible conference topics with the Committee that were mentioned at the last meeting. Sherry said topics taken from the 2014 Nevada Tribal Tourism Conference include more mobile workshops, talk about what needs to go into developing a plan of action, sessions on navigation and transportation, overview of the different tribal communities in Nevada, videos from tribes in Nevada about their culture, have prior conference attendees talk about creating and implementing a tour they created, session on connecting traditional arts and tourism, tribal museums and best practices for sharing tribal lands with the public and lastly, how to connect with your local convention and visitors bureau. Sherry mentioned that Rick Gray from the Fallon Convention and Tourism Authority would be a good speaker and we could include a panel of convention and visitors bureaus from different parts of Nevada. Sherry also said Mark Johnson could do a workshop on Indianpreneurship which includes starting and planning a business and could help native artisans. Sherry said in addition she met some speakers at the recent National Congress of American Indians Convention who can help tribes plan for tourism and tribal tourism opportunities. Also, there could be a session on rural economic development which could include the BLM, Bureau of Indian Affairs and USDA. Mary Works Covington suggested having an artist showcase and includes native artisans Ben Aleck and Melissa Melero. Sherry said she will put together an outline of the Conference agenda to share at the next meeting.
- C. Sherry said as mentioned at the last meeting, the theme should speak to the message we want to convey at the conference. Sherry said suggestions from the last meeting included “Opportunity is Now” and “The Time is Now” as tribes are now becoming interested in tourism and there was a great turnout at last year’s conference. Sherry told those in attendance she will work on the theme and have an update at the next meeting.

IX. Indian Territory Projects

- A. Indian Territory Photo Library: Chris said Larry Burton has submitted numerous photos on a hard drive to the Territory and recent additions include the Walker River Paiute Tribe Pine Nut Festival, La Ka Lel Be Powwow, Nevada Day Parade and the Sesquicentennial Honoring Reception for the 1964 Centennial Indian Princess Contestants. Larry added he has taken over 18,000 photos for the project.
 - B. Indian Territory Brochure Revision: Bruce reported the brochure is near completion and there are a few more items that need to be added before the final review.
 - C. Indian Territory Website Upgrade: Bruce said the website is up and running and went through it with those in attendance. Bruce suggested a page be created for each tribe and well as tribal itineraries. Bruce said he will e-mail the artisans included on the artist page and notify them of the new page.
 - D. Stewart Video: Chris reported the Stewart marketing video has been completed and it was premiered at the recent American Indian Achievement Awards Banquet and Silent Auction. Sherry said it is important to capture more Stewart Indian School oral histories because to date we have lost five alumni and former employees who were part of the Trail project.
 - E. Tribal Communities Tourism Assessment – Sherry said Dr. Carla Santos from the University of Illinois is drafting the outcome of the tribal tourism assessment and it should be completed soon. Once received, it will be shared with the Tribes included in the project.
 - F. Modifications to the American Indian Exhibit at the Reno-Tahoe International Airport- Sherry reported that Reno Space Creators have completed updates to the exhibit. The changes include a new Territory map, new photographs, new display cases, new videos and some repair work to the exhibit wall. The last update is the addition of a Western Shoshone cradleboard.
 - G. Tribal Lands Itineraries – Sherry said as suggested at prior meetings, it would be good to post tribal lands itineraries on the Indian Territory website and over time it would be good to have a state-wide tour that connects all tribal lands in Nevada.
- X. Territory/Tribal Updates
- A. Greg Weyland from the Washoe Tribe reported the Tribe has purchased a 6 page ad in the November/December issue of American Magazine which is a German publication. Since the issue was launched, the Tribe has received 200 requests for information on Meek’s Bay. Also, the Tribe is moving forward with plans for a new travel plaza. Bruce Rettig added he recently worked with the Washoe Tribe on the creation of a children’s book.
 - B. Michon Eben from the Reno-Sparks Indian Colony reported the Tribe has a language immersion program in Hungry Valley scheduled which includes storytelling. Also, the Reno-Sparks Health Clinic has a display of historic tribal photos, there are three craft fairs scheduled for the holiday season and her office has moved to a historic building on tribal land. Also, the Administration office will soon be moving to the old health clinic.
 - C. Mary Works Covington from the Nevada Arts Council reported there are changes to the Folklife Grant Program which includes a new Living Traditions Grant. Mary said she will make sure the Territory receives an electronic version of the changes.
 - D. Scott Carey from NV150 reported there were over 500 events for Nevada’s Sesquicentennial and 4 parades in honor of Nevada Day in Elko, Las Vegas, Virginia City and Carson City. Also, the Home Means Nevada song was sung in 450 locations and set a world record. Lastly, there will be two time capsules buried to commemorate Nevada’s 150th Birthday.

- XI. Agenda Items for Next Meeting
 - A. Approval of Indian Territory By-Laws
 - B. Update Indian Territory Projects: Indian Territory Photo Library, Indian Territory Brochure Revision, Indian Territory Website Upgrade and Tribal Communities Tourism Assessment
 - C. Report on planning for the 2015 Nevada Tribal Tourism Conference

- XII. Meeting Date and Location of Next Indian Territory – Wednesday, December 17, 2014
 - A. Sherry Rupert said the next Indian Territory Meeting will be held Wednesday, December 17, 2014 from 10:00am-12:00pm at the Nevada Indian Commission in Carson City.

- XIII. Adjournment
 - A. Scott Carey motioned to adjourn the meeting, seconded by Mary Works Covington. Motion carried.
 - B. The meeting was adjourned at 12:18pm.