

Nevada's Indian Territory Meeting Minutes  
Wednesday, December 17, 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; Larry Burton, Photographer; Scott Carey, Events Manager, Nevada 150; Greg Weyland, Business Operations Manager, Washoe Tribe of Nevada & California; Kari Frilot, Manager, Sales and Industry Partners, Nevada Commission on Tourism; Michon R. Eben, Tribal Historic Preservation Officer, Reno-Sparks Indian Colony; Bruce Rettig, President, Charter Advertising; 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 December 17, 2014 Meeting Minutes
  - A. With no changes made, Mary Works Covington motioned to approve the December 17, 2014 meeting minutes, seconded by Greg Weyland. Motion carried.
- III. Comments by Chairperson
  - A. NCOT Tradeshow Banner and Pop up – Sherry Rupert reported that Teri Laursen from the Nevada Commission on Tourism (NCOT) is working with all of the Territories to create tradeshow displays, which will give a unified look at tradeshows. The Indian Territory submitted 7 photographs for the project and should be receiving the final tradeshow displays soon. Kari Frilot added that the funding for the displays came from reverted marketing grant funds.
  - B. Sherry said on December 16, 2015 she attended a Carson City Cultural Commission meeting in which she talked about Stewart Indian School related activities. Also, the need for a comprehensive cultural master plan was discussed at the meeting. Mary Works Covington added she has talked with the Cultural Committee about the benefits of cultural planning and there are two seats available on the Committee. Mary said when you engage in the process of cultural planning you need to include the cultural community which includes Hispanic, American Indian and other ethnic communities. Sherry said she would like to see the City of Carson more involved with Stewart and in return the Nevada Indian Commission and Indian Territory should be more active with the city. Sherry said she has requested to be on the agenda for their March 17, 2015 meeting.
- IV. Treasurer Report
  - A. Chris Ann Gibbons reported the Territory checking account has a current balance of \$13,897.67 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 Indian Territory photo library and the Indian Territory website re-design.
  - B. NCOT Marketing Grants Approved - Chris also reported the Territory has received FY15, 2<sup>nd</sup> cycle NCOT Marketing Grants for the following: 2015 NV Tribal Tourism Training \$7,200, 2015 Stewart Father's Day Powwow \$2,500, IT Website Maintenance \$4,800 and IT Photo Library \$6,500.
- V. Nevada Commission on Tourism Update - Christian Passink, Rural Programs Manager, Nevada Commission on Tourism

- A. Kari Frilot stated Christian Passink was unable to attend the meeting so she gave the report for NCOT.
  - B. Kari reported NCOT is working on changing their name from Nevada Commission on Tourism to Travel Nevada which coincides with their branding campaign.
  - C. The Governor’s Conference on Tourism was held October 27-29, 2014 at the Atlantis Casino Resort and Spa in Reno. Since the Conference, a tour operator from Brazil is bringing over 100 tour operators September 27-30, 2015 for a “Mega Fam.” Kari said she and Larry Friedman are working on the itinerary which may include the Stewart Indian School and Pyramid Lake.
  - D. The new Lt. Governor Mark Hutchison attended the last NCOT Board Meeting and he is very supportive of their work.
  - E. The next round of NCOT Marketing Grants opens February 2, 2015 and the grants are due April 24, 2015.
  - F. The 2015 Rural Roundup will be held April 15-17, 2015 in the Carson Valley. Kari shared there will be a pre-Conference visit to Genoa and the Conference will officially open with a reception at the new Douglas County Community and Senior Center. Kari said she has toured the Center and it is incredible. There will also be 25 vendors from Made in Nevada at the reception. In terms of speakers, Brian London will be the opening Keynote Speaker and will talk about event research and Jason Pacheco will be the closing Keynote Speaker and will talk about the International market. Also, Peter Barton, Director, Division of Museums and History will be conducting a session on history’s role in tourism.
  - G. Kari shared that due to an audit all of the International offices are now going through the RFP process so they are working closing with State Purchasing to make sure the process is correct. The International offices include Germany, South Korea, United Kingdom and Mexico. Also, Kari noted that Christian Passink will be traveling to Germany in February and will be doing a sales mission to Paris, France. Christian will also be attending ITB Berlin in Germany.
  - H. Lastly, Kari said Scott Carey will be joining the Sales and Industry staff on January 1, 2015. Scott added he will be focusing on outreach which will include tribal tourism. Sherry said she is looking forward to working with Scott on product development for Indian Territory.
  - I. Scott reported there were 505 events held to celebrate Nevada’s 150 birthday (354 official events and 151 signature events) which were held in 66 different communities throughout Nevada (at least one held in every county). Also, Scott mentioned that 22 of the events were hosted by tribes or tribal organizations. In addition, the last NV150 Board Meeting was held this week and currently the NV150 Foundation is overseeing the final accounting and bookkeeping for the celebration which should be completed by the end of the fiscal year.
- VI. Possible Approval of Revisions to Indian Territory By-Laws
- A. Sherry said as reported at the last meeting, the Indian Territory by-laws were last revised in 2008 and some of the language was in need of updating. The changes include language on voting, resignation, election of officers and the duties of board members.
  - B. With no changes made, Greg Weyland motioned to approve the by-laws, seconded by Michon Eben. Motion carried.
- VII. Discussion on 2015 Nevada Tribal Tourism Conference, April 28-April 30, 2015
- A. Sherry said as agreed to at the last meeting, the Nevada State Museum in Las Vegas will be the host site for the 2015 Nevada Tribal Tourism Conference. A meeting will be set up soon with the Museum to discuss the logistics for the Conference.

- B. Sherry shared the draft agenda for the Conference with the Committee and said she is in the process of contacting potential speakers. Also, this year the mobile workshop will be held the day before the Conference. Sherry said she will be setting up a meeting with the Las Vegas Paiute Tribe to begin planning the mobile workshop.
- C. Sherry also mentioned the Territory will be applying for AIANTA regional outreach funds, which will potentially bring AIANTA members from the entire Southwest region to the Conference.
- D. Sherry also shared a draft of the theme for the Conference, “Our Time is Now – Preparing our Communities for Tourism.” The Committee approved the theme and Sherry said the next step will be to work on the save the date for the Conference.

#### VIII. Indian Territory Projects

- A. Indian Territory Photo Library: Sherry said as mentioned during the Treasurer report, the Committee has received a \$6,500 marketing grant to fund the second half of the Indian Territory photo library. Sherry asked the Committee if they would like to send out an RFP for the project or continue with the same photographer who completed the first half of the project. Michon Eben motioned to not send out an RFF and continue with Larry Burton as the photographer for the second part of the project, seconded by Mary Works Covington. Scott Carey abstained. Motion carried.
- B. Indian Territory Brochure Revision: Bruce Rettig reported the Indian Territory brochure is in the final editing stages and near completion. Once finalized, 10,000 copies will be ordered for the Territory.
- C. Indian Territory Website Upgrade: Bruce reported the website has been up and running for a month and now auto formats to mobile devices. Also, social media including You Tube and Flickr pages have been reorganized.
- D. Stewart website upgrade – Bruce reported he is working on a template for the new Stewart Indian School website.
- E. Stewart Indian School Trail Brochure Reprint – Bruce reported that once the edits are completed on both the Stewart Indian School brochure and rack card they will be re-printed.
- F. Tribal Communities Tourism Assessment – Sherry said she is in the process of reviewing a draft of the final report.
- G. Tribal Lands Itineraries – Sherry said the Territory will work with Scott on developing tribal lands itineraries.

#### IX. Territory/Tribal Updates

- A. Greg Weyland from the Washoe Tribe reported the Tribe is working with the US Forest Service on a Master Plan for Meek’s Bay Resort. Also, the Tribe’s Travel Plaza and Casino is moving forward and they should break ground in Spring 2015.
- B. Michon Eben from the Reno-Sparks Indian Colony reported Sherry Rupert was the MC for the Reno-Sparks Indian Colony groundbreaking for the Northern Nevada Transitional Housing and she did a great job. Also, the holiday craft fairs at the Colony were a success and a New Year’s Eve Sobriety Powwow will be held at the Colony December 31/January 1.
- C. Chris mentioned the Territory has purchased a Western Shoshone cradleboard for the American Indian cultural exhibit at the Reno-Tahoe International Airport. A photo of the cradleboard which has already been installed in the exhibit was shown to the Territory.
- D. Sherry mentioned she is working on developing a tourism and educational based mobile workshop for the March 2015 Indian Education Summit.

- E. Sherry also mentioned the Nevada Indian Commission has both a bill and a major budget initiative in the upcoming legislative session for the Stewart Indian School. Also, the Tribal Legislative Forum will be held on January 15, 2015 and the Nevada Tribes Day at the Legislature will be held February 10, 2015.
  - F. Mary Works Covington from the Nevada Arts Council reported the National Endowment for the Arts has a grant program called “Art Works” which can fund videos or photo montages.
- X. Agenda Items for Next Meeting
- A. Update on Indian Territory Projects
  - B. Report on planning for the 2015 Nevada Tribal Tourism Conference
- XI. Meeting Date and Location of Next Indian Territory – Wednesday, January 21, 2014
- A. Sherry Rupert said the next Indian Territory Meeting will be held Wednesday, January 21, 2015 from 10:00am-12:00pm at the Nevada Indian Commission in Carson City.
- XII. Adjournment
- A. Mary Works Covington motioned to adjourn the meeting, seconded by Greg Weyland. Motion carried.
  - B. The meeting was adjourned at 12:04pm.