

Nevada's Indian Territory Meeting Minutes  
Wednesday, February 18, 2015  
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 Division of Tourism; Greg Weyland, Business Operations Manager, Washoe Tribe of Nevada & California; Bruce Rettig, President, Charter Advertising (teleconference); Josh Dini, Member, Walker River Paiute Tribe (teleconference); Ben Rupert, Member, Duck Valley Shoshone-Paiute Tribe

- 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, Scott Carey motioned to approve the December 17, 2014 meeting minutes, seconded by Greg Weyland. Motion carried.
  
- III. Comments by Chairperson
  - A. NCOT Tradeshow Banner, Pop Up and Table Top – Sherry Rupert mentioned at the last meeting, Teri Laursen from the Nevada Commission on Tourism (NCOT) worked with all of the Territories to create tradeshow displays, which will give a unified look at tradeshows. The Indian Territory submitted photographs for the project and all of the tradeshow displays have arrived. Sherry showed the Committee the following items: a large free-standing tradeshow graphic with interchangeable fabric photo panels, a banner with the Indian Territory logo and a small free standing map that includes all of the Territories. Also, the carrying case used to transport all of the graphics can be incorporated into a display by adding the Territory logo which wraps around the case.
  - B. Indian Territory Brochure Revision Complete - Sherry reported the new Indian Territory brochure has been finalized and the Territory has received 10,000 copies for distribution. Sherry passed out copies of the brochure to the Committee.
  - C. Tribal Communities Tourism Assessment - Sherry said a draft of the Tribal Communities Tourism Assessment has been received and once the revisions are sent to Dr. Carla Santos this project will be completed. Sherry also noted that Scott Carey as well as the Tribes involved in the assessment will receive a copy of the report.
  - D. Travel to Walker River Paiute Tribe - Sherry announced Territory members will be traveling to Walker River to tour their Rancheria and other potential tourism opportunities that includes birdwatching and the reservoir. Sherry invited Territory members to attend the tour.
  - E. Sherry said the new tradeshow graphics and Indian Territory information including the new brochure was included at last week's Nevada Tribes Day at the Legislature. Sherry said the event was a great success and included an estimated 200 people (123 signed in). Attendees included Legislators, Legislative staff, Tribal Chairman, Tribal Council members, Lt. Governor Mark Hutchinson and the tribal community. Also, both Chairman Melendez from the Reno-Sparks Indian Colony and Chairman Neil Mortimer from the Washoe Tribe of Nevada & California addressed the crowd. Lastly, the Stewart Indian School had a table and Ben and John Rupert, wearing regalia displayed traditional items.

IV. Treasurer Report

- A. Chris Ann Gibbons reported the Territory checking account has a current balance of \$8,236.64 and the FY15 Territory Administrative Grant has a current balance of \$4,100.00. Chris stated since the last meeting, the Territory has mainly paid expenses related to the Indian Territory brochure, including the brochure creative/production and printing. Also, the Territory supported last week's Nevada Tribes Day at the Legislature.
- B. Chris also gave the following update on Indian Territory NCOT Marketing Grants: The AIANTA Conference grant has been closed out, \$270.32 left in promotional items grant, \$1,025.00 is left in tradeshow graphics grant (need to find a way to repurpose the remainder of the grant funding), Stewart Indian School website is in process, Stewart Father's Day Powwow is in process, Stewart Indian School Trail brochure and rack card reprint is in process, IT Photo Library and Stewart Indian School and Indian Territory website maintenance is in process.
- C. Lastly, Chris shared that to date the Indian Territory Facebook page has 653 likes (4 new likes this week).

V. Nevada Commission on Tourism Update - Christian Passink, Rural Programs Manager, Nevada Commission on Tourism and Scott Carey, Events and Community Relations Manager

- A. Scott said Christian Passink was unable to attend the meeting.
- B. Scott reported the next round of NCOT Marketing grants are due April 24, 2015 and they have \$400,000 to award in this cycle. Scott said for additional information on the grant program please visit [travelnevada.biz](http://travelnevada.biz).
- C. Scott said he recently attended the Quartzsite Sports, Vacation & RV Show in Quartzsite, Arizona where he gave out copies of the very popular and new NCOT Travel Guide.
- D. Registration is now open for the 2015 Rural Roundup. This year the Roundup will be held April 15-17, 2015 in the Carson Valley and for additional information please visit [ruralroundup.com](http://ruralroundup.com).
- E. Scott said he is also assisting with tribal community tourism assessment as well as the creation of tribal itineraries. NCOT would like to include the itineraries on their website and in future travel guides. Scott noted he would like to see a tour created that includes all of Nevada's Indian Territory (10 days) and tours (5 days) of Western Nevada and Southern Nevada. Scott said he will share a rough draft of the itineraries at the next meeting.
- F. Lastly, Scott shared he is helping to promote adventure tourism in Nevada. NCOT just launched a tour of Pyramid Lake on their website. Larry Burton added the Nevada Department of Wildlife is in the process of creating a Native Trout Slam. Participants take photos of four different fish that they catch and then they receive a certificate. Larry said something similar could be done with taking photos of pre-designated tribal tourism sites. The photos could then be used in the Indian Territory brochure and on the website. Promoting this would also reinforce the tribal itineraries.

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

- A. Save the Date – Sherry said the save the date postcard for the Nevada Tribal Tourism Conference has been completed. Sherry passed out copies of the postcard and noted the photo of Red Rock Canyon was taken while she and Chris were in Las Vegas scouting out locations for the mobile workshop. Sherry said the postcards will be sent out to the entire Southwest region.
- B. Meeting with Las Vegas Paiute Tribe - Sherry said while in Las Vegas she and Chris met with Chairman Tso of the Las Vegas Paiute Tribe. During the mobile workshop,

the tribe will be providing snacks, lunch, interpretation at the Corn Creek Visitors Center, a guide for the bus and a tour of the Las Vegas Paiute Tribe Golf Resort. Chairman Tso will also provide welcome remarks on the first day of the Conference. Sherry also mentioned they met with the Nevada State Museum and toured the Conference area. Sherry said the Museum will not charge us to use the space since the Nevada Indian Commission is part of the Department of Tourism and Cultural Affairs.

- C. AIANTA Regional Outreach Funding - Sherry said as mentioned at the last meeting, we will be applying for AIANTA regional outreach funding, which will aid in bringing AIANTA members from the Southwest region to the Conference.
- D. Larry mentioned he received a Nevada Arts Council Professional Development Grant which will cover his travel to attend the Shooting the West Photography Symposium in Winnemucca. He shared that individuals can apply for funds to attend the Nevada Tribal Tourism Conference.
- E. Chris mentioned a limited number of registration scholarships are available to tribes and tribal members within the AIANTA Southwest region.
- F. Sherry said a majority of the speakers have been contacted and that she will continue to work on confirming the agenda.
- G. Larry mentioned it would be great to have a slide show of photos from the Indian Territory photo project shown at the Conference. Sherry added the photos could be shown during one of the luncheons.
- H. Chris mentioned she is in the process of securing catering for both luncheons and that there will be on-line registration again this year.
- I. Lastly, Sherry mentioned possible host hotels sites and said the hotel will be secured and rooms blocked before the next meeting.

## VII. Indian Territory Projects

- A. Indian Territory Photo Library (Southern Nevada): Chris said it was decided at the last meeting that Larry Burton will be the photographer for the Southern Nevada part of the photo project. Larry mentioned he could photograph McDermitt either before or after the Symposium in Winnemucca.
- B. Stewart Website Upgrade – Bruce reported he is working on a template for the new Stewart Indian School website. Also, he is looking for photographs for use on the new site.
- C. Stewart Indian School Trail Brochure and Rack Card Reprint – Bruce reported that once the edits are completed on both the Stewart Indian School brochure and rack card they will be re-printed.
- D. Tribal Lands Itineraries – Sherry said the Territory will work with Scott on developing tribal lands itineraries.
- E. Revisions of Territory Flickr Page – Chris noted she will be working on uploading photos from the Indian Territory photo project to the Indian Territory Flickr Page. Bruce added the Indian Territory Flickr page currently has 478 images and the Stewart page currently has 1,200 images.

## VIII. Territory/Tribal Updates

- A. Josh Dini from the Walker River Paiute Tribe said he does not have an update except that he is looking forward to the Territory coming out to Walker River for a tour on March 5th.
- B. Ben Rupert mentioned he is working on the logistics for a mobile workshop at the Indian Education Summit in March. Ben said the tour will be similar to the workshop that was given at last year's Nevada Tribal Tourism Conference with the exception that the Stewart Indian School will be included. Sherry added individuals do not have to be

part of the Conference to attend the mobile workshop. It is a separate \$35 fee for the workshop.

- IX. Agenda Items for Next Meeting
  - A. Update on Indian Territory Projects
  - B. Report on planning for the 2015 Nevada Tribal Tourism Conference
  - C. Walker River Paiute Tribe - Tour
  - D. Draft Tribal Itineraries
  
- X. Meeting Date and Location of Next Indian Territory – Wednesday, March 18, 2015
  - A. Sherry Rupert said the next Indian Territory Meeting will be held Wednesday, March 18, 2015 from 10:00am-12:00pm at the Nevada Indian Commission in Carson City.
  
- XI. Adjournment
  - A. Scott Carey motioned to adjourn the meeting, seconded by Larry Burton. Motion carried.
  - B. The meeting was adjourned at 11:05am.