

Indian Territory Meeting Minutes  
Wednesday, February 19, 2014  
Duckwater Shoshone Tribe – Health Department  
502 Duckwater Falls Road, Duckwater, 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; Bruce Rettig, President, Charter Advertising & Design; Laura Rainey, Ely Shoshone Tribe; Delaine Spilsbury, Ely Shoshone Tribe; Christian Passink, Rural Programs Manager, Nevada Commission on Tourism; Dallas Smales, Council Member, South Fork Band Council; Annette George-Harris, Vice Chairperson and Natural Resources Manager, Duckwater Shoshone Tribe; Janey Blackeye-Bryan, Chief of Police, Duckwater Shoshone Tribe; Linda Hooper, LAC Secretary, Duckwater Shoshone Tribe

- I. Welcome and Introductions
  - A. Sherry Rupert called the meeting to order at 10:10am and asked everyone to introduce themselves.
  
- II. Approval of January 15, 2014 Meeting Minutes
  - A. With no changes made, Chris Ann Gibbons motioned to approve the January 15, 2014 meeting minutes, seconded by Bruce Rettig. Motion carried.
  
- III. Review of Indian Territory By-Laws
  - A. Sherry Rupert said the Indian Territory by-laws have not been updated since 2008 and the section on Indian Territory membership needs to be revised. Sherry said the Territory is currently working on revising the by-laws and should have them ready for Committee review at the next meeting.
  - B. Chris added the membership form for the Indian Territory has been revised and a spreadsheet has been created to keep track of Committee members. Also, the Territory is working hard to recruit a representative from each Nevada Tribe.
  
- IV. Comments by Chairwoman
  - A. Sherry Rupert reported the American Indian Alaska Native Tourism Association (AIANTA) will be participating in ITB Berlin, the world's leading travel trade show and this year AIANTA will be including representatives from all six tribal regions.
  - B. AIANTA has a four page spread in the new edition of the Discover Your America Magazine which is produced by Brand USA. The spread includes beautiful photography along with information on tribal events and attractions throughout Indian Country. The magazine is an "inspirational guide" for travelers and is sent out internationally. Sherry said that AIANTA is also interested in creating their own photo library as it was difficult to obtain high resolution photos from tribes for inclusion in the magazine.
  - C. Sherry announced the 16<sup>th</sup> Annual American Indian Tourism Conference will be held September 14-18, 2014 at the Paragon Resort Casino in Marksville, Louisiana. Sherry said the Conference is a great networking tool and includes mobile workshops that showcase tribal lands.
  - D. Sherry reported to date she has visited twelve Nevada tribes to get a briefing from them on new economic development, tourism and infrastructure projects. She also talked with them about the importance of tribal tourism and that visitors are looking for an authentic "experience" which is something that Indian Country has to offer. Sherry said she is also sharing information about the upcoming Nevada Tribal Tourism Conference,

American Indian Tourism Conference, NV150 celebration and is requesting the designation of a tourism contact for each Nevada Tribe.

V. Treasurer Report

- A. Chris Ann Gibbons reported the Territory checking account has a current balance of \$6,516.02 and the Territory Administrative Grant has a current balance of \$1,521.94. Chris stated since the last meeting, the Territory has paid \$3,700.00 to Charter Advertising for the design and printing of the conference materials for the Nevada Tribal Tourism Conference. Also, the Indian Territory Administrative Grant has been forecasted to cover expenses for the remainder of the fiscal year.
- B. Chris said as discussed at the last meeting, the Territory has submitted Nevada Commission on Tourism (NCOT) Projects Related to Tourism Grants for Indian Territory event infrastructure (tents, stage and picnic tables) and displays cases for the American Indian cultural exhibit at the Reno-Tahoe International Airport. The Territory should receive notification on the outcome of the grant submissions by the end of March.

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

- A. Christian Passink reported that NCOT has two grant programs – Projects Related to Tourism Infrastructure Grant Program and a Marketing Grant Program. Christian explained that the Marketing Grant Program was created to help market the rural communities of Nevada and the Projects Related to Tourism Grant Program assists communities in making infrastructure improvements in an effort to improve the visitor experience. Christian said the latest round of Projects Related to Tourism grants will be evaluated and decided next week (27 grants submitted, 2 of them from Indian Territory) then letter of approval/denial will be sent out.
- B. Christian said he just finished hosting a ski familiarization tour which included tour operators from Korea, Germany Switzerland and Mexico. NCOT currently has 9 international representatives in the following countries: Australia, Brazil, Canada, China, France, Germany, Mexico, South Korea, and the United Kingdom. International visitors are very interested in the American West which includes Indian Country. Christian also shared that he is working on a familiarization tour scheduled for May with representatives from France and they are interested in visiting Pyramid Lake and Walker River. Europeans are very interested in eco-tourism, constantly looking for new itineraries and rely on NCOT to direct them to places, hotels and food. Sherry added there is a need to have an Indian Territory based familiarization tour. Christian said the biggest issue is that tourists do not know if they are welcome on tribal lands.
- C. Christian stated he will be attending ITB Berlin and will be taking appointments with tour operators in a booth sponsored by the Nevada Commission on Tourism. Christian said he will also be attending IPW in Chicago which is an appointment based trade show as well as an upcoming tradeshow in Denmark.
- D. Christian announced the 2014 Rural Roundup will be held April 30-May 2 in Ely, Nevada.
- E. Delaine Spilsbury commented that she would like to see an inventory done to assess Indian Country in Nevada. Christian replied the Indian Territory is looking at doing a research based project with Dr. Carla Santos this summer to assess tribal tourism opportunities in Nevada.

VII. Indian Territory Projects

- A. Indian Territory Brochure Revision: Bruce Rettig reported he has hired a copy writer to help him with the wording for the new Indian Territory brochure. Bruce said the new

brochure design is on track and that he should have a draft of the brochure ready by the Nevada Tribal Tourism Conference.

- B. Indian Territory Website Upgrade: Bruce reported the Indian Territory website will mirror the new brochure and include the new Territory logo. Bruce said the website should be up and running by the Nevada Tribal Tourism Conference.
- C. Indian Territory Logo Design: Bruce reported at the last meeting he shared three different logo designs with the Committee. The designs included a big horn sheep design, circular basket design and an interwoven basket design. Also, each logo had different fonts, sizes and looks to choose from. The Committee suggested the colors for the design should stay earth toned, decided on the interwoven basket design and had asked Bruce to present the logo in different fonts and colors at the next meeting. Bruce presented the new logo to the Committee in different font sizes and placement to the Committee. The Committee reviewed and chose the final logo for the Territory. Sherry stated the logo will be included in all branding aspects of the Territory, including the new brochure, letterhead and website.
- D. Indian Territory Photo Library: Chris said it was announced at the last meeting that professional photographer Larry Burton has been chosen for the Indian Territory photo project and she introduced Larry to those in attendance. Larry added that he would like contacts within the Tribes and looks forward to working with the Indian Territory Committee to create a comprehensive photo library that will showcase the tribes of Nevada.
- E. 2014 Nevada Tribal Tourism Conference: Sherry reported Committee members met with the Washoe Tribe after the last Indian Territory meeting to discuss the mobile workshop for the Conference. Also, Sherry said rooms have been contracted with the Hyatt Regency in Lake Tahoe and to guarantee special room rate, room reservations must be made by March 25, 2014. In terms of the Conference agenda, Sherry said the registration brochure has been completed and so far confirmed speakers include Roger Saterstrom from Tauck, Inc., the largest tour company in North America, Donna Cossette from the Churchill County Museum, Camille Ferguson from AIANTA and Chairman Darrel Kizer from the Washoe Tribe. Lastly, Sherry said a limited number of registration only scholarships are available on a first come first serve basis to Nevada Tribes who would like to attend and there will be an optional dinner cruise on the M.S. Dixie.
- F. Stewart Video: Chris reported she is still working on sending Bruce current Stewart photos for inclusion in the video.

#### VIII. Territory/Tribal Updates

- A. The Duckwater Shoshone Tribe reported they are working on setting a date for their annual festival, have recently renovated their health clinic, working on signage for their hot springs and looking at putting in RV hookups.
- B. The Ely Shoshone Tribe reported the Ely Convention Center would like to host the 2015 Nevada Tribal Tourism Conference. Also, the Ely-Shoshone Tribe owns the Silver Sage Travel Center which holds a convenience store, showers and a gas station.
- C. Dallas Smales from the South Fork Band Council reported they are working on land expansion, environmental based projects and are looking at economic based projects which include opening a grocery store and a camping area. Sherry R. suggested the development of horseback riding tours and hunting tours at South Fork. Dallas replied they currently charge an access fee for hiking and passing through for hunting.
- D. Sherry reported the Nevada Indian Commission is working on the preservation of the historic Stewart Indian School and has been meeting with potential partners on this project. Also, the Commission has been meeting with the Governor's office and they are very supportive of the project. Lastly, as mentioned at the last meeting, the Commission

is working on elevating Stewart to a National Landmark and a subcommittee has been formed to work on this project as well as a Master Plan for the Stewart Facility.

- E. Chris announced the 2014 Stewart Father's Day Powwow will be held June 13-15, 2014 at the Stewart Facility (former Stewart Indian School in Carson City). This year the event has been named a signature event to commemorate Nevada's 150<sup>th</sup> Birthday.
- IX. Agenda Items for Next Meeting
- A. Review of Indian Territory By-Laws
  - B. Update Indian Territory Projects: Brochure Revision, Indian Territory Website Update, and Indian Territory Photo Library
  - C. Report on 2014 Nevada Tribal Tourism Conference
  - D. Update on grant submissions for the Nevada Commission on Tourism FY15, 1<sup>st</sup> Cycle Marketing Grants
  - E. Update on grant submissions for the Nevada Commission on Tourism FY14 Projects Related to Tourism Grant
- X. Meeting Date and Location of Next Indian Territory – Tuesday, March 11, 2014
- A. Sherry Rupert said the next Indian Territory Meeting will be held Tuesday, March 11, 2014 from 10:00am-12:00pm at the Nevada Indian Commission in Carson City.
- XI. Adjournment
- A. The meeting was adjourned at 12:03pm.