

Indian Territory Meeting Minutes  
Wednesday, May 21, 2014  
Nevada Indian Commission, 5366 Snyder Avenue, Carson City, NV 89701

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; Mary Works Covington, Community Arts Development Program Coordinator, Nevada Arts Council; Larry Burton, Photographer; Scott Carey, Events Manager, Nevada 150; Jessica Grundy, Administrative Assistant II, Nevada Commission on Tourism; Tonya Champa, Retail Advertising Manager, Nevada Appeal; Bethany Sam, Advertising Account Manager, Big Nickel; John Dayberry, Owner, Native Elements; Deborah Larson, Administrative Assistant III, Nevada Indian Commission, Ben Rupert, Member, Duck Valley Shoshone-Paiute Tribe; Robert Vega, General Public; Christian Passink, Rural Programs Manager, Nevada Commission on Tourism

- I. Welcome and Introductions
  - A. Sherry Rupert called the meeting to order and asked everyone to introduce themselves.
  
- II. Approval of February 19, 2014 Meeting Minutes
  - A. With no changes made, Chris Ann Gibbons motioned to approve the February 19, 2014 meeting minutes, seconded by Scott Carey. Motion carried.
  
- III. Comments by Chairperson
  - A. AIANTA Update
    - i. ITB Berlin – Sherry reported in March 2014 AIANTA attended ITB Berlin and included representatives from six different American Indian Alaska Native Tourism Association (AIANTA) regions. The booth for AIANTA included 60 different photos which depicted connecting the people to the land and was named one of the top 10 booths for the Americas and was the only booth from the United States recognized.
    - ii. IPW Chicago – Sherry said in April 2014 she attended IPW in Chicago which is the largest travel and trade show in the United States. At the show, AIANTA filled all appointments and attendees noted that travelers want “new experiences” which includes Indian Country. Also, AIANTA provided information to attendees on tribal itineraries.
    - iii. U.S. Department of Commerce Travel and Tourism Advisory Board (TTAB) Meeting – Sherry said while attending IPW in Chicago she also attended the first TTAB meeting of her new term. Sherry noted that it is exciting to see the board have new leadership and she is excited to be a member of the new TTAB Cultural subcommittee.
    - iv. National Congress of American Indians (NCAI) Economic Development Finance Employment Subcommittee – Sherry will be flying to Anchorage, Alaska in June to Co-Chair the NCAI Economic Development Finance Employment Subcommittee meeting. The meeting will be held during the 2014 NCAI Mid-Year Conference.
    - v. Congressional Travel and Tourism Fly-In – Sherry will also be traveling to Washington D.C. in June to the Southeast Tourism Society’s Congressional Travel and Tourism Fly-In. During this time, AIANTA will educate congressional representatives on tribal tourism and will receive briefings on the National Park Service and Brand USA.

- vi. AITC – Sherry announced the 2014 American Indian Tourism Conference (AITC) will be held September 14-18, 2014 at the Paragon Resort Casino in Marksville, Louisiana.

B. New Indian Territory Projects

- i. Tribal Communities Tourism Assessment – Sherry said the Territory has received funding to partner with Carla Santos from the University of Illinois on a series of meetings and talking circles with specific tribal communities to gauge where tribes are at in regard to tribal tourism and how we can assist them. Christian added that this assessment is also to find out which tribes would like assistance so that the Territory can promote the tribes that want to be involved in tourism. Mary Works Covington added it would be great to also put together a cultural inventory of native artisans.
- ii. Tribal Lands Itineraries – Sherry said at the 2013 Nevada Tribal Tourism Conference in Fallon attendees began putting together itineraries to showcase tribal lands in Nevada. Sherry said the Territory could have one day tour itineraries posted on-line and could start with the tour put together by Pyramid Lake.
- iii. China – Sherry has been invited to join the Nevada Commission on Tourism (NCOT) in July to celebrate the 10<sup>th</sup> anniversary of its office in China.

IV. Treasurer Report

Chris Ann Gibbons reported the Territory checking account has a current balance of \$14,309.30 and the Territory Administrative Grant has a current balance of \$672.46. Chris stated since the last meeting, the Territory has paid expenses for the 2014 Rural Roundup, AIANTA annual dues and expenses related the 2014 Nevada Tribal Tourism Conference including 8 registration scholarships to Nevada Tribes.

- A. Chris reported that the Territory has submitted 1<sup>st</sup> cycle FY15 Nevada Commission on Tourism (NCOT) Marketing Grants for the following: Indian Territory Administrative Grant, Indian Territory Promotional Items, Indian Territory Tradeshow Graphics, Stewart Indian School Trail Brochures, Stewart Indian School Website Maintenance and Stewart Indian School Website Upgrade. Christian Passink added that Pyramid Lake has submitted a grant for website maintenance.
- B. Chris said the Indian Territory received a FY14 Projects Related to Tourism Grant to fund Indian Territory Event Infrastructure in the amount of \$7,500.00. The grant has been used to purchase event tents and there was enough funding to also purchase five picnic tables that could be folded up and transported easily to events. The Territory has also received a grant in the amount of \$3,000 to fund new display cases for the American Indian Cultural Exhibit at the Reno-Tahoe International Airport.

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

- A. Christian announced the 2014 Rural Roundup was held April 30-May 2 in Ely, Nevada. This year there was a record 278 people in attendance and Ben Rupert received the Excellence in Tourism Award from the Indian Territory. The 2015 Rural Roundup will be held in the Carson Valley at the Carson Valley Inn April 15-17, 2015.
- B. Christian introduced Jessica Grundy to Territory members and said that Jessica is the new Administrative Assistant for the NCOT Sales and Industry Partners.
- C. Christian said he is in the process of reviewing the submissions for the NCOT Rural Marketing Grant Programs. There were 158 grant submissions and there is around one million dollars to award. Once he reviews the grants, the recommended funding

amounts will go to the Territory Advisory Committee (TAC) and then to the NCOT Board for final approval.

- D. Christian announced that Greg Fine is the new NCOT Marketing Director. Mark is currently working on populating the TravelNevada.com website with package travel deals and is working closely with industry partners to accomplish this task. Jessica added she will forward the e-blast about how to become an industry partner. The NCOT Spring/Summer marketing campaign is in full swing.
  - E. Christian also noted that this year the Governor's Conference on Tourism will be held at the Atlantis in Reno and he attended and presented at the 2014 Nevada Tribal Tourism Conference at the Hyatt Regency in Lake Tahoe.
  - F. Christian reported he hosted a French tour operator familiarization tour last week. The tour included Lake Tahoe, Pyramid Lake, Walker River, Moapa Travel Center, Death Valley and the Valley of Fire. Christian said the information gathered from the tour will be used to update tour brochures to "sell" Nevada.
- VI. Report on 2014 Nevada Tribal Tourism Conference, April 22-24, 2014 – Incline Village, NV
- A. Sherry said the 6<sup>th</sup> Annual Nevada Tribal Tourism Conference was held April 22-24, 2014 at the Hyatt Regency Lake Tahoe Resort, Spa and Casino in Incline Village, Nevada with over 50 people in attendance (highest attendance to date). Also, this year there were 10 Tribal Leaders and 13 Nevada Tribes in attendance.
  - B. The quality of speakers was excellent and included Roger Saterstrom from Tauck, Inc., the largest tour company in North America, Donna Cossette from the Churchill County Museum, Camille Ferguson from AIANTA and Garet and Latisha Couch from the National Tribal Geographic Information Support Center.
  - C. Conference sponsors included Barrick Gold and Newmont Mining and there will be an optional dinner cruise on the M.S. Dixie.
  - D. The Conference also included a mobile workshop in collaboration with the Washoe Tribe with visits to the new museum at Donner Memorial State Park, Meeks Bay Resort, a spear fishing demonstration at Taylor Creek and a visit to Cave Rock.
  - E. Sherry said that Michon Eben was unable to attend the meeting, but did e-mail her report. The Reno-Sparks Indian Colony (RSIC) was very impressed with the Nevada Tribal Tourism Conference. They learned a lot and were excited to see the additional tribes that attended. Mr. Ben Rupert did a great job as the tour guide, both on and off the bus at all the locations. They truly honored his discussions on the connections of Lake Tahoe, Truckee River and Pyramid Lake. Also, due to all the tours throughout Nevada's Indian Territory that have been sponsored by the Nevada Indian Commission these past 7 years, the RSIC is hosting its own internal tour. Michon said thanks for the hard work, sharing tourism tools and providing an outlet to explore our great Native Nevada culture. Sherry said that Michon also attached the flyer for the upcoming RSIC tour.
  - F. Sherry said an on-line conference survey has been sent out to attendees and information gathered from the survey will be shared at the next meeting.
- VII. Discussion on Dates and Location for the 2015 Nevada Tribal Tourism Conference
- A. Sherry said that Ely is interested in hosting the 2015 Nevada Tribal Tourism Conference. Potential Conference dates could be 4/28/15-4/30/15.
- VIII. Indian Territory Projects
- A. Indian Territory Photo Library: Larry Burton said he is in the process of editing over 5,000 photos taken at Ely, Duckwater, Yomba, Dresslerville, Schurz, Stillwater, Pyramid Lake and Summit Lake. Sherry added that she and Larry traveled to Summit Lake with the tribal council and it was a great experience. They were given a tour of the

groundbreaking Lahontan Cutthroat Trout natural habitat which is a partnership with the Bureau of Land Management (BLM). Also, Larry said he was invited back to Summit Lake to camp.

- B. Indian Territory Brochure Revision: Sherry stated that Bruce was unable to attend the meeting but has provided an e-mail update. The brochure copy has been sent to the Territory for review and he has begun the layout of the brochure. Bruce should have something for review at the next meeting.
  - C. Indian Territory Website Upgrade: Sherry stated that Bruce is building out all of the secondary pages and should have something for the Territory to review soon.
  - D. Stewart Video: Sherry stated to let Bruce know if any additional information needs to be added to the video. The audio footage that was shot of Sherry Rupert may need to be reshot and he would like to wrap up this project soon.
- IX. Territory/Tribal Updates
- A. 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. Also, the Nevada Indian Commission is working on the designation of the historic Stewart Indian School as a National Landmark.
  - B. Mary Works Covington from the Nevada Arts Council said that in March the Nevada Indian Commission hosted a Nevada Arts Council - Arts Town Meeting with over 40 people in attendance. The meeting was one of a series of community conversations to explore the state of the arts and hear about the needs of the communities, artists, organizations and educators.
  - C. Bethany Sam and Tonya Champa from the Sierra Nevada Media Group shared that they would like to work with Nevada Tribes to help promote events as well as educate the public on native culture. The ads would be placed in the Big Nickel, a weekly publication with over 31,000 copies in circulation. Tonya said that Swift Communications (owner of the Nevada Appeal) has properties outside of Nevada and they have the ability to market digitally to outside the state. Bethany said that she will forward more information to the Territory on advertising opportunities. Christian added there could be a cooperative ad that lists all tribal related summer events.
- X. Agenda Items for Next Meeting
- A. Review of Indian Territory By-Laws
  - B. Update on Indian Territory Projects: Brochure Revision, Stewart Marketing Video, Indian Territory Website Update, and Indian Territory Photo Library
  - C. Survey results from the 2014 Nevada Tribal Tourism Conference
  - D. Update on NCOT FY15, 1<sup>st</sup> Cycle Marketing Grant awards
  - E. Tribal Tour Itineraries
  - F. John Dayberry said he would like to make a presentation at the next meeting on the Sierra Snowshoe Tribes project. John said this project includes retracing the ancient snowshoe routes and the construction of traditional Sierra Tribes snowshoes. The presentation will also include a four minute fundraising video for the project.
- XI. Meeting Date and Location of Next Indian Territory – Wednesday, July 16, 2014
- A. Sherry Rupert said the next Indian Territory Meeting will be held Wednesday, July 16, 2014 from 10:00am-12:00pm possibly at the Walker River Paiute Tribe.
- XII. Adjournment
- A. The meeting was adjourned at 11:45am.