

Indian Territory Meeting Minutes
Wednesday, September 10, 2014
Walker River Paiute Tribe – Community Center, 1031 Hospital Road, Schurz, 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; Larry Burton, Photographer; Joshua K. Dini Sr., Tribal Secretary, Walker River Paiute Tribe; Jonathan McShane, Economic Development Director, Walker River Paiute Tribe; Herbert Dini, Tribal Member, Walker River Paiute Tribe; Misty Benner, Tribal Member, Walker River Paiute Tribe; Gina Marie Dini, Tribal Member, Walker River Paiute Tribe

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. The meeting minutes of July 23, 2014 were tabled to the next meeting.

III. Comments by Chairperson

A. AIANTA Update

Strategic Plan – Sherry mentioned she is both the President and one of two Southwest Representatives for the American Indian Alaska Native Tourism Association (AIANTA). Sherry said the AIANTA Board held a strategic planning session in Albuquerque, New Mexico and the discussion focused on outreach. AIANTA hired a great facilitator for the strategic planning process and Sherry said it would be great to bring this person to the Nevada Tribal Tourism Conference. Sherry also stated she would like to see the Nevada Tribal Tourism Conference become more regional and bring in more high level speakers.

American Indian Tourism Conference, September 14-18, 2014, Marksville, LA - Sherry reported Indian Territory Committee members will be attending the 2014 American Indian Tourism Conference next week in Marksville, Louisiana. This year there will be mobile workshops to the United Houma Nation, Chitimacha Tribe of Louisiana, Coushatta Tribe of Louisiana and the Tunica-Biloxi Cultural Center. Sherry also mentioned she will be a Keynote Speaker at the Conference and will talk about the NATIVE Act, an avenue for tribal communities to access Federal resources for tourism capacity building.

IV. Treasurer Report

A. Chris Ann Gibbons reported the Territory checking account has a current balance of \$42,697.43 and the FY15 Territory Administrative Grant has a current balance of \$5,000. Chris stated since the last meeting, the Territory has paid expenses related to the 2014 AIANTA Conference in Marksville, Louisiana, photographer expenses related to the Indian Territory photo library, new Indian Territory tradeshow graphics, tablecloth and promotional items (mint boxes, pens, visors and lunch totes). Chris mentioned she is also working on securing a Western Shoshone cradleboard for the American Indian culture exhibit at the Reno-Tahoe International Airport.

B. Chris said as mentioned at prior meetings, the Territory received a FY14 Projects Related to Tourism Grant in the amount of \$3,000 to fund new display cases for the American Indian Cultural Exhibit at the Reno-Tahoe International Airport. The

Territory is currently working with Reno Space Creators out of Reno to order the new cases.

- V. Nevada Commission on Tourism Update - Christian Passink, Rural Programs Manager, Nevada Commission on Tourism
 - A. Sherry reported that due to a schedule conflict, Christian Passink from the Nevada Commission on Tourism (NCOT) was unable to attend the meeting.
 - B. Sherry shared a one page on tribal tourism related grants with attendees that included grants offered by NCOT and Nevada Arts Council. Sherry said the one page is a good resource when looking for grants to fund activities such as infrastructure, marketing, website, brochures, art exhibitions, artisans and events. Jonathan McShane asked who can apply for the grants. Sherry replied anyone within a rural community can write the NCOT Marketing Grant, but the application will need the support of a non-profit organization which includes tribes. Johnathan also mentioned the Tribe did receive a FY13 NCOT Marketing Grant, but the funds had to be returned because they were not spent out by the deadline. He said the grant was obtained by the prior Economic Development Director and he did not know the Tribe had received a grant until NCOT contacted him near the deadline to spend out the funds.

- VI. Review of Revisions to Indian Territory By-laws
 - A. Chris reported the Indian Territory by-laws were last revised in 2008 and some of the language is in need of updating. Chris went through the proposed changes with the attendees. The changes included language on voting, resignation, election of officers and the duties of board members.
 - B. Sherry said once the by-laws are distributed and reviewed by committee members, the changes can be finalized at the next regularly scheduled Indian Territory meeting.

- VII. Discussion on 2015 Nevada Tribal Tourism Conference, April 28-April 30, 2015
 - A. Sherry went over possible Conference topics with the Committee. 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. Cynthia Oceguela mentioned a session on creating and maintaining a website would be very beneficial to the Walker River Paiute Tribe as she would like to see a dedicated website for their tribal artists and the Pinenut Festival. Jonathan added a session on cultural centers would be a good addition as the tribe has a Cultural Center and he is working with the Tribe's cultural committee which includes Misty Benner on updating the building and its contents.
 - B. Sherry said the theme should speak to the message we want to convey at the Conference. Sherry went through previous themes used for the Conference and those in attendance discussed a new theme. Suggestions 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.

- C. Sherry said the proposed site for the Conference is the Avi Resort Casino in Laughlin, Nevada and that she will contact them to see about availability for the proposed Conference dates.

VIII. Indian Territory Projects

- A. Indian Territory Photo Library: Chris mentioned at the last meeting, Larry Burton has submitted numerous photos on a hard drive to the Territory and it is a good start for the comprehensive photo library that will showcase the tribes of Nevada. Larry added that to date he has taken 18,000 photos for the project and that all edits are up to date. Larry also mentioned the Tribe could host photo workshops where each photographer pays a fee to participate. This would be a great idea to tell the story of Walker Lake.
- B. Indian Territory Brochure Revision: Chris reported the brochure has been drafted and she and Sherry are working on getting suggestions and changes for the brochure to Bruce Rettig at Charter Advertising.
- C. Indian Territory Website Upgrade: Chris reported the Indian Territory website will mirror the new brochure and that she and Sherry are working with Bruce to finalize the site.
- D. Stewart Video: Chris reported she has sent Bruce the current Stewart Indian School photos for inclusion so the video should be completed soon.
- E. Tribal Communities Tourism Assessment – Sherry said the Territory is working with Dr. Carla Santos from the University of Illinois on a tribal tourism assessment. Specific tribes were identified for inclusion in the assessment (Summit Lake Paiute Tribe, Walker River Paiute Tribe, South Fork Band Council, Elko Band Council and Duck Valley Shoshone-Paiute Tribe) and Dr. Santos traveled to Nevada in August to meet with the tribes. Sherry said she accompanied Dr. Santos on the visits and learned that protecting and preserving culture was very important to the Walker River Paiute Tribe. Sherry said the final report should be completed by the end of October and once it is received she will share it with the Tribes included in the project.
- F. Modifications to the American Indian Exhibit at the Reno-Tahoe International Airport- Chris reported the Territory is working with Reno Space Creators to update the exhibit. The changes include a new Territory map, new photographs, new display cases, new videos and some repair work to the exhibit wall.
- G. Tribal Lands Itineraries – Sherry said as suggested the last meeting, it would be good to post a few good 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.

IX. Territory/Tribal Updates

- A. Walker River Paiute Tribe reported the 84th Annual Pinenut Festival will be held September 18-21, 2014 and events will include a powwow, hand game tournament, princess contest, talent show, parade and pinenut blessing. Josh Dini mentioned that Indian Territory could have a booth at the event. Sherry said she will talk with the Tribe about having a one day booth to promote the Territory after the meeting. Josh also mentioned that Walker Lake attracts a lot of bird watchers and 158 acres has been deeded back to the Tribe which has potential for tourism. Jonathan added he is working on redoing the signs for the tribal businesses which includes the smokeshop and fireworks stand; their fireworks stand did very well for the 4th of July as it was promoted on different radio stations.
- B. Ben Rupert talked about accompanying Sherry Rupert and their son John Rupert to China in July. Ben said it was the 10th anniversary of the NCOT Office in China and Lt. Governor Krolicki led the delegation to Beijing, Chengdu, and Guangzhou. The group met with government and tourism representatives and he and John performed the eagle

dance and fancy dance. Ben said he also performed at the Washoe cultural event at Sand Harbor in Lake Tahoe and made a traditional Washoe shelter for the event.

- X. 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, Stewart Video and Tribal Communities Tourism Assessment
 - C. Report on 2014 American Indian Tourism Conference in Marksville, Louisiana
 - D. Report on planning for the 2015 Nevada Tribal Tourism Conference

- XI. Meeting Date and Location of Next Indian Territory – Wednesday, November 19, 2014
 - A. Sherry Rupert said the next Indian Territory Meeting will be held Wednesday, November 19, 2014 from 10:00am-12:00pm at the Nevada Indian Commission in Carson City.

- XII. Adjournment
 - A. The meeting was adjourned at 11:55am.