

Nevada's Indian Territory
Meeting Minutes
Wednesday, May 20, 2015
Nevada Indian Commission, 5366 Snyder Avenue, Carson City, NV

Present: Sherry L. Rupert, Chairperson, Nevada's Indian Territory and Executive Director, Nevada Indian Commission; Chris Ann Gibbons, Secretary/Treasurer, Nevada's Indian Territory and Program Officer I, Nevada Indian Commission; Scott Carey, Events Manager, Travel Nevada; Christian Passink, Rural Programs Officer, Travel Nevada; Shannon Mandell, Director, Pyramid Lake Museum; Michon R. Eben, Cultural Resources Director and Tribal Historic Preservation Officer, Reno-Sparks Indian Colony; Ben Rupert, Tribal Member, Duck Valley Shoshone Paiute Tribe; Joseph Sam, General Public; Esther Thompson, General Public; Ruth Holbrook, General Public; Cynthia Ocegüera, Tribal Member, Walker River Paiute Tribe (teleconference); Mary Works Covington, Community Development Program Coordinator, Nevada Arts Council (teleconference); Lori Pasqua, Pre-College Advisor, Washoe Tribe of Nevada & California (teleconference)

- I. Welcome and Introductions
 - a. Sherry Rupert called the meeting to order at 10:05 and asked everyone to introduce themselves.

- II. Approval of April 15, 2015 Meeting Minutes
 - a. With no changes made, Michon Eben motioned to approve the April 15, 2015 meeting minutes, seconded by Ben Rupert. Motion carried.

- III. Comments by Chairperson – Sherry L. Rupert, Chairperson, Nevada's Indian Territory
 - a. American Indian Tourism Conference (AITC) Ignacio, CO – September 13-17, 2015 – Sherry reported the 17th Annual American Indian Tourism Conference will be held September 13-17, 2015 at the Skye Ute Casino Resort in Ignacio, Colorado. Sherry shared that Scott Carey from Travel Nevada has been invited to speak at the AITC on state/tribal relations as well as Joel Dunn from the Carson City Visitors Bureau to talk about working effectively with your local visitors bureau.
 - b. AITC Planning Meeting, Carson City, NV – May 11-12, 2015 – Sherry reported the AITC planning committee traveled to Carson City May 11-12th to discuss details for the upcoming conference in Ignacio, Colorado. During the visit Sherry said she gave the committee a tour of the Stewart Indian School. Sherry stated she would like to see a future AITC come to Nevada. Also, in December the American Indian Alaska Native Tourism Association (AIANTA) Board retreat will be held in Reno, Nevada.
 - c. NATIVE Act Update – Sherry reported there has been movement on the Native American Tourism and Improving Visitor Experience Act or NATIVE Act as Senator Thune from South Dakota and Senator Schatz from Hawaii and others will introduce the bill in the Senate hopefully by the Memorial Day break. Sherry said if this happens, hearings on the bill may be held as early as next month. Also, Sherry said Governor Sandoval has sent a letter to Congressman Dean Heller of Nevada, urging him to sign onto the bill. Lastly, Sherry said the intent of the bill is to enhance and integrate Native American tourism, empower Native

- American communities, increase coordination and collaboration between Federal tourism assets, and expand heritage and cultural tourism opportunities in the United States.
- d. Nevada Magazine May/June Issue – Sherry shared the 2015 Stewart Father’s Day Powwow has been featured in the May/June issue of Nevada Magazine.
- IV. Election of Vice-Chairperson for Nevada’s Indian Territory
- a. The Chair opened the floor for nominations of Indian Territory Vice-Chairperson. Chris Ann Gibbons nominated Michon Eben for Vice-Chairperson of Nevada’s Indian Territory. With no other nominations received, the nominations were closed and Michon Eben, by acclamation is the new Vice-Chairperson. Congratulations Michon!
- V. Treasurer Report
- a. Chris Ann Gibbons reported the Territory checking account has a current balance of \$604.21. Chris stated since the last meeting, 41 out of the last 43 account transactions were related to the 2015 Nevada Tribal Tourism Conference. The remaining two account transactions were related to the Stewart Father’s Day Powwow and Indian Territory photo project marketing grants. Also, Chris reported the FY15 Indian Territory Administrative Grant has a current balance of \$1,159.76.
 - b. Chris reported the following FY15 Nevada Commission on Tourism Marketing Grants are closed: 2015 Nevada Tribal Tourism Conference, Stewart Indian School website maintenance and Indian Territory promotional items. Also, the Territory is working on spending out the following marketing grants: 2015 Stewart Father’s Day Powwow; Indian Territory tradeshow graphics; Stewart Indian School website upgrade; FY2015 Administrative Grant and Indian Territory photo library. Chris also mentioned the Territory is working on closing out two Projects Related to Tourism grants.
 - c. Chris stated the Territory has applied for the following FY16, 1st Cycle, Nevada Commission on Tourism Marketing Grants: 2015 AIANTA Conference, FY16 Indian Territory Administrative Grant and Stewart Indian School website maintenance.
- VI. Travel Nevada Update – Christian Passink, Rural Programs Manager, Travel Nevada and Scott Carey, Events and Community Relations Manager, Travel Nevada
- a. Christian mentioned the Nevada Commission on Tourism in now known as Travel Nevada, but the board with includes the Lt. Governor is still known as the Nevada Commission on Tourism.
 - b. Christian congratulated Melissa Melero from the Great Basin Native Artists for being the recipient of the 2015 Indian Territory VolunTourism Award.
 - c. The grant application deadline for FY16, 1st Cycle of the Nevada Commission on Tourism Marketing Grant program has passed and Christian reported they have received 206 grant applications totaling \$1,740,840. The Territory Advisory Committee (TAC) will meet on May 21st to further discuss funding levels and recommendations will be presented to the Commission for their approval at the June 17, 2015 meeting. The marketing grant program has a total of \$1.4 million to award over two cycles this year.
 - d. Christian said this year’s Rural Roundup had 268 attendees and was a great success. Next year the Roundup will be held in Laughlin, Nevada.

- e. Sherry added that over time the Nevada Indian Commission has received inquiries from paranormal investigation groups and related television shows in regard to the Stewart Indian School. Sherry has talked with Claudia Vecchio about the presentation that was held on paranormal tourism at this year's Rural Roundup as the Stewart Indian School was included in that discussion. Sherry commented that this type of tourism goes against tribal traditions and is not supported by the Nevada Indian Commission. Also, Sherry she has been informed by the State Public Works Division that special use permits from these groups will be denied. Mary Works Covington added that she personally believes this type of tourism is a dangerous door to open, detracts from the mission of preserving the history of the Stewart Indian School and sends the wrong message to tourists.
- f. Christian reported the Spring/Summer Travel Nevada integrated marketing campaign was launched on May 4th and the paid campaign is airing in five broadcast/digital markets (Los Angeles, San Francisco Bay Area, Phoenix, Salt Lake City and San Diego). The campaign is slated to run through August.
- g. Travel Nevada Marketing Director Greg Fine presented the new GravelNevada bicycle tourism concept at the Bicycle and Pedestrian Summit, which took place in Henderson, May 6-7th. GravelNevada will capitalize upon the growing trend of off-highway bicycle touring along gravel roads and involves developing an extensive series of gravel routes through Nevada's many rural communities which includes Beatty and Austin. Also, Christian mentioned that Jennifer Neubauer is the new Travel Nevada Research Manager.
- h. A statewide familiarization tour was requested by Condor Airlines to support their flights into Las Vegas and the attendees included top tour operators from France. The familiarization tour was led by Scott Carey and Teri Laursen from Travel Nevada and included both Northern and Southern Nevada with the flights coming into and leaving Las Vegas. Christian noted that Las Vegas is breaking records in international tourism.
- i. The Governor's Conference on Tourism – Global Tourism Summit will be held at the Hilton Lake Las Vegas November 16-17, 2015.
- j. Christian said he will be attending IPW in Orlando May 31-June 4th. This is the largest international trade show in America and provides tremendous leads which are shared with the Territories. Sherry added that she will also be attending IPW with AIANTA and next year they are hoping to have all tribal related booths in the same area.
- k. The Hard Rock Café in South Lake Tahoe reported they hosted 126 people from China and next week will host 117 from South Korea. Interest from both groups stems from the Nevada Marketplace that was held at the 2014 Governor's Conference on Tourism.
- l. On May 27th there will be a media event held in New York City on the new direct Jet Blue flight from New York City to Reno. Christian also reported the non-stop London to Reno flight did not work out.
- m. Governor Sandoval will be attending a European Sales Mission in mid-July with stops in both London and Berlin.
- n. Scott Carey added he presented information on the Nevada 150 celebration at a planning workshop for the Nebraska Sesquicentennial Commission in Lincoln, NE. Scott mentioned there is a tribal representative on the Nebraska planning committee and both the Nebraska Governor and his wife were in attendance at the meeting. Also, he attended the time capsule burying ceremony held at the Springs Preserve in Las Vegas. Christian

added Nevada Magazine was honored by having all eight of its Sesquicentennial issues included in the time capsules in both Las Vegas and Carson City. Also, Scott mentioned the French tour operators recently hosted were very interested in western and American Indian culture. Also, Donna Cossette from the Churchill County Museum led the group through the Grimes Point area. Scott said he is working on a familiarization tour that will include tour operators from Australia and this tour will have an RV focus. Lastly, Scott mentioned the Stewart Father's Day Powwow is one of the events participating in a statewide event evaluation project that will help measure the success of their marketing grant program.

- o. Scott briefly discussed the draft tribal itineraries and passed around copies of the itineraries for discussion. The itineraries include a 10-day statewide tour, and separate northern and southern Nevada itineraries. Scott said the purpose of the itineraries is to have these tours available so that visitors can go on self-guided tours throughout Nevada that focus on tribal tourism. Scott shared he has received some feedback, but would like additional comments. Sherry went through the notes that she made on the itineraries and told Scott she would also forward him the suggestions. Also, she wanted to let Scott know that AIANTA is interested in helping with this project. Lori Pasqua asked why the Gatekeepers Museum wasn't included as they have a lot of beautiful native baskets. Ben Rupert replied the museum has very limited hours and is mainly by appointment only. He added the new museum at Donner Memorial State Park will open June 6th and has an excellent exhibit on Washoe tribal culture. Michon Eben added that rules of etiquette when visiting tribal areas should be added to the itineraries

VII. Report on 2015 Nevada Tribal Tourism Conference, April 28-30, 2015

- a. Sherry stated 60 people attended the Nevada Tribal Tourism Conference which included 20 different tribes.
- b. This year the mobile workshop was held first which was a great success. A record 50 people attended the workshop.
- c. Scott added the Conference is a great networking tool and that he would like to see more interactive activities held on the last day.
- d. Sherry briefly went through the conference evaluations and said that a more detailed report will be available at the next meeting. Suggestions for next year included having a session on how to plan a mobile workshop and the third day of the Conference should only be ½ day. Sherry said overall the evaluations were very positive and the Territory received 32 back which will be used to help plan next year's Conference.
- e. Sherry said the tentative dates for the 2016 Nevada Tribal Tourism Conference are April 26-28th and it will be held in Ely, Nevada.

VIII. Update on Nevada's Tribal Tourism: Development Dynamics and Opportunities Report Prepared by Dr. Carla Almeida Santos, University of Illinois

- a. Sherry stated the final report has been received and she briefly went over it with the Territory.

- b. Sherry said that Travel Nevada, Nevada Indian Commission and the 5 tribal communities involved will receive hard copies of the report. One thing that stands out in the report is that each tribe is unique and has varying ideas on tribal tourism and its priority.
- c. Sherry said the report also includes recommendations for each of the tribes. She said the meetings held with the tribes helped spark ideas in regard to tourism and the Territory will revisit the tribes involved at a later date.

IX. Indian Territory Projects

- a. Indian Territory Photo Library – Sherry stated that Larry Burton was not able to attend the meeting, but did provide a written update. Sherry read that to date Larry has photographed 11 different locations and has taken over 4,000 images. Sherry went through the list of locations with the Territory and also shared Larry’s upcoming travel schedule which includes the Snow Mountain Powwow in Las Vegas, Lost City Museum and Valley of Fire State Park.
- b. Stewart Website Upgrade – Chris stated that Bruce Rettig was unable to attend the meeting, but is working on finishing the new Stewart Indian School website which should be launched soon.
- c. Revision of Territory Flickr Page – Chris stated she will begin updating the Territory Flickr page after June.
- d. Nevada’s Indian Territory Profile Sheet – Sherry stated the Territory will begin working on a profile sheet after June.

X. Territory/Tribal Updates

- a. Sherry mentioned that on May 14, 2015, SB63, a piece of legislation that creates the Commission’s Gift Fund and designates the Commission as the coordinating agency for the Stewart Indian School was signed by Governor Sandoval. Also, Sherry mentioned the 2015 Stewart Father’s Day Powwow will be held June 19-21, 2015 at Stewart. Lastly, the Western Governors Association Conference will be held in Lake Tahoe in June and Secretary Jewell will be in attendance at the Conference. Sherry is hoping the Secretary will visit the Stewart Indian School as the school has just been approved to apply for a National Landmark designation.
- b. Mary Works Covington from the Nevada Arts Council reported the FY16 Nevada Arts Council grants panel meetings are being held May 18-22nd at Truckee Meadows Community College. Also, the 2015 Arts @ the Heart will be convening, June 4th and 5th, at the Siena Hotel in Reno. At the conference, participants will have a chance to make new connections and learn about national trends and best practices in the arts. Melissa Melero from the Great Basin Native Artists will be a speaker at the Conference. Mary said Professional Development Grants are available for attendees who travel more than 100 miles.
- c. Ben Rupert said, as mentioned earlier, the new museum at Donner Memorial State Park will open on June 6th and he along with his son John just finished building a traditional Washoe dwelling (Galis Dungal) at the Museum and included bows, arrows and quivers in the display. Also, Ben said Michon Eben from the Reno-Sparks Indian Colony has invited him to give a cultural tour of Lake Tahoe to tribal members. Also, the museum is

working with the Washoe Culture Committee and currently the committee is reviewing literature written about Donner Lake.

- d. Shannon Mandell from the Pyramid Lake Museum reported the Museum has had 3 exhibit changes this year and one of the exhibits included the Great Basin Native Artists. Mary added the Reflections on Pyramid Lake Exhibit currently is being shown at the University of Nevada, Reno. Shannon also said the Tribe is gearing up for the Memorial Day holiday at the lake which is very busy time for camping and fishing as well as the Burning Man Festival. Also, the tribe is interested in bike tourism and the Museum now has a board.

XI. Agenda Items for Next Meeting

- a. Indian Territory Projects
- b. Draft Tribal Itineraries

XII. Meeting Date and Location of Next Indian Territory Meeting – Wednesday, July 15, 2015

- a. Sherry said the next Indian Territory meeting will be held Wednesday, July 15, 2015 from 10:00am-12:00pm at the Nevada Indian Commission. Ben Rupert suggested the September Indian Territory meeting be held at Pyramid Lake and he could give a boat tour of the lake to attendees.

XIII. Adjournment

- a. Scott Carey motioned to adjourn the meeting, seconded by Ben Rupert. Motion carried.
- b. The meeting was adjourned at 12:00pm.