

Nevada's Indian Territory
Wednesday, February 17, 2016
Meeting Minutes

Nevada Indian Commission, 5500 Snyder Avenue, Building #3, 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, Nevada Indian Commission; Scott Carey, Project Manager, Stewart Indian School Preservation Alliance (SISPA); Michon R. Eben, Tribal Historic Preservation Officer, Reno-Sparks Indian Colony and Vice-Chairwoman, Indian Territory; Larry Burton, Photographer; Kari Frilot, Manager, Sales and Industry Partners, Nevada Division of Tourism; Ben Rupert, Owner, Warrior's Path American Indian Tours; Gracie Dick, Benton Paiute Tribal Member; and Billie J. Guerrero, Director, Pyramid Lake Museum

- I. Welcome and Introductions
 - A. Sherry Rupert called the meeting to order and asked everyone to introduce themselves.

- II. Approval of December 16, 2015 Meeting Minutes
 - A. With no changes made, Michon Eben motioned to approve the December 16, 2015 meeting minutes, seconded by Larry Burton. Motion carried.

- III. Comments by Chairperson - Sherry L. Rupert
 - A. NATIVE Act Update - Sherry explained the Native American Tourism and Improving Visitor Experience Act or NATIVE Act is bi-partisan legislation that enhances American Indian tourism, increases coordination and collaboration between Federal tourism agencies and tribes, offers technical assistance to tribes and expands heritage and cultural tourism opportunities.
 - B. Sherry said at the last meeting she reported that the American Indian Alaska Native Tourism Association (AIANTA) was waiting for a report on the bill to be released on the Senate side. Sherry said since then, the report has been released and was favorable with unanimous consent. Sherry said the bill has now been referred to three committees on the House side and a hearing has been scheduled for February 24, 2016 in the House Natural Resources Committee, Indian, Insular and Alaska Native Subcommittee. She will be testifying on behalf of AIANTA.
 - C. Get signed up for NativeAmerica.Travel - Sherry reminded everyone that AIANTA launched NativeAmerica.Travel at the September 2015 American Indian Tourism Conference in Ignacio, Colorado. Sherry said the site is the first comprehensive destination website for Indian Country tourism. Future phases will enable travelers to book travel through the site.
 - D. Sherry said that she will be attending Showcase USA Italy and ITB Berlin with AIANTA in March and this will be her first time attending both tradeshow.

- IV. Treasurer Report
 - A. Chris Ann Gibbons reported the Territory checking account has a current balance of \$9,781.61. Chris stated that since the last meeting, there have been no transactions. Also, the FY16 Administrative Grant has a current balance of \$3,183.77. Chris noted that a majority of

- the remaining funding is reserved for Rural Roundup and scholarships for tribes to attend the 2016 Nevada Tribal Tourism Conference.
- B. The Territory has applied for a FY16 Projects Related to Tourism Grant in the amount of \$4,000 for Stewart Indian School Trail Maintenance. Chris noted the Trail was completed in 2007 and the entry sign and kiosk were completed in 2009. Now routine maintenance is needed which includes new plexi-glass on the Trail kiosk, repair on the Trail signs and a replacement entry sign.
- V. Nevada Division of Tourism Update – Kari Frilot, Manager, Sales and Industry Partners, Nevada Division of Tourism
- A. Kari Frilot explained that Sales and Industry Partners has been reorganized. Kari said that Larry Friedman who is the Deputy Director will now focus on the India, South Korea and China markets. Christian Passink is now one of two International Sales Managers and will focus on the Germany, France, and the United Kingdom markets. David Lusvardi is the other International Sales Manager and will focus on the Mexico, Brazil and Australian markets. Teri Laursen is now the Domestic Sales Manager and will focus on the Domestic and Canadian markets. In addition, Kari said she is now the Rural Programs Manager and will oversee the grant program, help plan the Rural Roundup and attend Territory meetings. Lastly, they have a new shared position with the Public Relations Department which has been filled by Yennifer Reyes Calles. Yennifer is the International Sales and Public Relations Specialist and will focus on planning the marketplace at the Governor’s Tourism Summit, work on Brand USA marketing projects, organize and implement FAM tours and attend tradeshows as needed.
 - B. Kari reported there were 31 requests for the FY16 Projects Related to Tourism Grant and \$238,000 to award. Kari noted that individuals have already been chosen to sit on a panel to review the grant recommendations and then the recommendations will go to the Nevada Commission on Tourism Board for final approval at their March 15, 2016 meeting.
 - C. Kari gave a brief explanation on the two grants programs offered and answered grant questions for those new to the Territory. Kari said additional information on grants can be found at <http://travelnevada.biz> and the next Rural Marketing Grant deadline is April 22, 2016.
 - D. Kari said that Christian Passink and Bethany Drysdale will be attending ITB Berlin and Bethany and David will be attending a sales mission in Australia.
 - E. The 2016 Rural Roundup will be held April 13-15, 2016 in Laughlin, Nevada. Kari noted there will now be a bus to/from the Roundup with an overnight stay in Beatty. Also, they will match Territory registration and bus scholarships. Kari also mentioned the 'Reelin on the River' Film Fest and Lunch will be held at the Roundup and rural tourism partners are being encouraged to submit their destination marketing videos. The top ten videos will be aired at a lunch where attendees will be asked to vote on their favorite video and the winner will be announced at the awards dinner. Kari said for more information on the Roundup please visit <http://ruralroundup.com/>. Kari also shared information on the agenda which included the following:
 1. April 13th - Bus arrives in Laughlin, optional activities and a welcome reception
 2. April 14th - four concurrent sessions, four keynote speakers and awards dinner

3. April 15th - 1 keynote speaker and then the bus returns to Carson City

VI. Discussion on Planning for the 2016 Nevada Tribal Tourism Conference, April 26-28, 2016 and Review of Draft Program for the 2016 Tribal Tourism Conference

- A. Discussion on Change of Location - Sherry let the Committee know that due to time constraints and unforeseen circumstances, she would like to change the location of the 2016 Nevada Tribal Tourism Conference from Ely to Carson City. Sherry said she has already talked with the Chairman of the Ely Shoshone Tribe about this and he is fine with the proposed change. Also, the Conference has yet to be held in Carson City and logistically it will be easier to plan with the shortened time frame. Sherry asked the Territory for their input on the change of location. **After discussing the change of location, Scott Carey motioned to move the 2016 Nevada Tribal Tourism Conference from Ely to Carson City, seconded by Ben Rupert. Motion carried.**
- B. Review of Conference Theme “Building Tourism Capacity, Building the Future” - Sherry read the draft Conference theme to the Territory and asked for any input on any changes needed before it is finalized. The Territory had no changes and the theme was finalized.
- C. Sherry went over the revised agenda and suggestions were made of possible locations for now two day Conference which included the Brewery Arts Center, Gold Dust West and the Plaza Hotel. Also, the Nevada State Museum and the Governor’s Mansion were mentioned as possible locations for an evening reception.

VII. Indian Territory Projects

- A. Revision of Territory Flickr Page – Chris stated that photos have been chosen for the Territory Flickr page and she has begun uploading them to the site.
- B. Nevada’s Indian Territory Profile Sheet – This will be a next project for the Territory.

VIII. Territory/Tribal Updates

- A. Michon Eben from the Reno-Sparks Indian Colony reported she is working on planning a mobile workshop to Pyramid Lake and is working on it in collaboration with the language program. Also, included in the tour will be visits to the petroglyphs at Pyramid Lake and to the Pyramid. Also, she is working on the feasibility and marketing study for their cultural center which includes an RFP for a Fundraising Strategist. The opening of the cultural center is one of the top five priorities for the Tribe. Also, Michon said her office put together an exhibit for Veteran’s Day and worked on an exhibit for the Tribe’s recent celebration honoring 80 years of tribal sovereignty. Lastly, Michon said the Tribe submitted a letter of support to the Native Arts and Crafts Board supporting their enforcement of the Native Arts Crafts Act.
- B. Sherry Rupert reported that construction documents for building #1 at Stewart (future Stewart Indian School Cultural Center) are 50% complete. Also, the Commission will be seeking funding for construction which includes submitting a Capital Improvement Project request through the State of Nevada.
- C. Billie Jean Guerrero from the Pyramid Lake Museum shared that she is the new Director of the Pyramid Lake Museum. Currently, Billie Jean said she is working on adding more cultural programming and items to the gift shop. Billie Jean said she is also working on

making sure the Museum is open more days, finishing the Museum's digitization project, solving collections storage issues and is updating the Museum's vision and mission statements. Lastly, she is working on increasing marketing and they will be hosting an upcoming car show. It was suggested that the Museum could partner with the fishing tournaments on marketing.

- D. Scott Carey from the Stewart Indian School Preservation Alliance (SISPA) congratulated Billie Jean on her new position at the Pyramid Lake Paiute Tribe. Also, Scott told the Territory that the purpose of SISPA is to promote, fundraise, advocate, and support the Nevada Indian Commission's efforts to protect and preserve the history of the Stewart Indian School. SISPA recently sent out a Constant Contact newsletter to over 2,500 people which included a letter of support from Governor Brian Sandoval. Lastly, Scott reported that SISPA is working on their first fundraising event which is scheduled for May 21st at the Stewart Indian School.
 - E. Chris Ann Gibbons reported the 2016 Stewart Father's Day Powwow will be held June 17-19, 2016 at Stewart and shared that the Nevada Indian Commission is now the contact for all use of the Stewart Gym which includes issuing keys and scheduling. The gym is available to tribal organizations/individuals; tribal users now fall under the Nevada Indian Commission.
 - F. Ben Rupert unveiled a piece of artwork that he will be displaying at the Nevada Indian Commission. The framed drawing was of a sage grouse. Ben also said he will be the tour guide for a mobile workshop at the upcoming Indian Education Summit. This year the workshop will incorporate a tour of Pyramid Lake and if possible, include the Museum. Billie Jean said she will work with Ben on making sure there is someone at the Museum on that day.
 - G. Larry Burton reported he recently attended a reception for an exhibit by the Great Basin Native Artists at the Sparks Museum & Cultural Center. Also, he is working with the artists on photographing their work. Ben Rupert added it would be great to include the Great Basin Native Artists at the Rural Roundup and the Nevada Tribal Tourism Conference.
- IX. Agenda Items for Next Meeting
- A. Indian Territory Projects
 - B. Planning for the 2016 Nevada Tribal Tourism Conference
- X. Meeting Date and Location of Next Indian Territory Meeting
- A. Sherry said the next Indian Territory meeting will be held Wednesday, March 16, 2016 from 10:00am-12:00pm at the Nevada Indian Commission.
- XI. Adjournment
- A. The meeting was adjourned at 11:55am.