

Nevada's Indian Territory
Wednesday, July 20, 2016
Meeting Minutes

Pyramid Lake Paiute Tribe Museum and Visitors Center, 709 State Street, Nixon, 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; Larry Burton, Photographer; Bruce Rettig, President, Charter Advertising/Design Inc.; Kari Frilot, Manager, Sales and Industry Partners, Nevada Division of Tourism; Scott Carey, Tribal Business Officer, Pyramid Lake Paiute Tribe and Billie Jean Guerrero, Director, Pyramid Lake Paiute Tribe Museum and Visitors Center

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

- II. Approval of March 16, 2016 Meeting Minutes
 - A. With no changes made, Scott Carey motioned to approve the March 16, 2016 meeting minutes, seconded by Kari Frilot. Motion carried.

- III. Approval of April 20, 2016 Meeting Minutes
 - A. With no changes made, Kari Frilot motioned to approve the April 20, 2016 meeting minutes, seconded by Larry Burton. Motion carried.

- IV. Comments by Chairperson - Sherry L. Rupert, Chairperson, Nevada's Indian Territory
 - A. Update on NATIVE Act
 1. Sherry reported the Native American Tourism and Improving Visitor Experience (NATIVE) Act has been passed by unanimous consent in the Senate and has been reviewed by the Conservation and Natural Resources Subcommittee on Indian, Insular and Alaska Native Affairs on the House side. The American Indian Alaska Native Tourism Association (AIANTA) is now looking for a waiver of jurisdiction on the House side. Sherry said the AIANTA Board will be discussing the bill further at their strategic planning session scheduled for next week in Albuquerque, New Mexico.
 - B. American Indians and Route 66 Guidebook
 1. Sherry announced the American Indians and Route 66 Guidebook has been completed and she handed out copies of the publication. Sherry said this is the first time the well-traveled route has been told from the American Indian perspective, includes what the 26 tribes along the route have to offer travelers and was written by Lisa Hicks Snell who is Cherokee. Sherry also said the project was a good partnership between the tribes and AIANTA and partial funding came from the Route 66 Corridor Preservation Program, the National Trails Intermountain Region and the National Park Service.
 2. Sherry reported the National Park Service's Desert View Watchtower located on the south rim of the Grand Canyon is partnering with tribes to offer authentic native arts and crafts as well as the story of the area from the native perspective. Also, the National Parks Service is highlighting tribes throughout its Centennial celebration.
 3. Sherry distributed a handout entitled "Tribal Tourism is Good for the USA" on one side and "AIANTA Policy Priorities" on the other side. Sherry said that travelers are always looking for new experiences which Indian Country can provide and the handout was

shared during the recent Congressional Summit on Travel and Tourism in Washington D.C.

4. Sherry said the 18th Annual American Indian Tourism Conference (AITC) will be held September 12-14, 2016 at the Tulalip Resort Casino in Tulalip, Washington. Speakers at this year's Conference will include Roger Dow from the U.S. Travel Association and Chris Thompson from Brand USA. Also, for the first time there will be a pre-conference cultural tourism heritage course. Sherry said the course is a partnership with George Washington University and will introduce participants to the history, techniques and methodologies for developing cultural resources as tourism attractions. Chris Gibbons added the Territory does have a grant from the Nevada Commission on Tourism to send 3 Territory members to the conference. Chris said the grant will cover the conference registration, airfare, meals not covered by the conference, hotel and transportation from the Seattle Airport to the conference and return, but cannot cover personal car mileage nor parking at the Reno-Tahoe International Airport. Chris asked Territory members to send her an e-mail if they are interested in attending.
- V. Treasurer Report – Chris Ann Gibbons, Secretary/Treasurer, Nevada's Indian Territory
- A. Chris reported the FY16 Territory Administrative Grant has a current balance of \$22,555.63. Also, since the last meeting, a majority of the account transactions were related to the 2016 Nevada Tribal Tourism Conference.
 - B. The following FY17, 1st Cycle Nevada Commission on Tourism (NCOT) Rural Marketing Grants have been received: Indian Territory Administration - \$5,000, 2016 AIANTA Conference - \$5,000 and Stewart Indian School Website Maintenance - \$4,800.
 - C. Chris also reported the Territory has received permission from the Division of Tourism to use brand compliance funding to order an additional 7,500 Indian Territory brochures. Sherry added that approximately 2,000 brochures from the order will be set aside for the upcoming National Indian Education Association (NIEA) Convention in Reno, Nevada.
- VI. Nevada Division of Tourism Update – Kari Frilot, Manager, Sales and Industry Partners, Nevada Division of Tourism
- A. Kari reported the NCOT Board recently approved \$895,770 in grant awards for the FY17, 1st Cycle Rural Marketing Grant Program. In this grant cycle Kari said, 162 projects received funding, 207 applications were submitted and all but two Indian Territory grants were awarded (Sacred Visions Powwow and Ely Shoshone Powwow). Kari said the denials were for events that occur in either July or August and according to the grant guidelines "events, promotions, and advertising, which take place in July and August, should apply for grant funding in the previous fiscal year."
 - B. Kari announced the FY17, 2nd Cycle Rural Marketing Grants will open August 1, 2016 with a September 30, 2016 deadline. Also, the grant recommendations will be reviewed and finalized by the NCOT Board on December 16, 2016.
 - C. The 2016 Governor's Global Tourism Summit will be held October 11-12, 2016 at the Grand Sierra Resort in Reno. Kari said this year there will be two pre-conference familiarization (FAM) tours with representatives from each of the 10 countries that have NCOT offices. Also, each tour will include 20 buyers who will attend either the Park and Nature FAM or Historic Ghost Town and Ghostly Haunts FAM. The Park and Nature FAM (led by Larry Friedman and Christian Passink from Travel Nevada) will originate in Las Vegas with stops in Lake Tahoe, Reno and Virginia City. The Historic Ghost Town and Ghostly Haunts FAM (led by David Lusvardi and Teri Laursen from Travel Nevada) will also originate in Las

- Vegas, travel up HWY 95, visit Virginia City and take the Carson City ghost tour. Kari said both tours will end at the Grand Sierra Resort in Reno. In addition, Bethany Drysdale from Travel Nevada will be leading a FAM for media.
- D. The 2017 Rural Roundup will be held at the Elko Convention Center April 26-28, 2017. The website for the Roundup should be launched by mid-January 2017.
 - E. In the Sales and Industry Department, Kari said that Larry Friedman is currently attending a sales mission with the LVCVA to 5 cities in China, David Lusvardi will be leading the Governor's Trade Mission to Australia at the end of the month and will also lead a sales mission to Mexico at the end of November. Kari wanted to let the Territory know that partners are invited to participate on the sales mission to Mexico, but will need to pay a \$1,500 registration fee plus pay for their own travel.
 - F. Kari said the Marketing Department is in the process of developing a new Travel Nevada website for partners that will either have a .biz or .org domain. Also, Danny Miller is the new Art Director, Brenda Nebesky is now the Chief Marketing Director and Travel Nevada is currently recruiting for a Marketing Specialist position.
 - G. Lastly, Kari said Nevada Magazine has completed the 2016 Rides and Guide and handed out copies. Also, Nevada Magazine has revised the Historic Ghost Town map and this time the maps are made out of a rock and granite reinforced paper. Kari said the map is available to the Territory at \$4.00 each (wholesale price) and can be retailed at \$7.99 (pre-printed price). Kari handed out copies of the map and said that Nevada Magazine will invoice for maps taken today or ordered directly from their office. Lastly, Kari shared that Nevada Magazine is currently working on their September/October issue and need ads submitted no later than August 1, 2016.
- VII. Report on 2016 Nevada Tribal Tourism Conference, April 27-28, 2016, Carson City, NV
- A. The report on the 2016 Nevada Tribal Tourism Conference was tabled to the next meeting.
- VIII. Discuss and Prioritize Indian Territory Projects
- A. Sherry handed out a list of potential Indian Territory projects for discussion and prioritization. After a detailed discussion, the Territory decided the first three projects would include revisions to the Indian Territory website (update native artist page and add current news, camping and tribal museums pages), revision of the Territory Flickr page and start planning for a photo workshop at the Stewart Indian School.
 - B. Sherry said she will take the revisions made today and re-prioritize the list for the next meeting.
- IX. Host Presentation from the Pyramid Lake Paiute Tribe
- A. Billie Jean Guerrero from the Pyramid Lake Paiute Tribe Museum and Visitors Center reported that she has summer youth workers at the museum who are helping with the museum operations and grounds clean up.
 - B. Ralph Burns retired from the Museum on Friday July 8th and was very instrumental in sharing Paiute culture at the museum for many years.
 - C. Gift shop sales are up, the museum had record attendance for the month of April 2016 and the museum hosted a moccasin making class which was very successful. Billie Jean stated the

- classes help to create a sense of community and she is now planning a beading workshop and possibly a fall and spring round dance at the museum.
- D. In terms of museum projects/improvements, the museum is collecting traditional Paiute songs through working with the University of Nevada, Reno Special Collections, they are currently building a traditional summer shelter outside along with fish racks and a sweat lodge and the Tribe has advertised a Museum Attendant position.
 - E. The Tribe's daycare has been visiting the museum to learn about Paiute culture and Billie Jean said they have a different activity and lesson planned for each week.
 - F. The museum has finished the digitization (300 cassette and video tapes) and transcription of oral history interviews the museum had in its archives.
 - G. Lastly, Billie Jean said she is interested in attending AITC and will send Chris an e-mail.
- X. Territory/Tribal Updates
- A. Scott Carey from the Pyramid Lake Paiute Tribe announced the tribe will be hosting lunch after the meeting as well as tour of the west shore of Pyramid Lake which will include the birding binoculars, new marina store and Pelican Point. Also, Scott said he would like to see the Tribe's RV parks promoted (Big Bend Ranch, I-80 Campground and sites at the Marina) to bring in more visitors. Sherry added the Territory could help promote by including the RV sites on the Indian Territory website as well as campsites located on the Goshute, Walker River and Duck Valley reservations. Kari added this information would also be good to share with travel writers. Lastly, Scott said he would like to see more FAM tours come out to Pyramid Lake/the museum. He can be the contact to schedule these tours.
 - B. Sherry Rupert reported the Stewart Indian School Preservation Alliance (SISPA) held their first fundraiser on Saturday, May 21, 2016 in the Stewart Gym. The event was sold out with over 170 attendees that included Mayor Bob Crowell, Governor Brian Sandoval, Assemblyman P.K. O'Neil and Congressman Mark Amodei was the Master of Ceremonies. Also, the Stewart Father's Day Powwow was held June 17-19, 2016 at the Stewart Facility and this year the Powwow was awarded a Nevada Commission on Tourism Rural Marketing Grant in the amount of \$2,000.00. Also, for the first time there was gourd dancing at the event, approximately 35 vendors, 8 drums and 300 dancers and next year the Powwow Committee will be increasing the number of Indian Taco vendors from 4 to 6 as there were long lines this year. In addition, on June 27, 2016 the Carson City Chamber of Commerce held their annual meeting at Stewart where the Nevada Indian Commission (NIC) gave walking tours of the campus and Kaia Fit held their end of the session gathering/workout at Stewart. Lastly NIC co-hosted the 1st annual Tribal Ecological Knowledge (TEK) Summit June 28-30, 2016 in the Stewart Gym. The TEK Summit brought western science and native traditions together to work on best practices on incorporating traditional ecological knowledge in the adaptive management of sagebrush and pinyon-juniper ecosystems. One of the highlights of the Summit was that the Humboldt-Toiyabe National Forest announced they will be closing the forest to commercial pine nut pickers.
 - C. Larry Burton reported he continues to volunteer taking photos for the Pyramid Lake Paiute Tribe's photo library. The over 800 photos taken to date include tribal members beading, making moccasins and photos of the cui-ui fish who are unique to Pyramid Lake.

D. Bruce Rettig from Charter Advertising reported on the current status for the Indian Territory and Stewart Indian School websites. Bruce said the June stats for 2016 compared to 2015 show the Indian Territory site has an increase of 42% sessions, 44% users and 34% page views. The Stewart site has an increase of 10% sessions, 47% users and 18% page views. Bruce also shared that he will be sharing an on-line link to a Roger Brooks talk on branding with his clients.

XI. Agenda Items for Next Meeting

- A. Indian Territory Projects
- B. Report on the 2016 Nevada Tribal Tourism Conference
- C. Report on the 18th Annual American Indian Tourism Conference
- D. Discussion on submissions for the FY17, 2nd cycle NCOT Rural Marketing Grants.

XII. Meeting Date and Location of Next Indian Territory Meeting – Wednesday, September 21, 2016

- A. Sherry said the next Indian Territory meeting will be held Wednesday, September 21, 2016 from 10:00am-12:00pm at the Nevada Indian Commission.

XIII. Adjournment

- A. Kari Frilot motioned to adjourn the meeting, seconded by Billie Jean Guerrero. Motion carried.
- B. The meeting was adjourned at 12:00pm