

Nevada's Indian Territory  
Wednesday, November 16, 2016 Meeting Minutes  
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 Curator, Nevada Indian Commission; Larry Burton, Photographer; Bruce Rettig, President, Charter Advertising/Design Inc.(teleconference); Kari Frilot, Manager, Sales and Industry Partners, Nevada Division of Tourism; Greg Weyland, Director, Washoe Tribal Gaming Commission, Washoe Tribe of Nevada & California; Michon Eben, Cultural Resource Program/Tribal Historic Preservation Office, Reno Sparks Indian Colony and Vice-Chairperson, Nevada's Indian Territory; Ben Rupert, Owner, Warriors Path Native American Tours; John Dayberry, Owner, Native Elements; Bethany Sam, Business Development Manager, Sierra Nevada Media Group; Mick Rahe, Director of Sales, Sierra Nevada Media Group

- I. Welcome and Introductions
  - A. Sherry Rupert called the meeting to order and asked everyone to introduce themselves.
  
- II. Approval of September 21, 2016 Meeting Minutes
  - A. With no changes made, Greg Weyland motioned to approve the September 21, 2016 meeting minutes, seconded by Kari Frilot. Motion carried.
  
- III. Comments by Chairperson - Sherry L. Rupert, Chairperson, Nevada's Indian Territory
  - A. Update on NATIVE Act - Sherry said she mentioned at the last meeting that the Native American Tourism and Improving Visitor Experience (NATIVE) Act has passed through both the House and Senate and was signed by President Obama, September 26, 2016.
  - B. In early November 2016 a Federal Government Forum was co-hosted by New York University and George Washington University. Senator Schatz's Office was in attendance, along with Federal Agencies and a representative from the White House Committee on Native American Affairs. The Forum included a panel with representatives from New York University, AIANTA and George Washington University. All talked about their current tourism programs. The Forum also allowed the federal agencies to ask questions about the congressional intent of the legislation.
  - C. Sherry also mentioned she will be traveling to Washington D.C. today to attend a Travel and Tourism Advisory Board (TTAB) meeting.
  
- IV. Treasurer Report – Chris Ann Gibbons, Secretary/Treasurer, Nevada's Indian Territory
  - A. Chris reported the Territory checking account has a current balance of \$14,409.50. Also, the FY17 Indian Territory Administrative Grant has a current balance of \$2,774.38. Since the last meeting, a majority of the account transactions were related to sending Territory members to the 2016 American Indian Tourism Conference (AITC) and the Territory purchased a table at the 2016 American Indian Achievement Awards Banquet and Silent Auction.
  - B. Chris said she has also closed out the following Nevada Commission on Tourism Marketing Grants: 2016 Indian Territory Administrative Grant and the 2016 AITC Grant.

- V. Nevada Division of Tourism Update – Kari Frilot, Manager, Sales and Industry Partners, Nevada Division of Tourism
  - A. Kari Frilot reported that Christian Passink and Bethany Drysdale are currently attending WTM in London and David Lusvardi is in Brazil on a LVCVA Sales Mission. Also, there will be a Mexico Sales Mission the week following Thanksgiving, Teri Laursen and Larry Friedman are in Marina Del Rey for the Travel Nevada Gives Thanks event and Chris Moran was in China last week attending the Society of American Travel Writers Annual Conference.
  - B. Kari said they have received 100 applications for the 2<sup>nd</sup> Cycle Nevada Commission on Tourism Marketing Grant. The requests total roughly \$800,000 and they have \$504,230 to award. Kari let the Territory know the preliminary grant recommendations will be presented to the Territory Advisory Committee on December 6, 2016 and final recommendations will be presented to the Nevada Commission on Tourism Board for final approval on December 14, 2016.
  - C. The new tourism partner’s website (travelnevada.biz) will launch in April 2017. Also the Governors’ Global Tourism Summit received favorable evaluations (80 responses) and next year the Summit will be held in Las Vegas either in October or November. Sherry added that the Grand Sierra did a great job hosting the Summit, especially with the décor for the U.S. – China Year of Tourism Celebration. Sherry added that Governor Sandoval mentioned the Stewart Indian School during his speech at the Summit. Ben Rupert added that he along with Donna Cossette (Fallon Paiute Shoshone Tribe), Kim Townsend (Duckwater Shoshone Tribe), Ural Begay (Moapa Band of Paiutes) and Sherry participated in one of the familiarization tours before the Summit that included an American Indian fam tour for International media.
  
- VI. Informational Presentation on a Tribal Newspaper for Nevada – Mick Raher, Director of Sales, Sierra Nevada Media Group and Bethany Sam, Business Development Manager, Sierra Nevada Media Group
  - A. Bethany Sam said that she would like to bring back the Native Nevadan publication as it has been her passion to share native culture in a positive way and this publication will help accomplish this.
  - B. Bethany passed out an example of what the publication may look like. It will have local and national news, and she said it will be inserted into their current publications. This will be monthly and the tentative name for it is “Native Nevadan Today.”
  - C. Bethany said the publication will be a great outreach tool to both native and non-natives and it will give tribes a chance to share what they want to share about their culture.
  - D. Bethany also passed out a copy of their media kit and said that in order for this publication to succeed, Sierra Nevada Media Group needs a financial commitment from tribes and others to cover the cost and it will have 50% content and 50% advertisements.
  - E. Mick Raher added that currently there is no communication piece between natives and non-natives in Nevada. Also, they are currently talking about creating internships for native students at UNR who study journalism to work on the publication. Mick also encouraged as many news submissions as possible for the publication.
  - F. Ben Rupert added that it would be great to include physical health and wellness as well as traditional foods in the publication.

- VII. Planning Discussion for 2017 Nevada Tribal Tourism Conference, April 4-6, 2017, Ely, NV
- A. Decide on Conference Theme – Sherry passed out the draft save the date for the 2017 Nevada Tribal Tourism Conference and a spreadsheet that included prior conference themes, number of days the conference has been held and the amount of the registration fee. Sherry shared the following themes for this year’s conference: Improving the Visitor Experience, Preserving and Protecting our Culture and Tourism: Preserving Tribal Sovereignty. After a good discussion the Territory decided on the following theme: Sharing the Visitor Experience, While Preserving and Protecting Our Culture.
  - B. Review Conference Topics - The Territory also reviewed the list of potential conference topics and speakers. The list included the following: Keynote by Fawn Sharp – The Connection between Tribal Sovereignty and Tourism, Sam Cornelius – Indigenous Foods, Louie Gong – Talk about 8<sup>th</sup> Generation and do a workshop with artists, Camille Ferguson – NATIVE Act Update/Implementation, Representative from Tulalip Resort – Customer Service, Representative from a Rural Tribe - How to Draw People into our Rural Tribal Areas for Tourism, Aimee Awonohopay and a Representative from the Great Basin Heritage Area – Public Lands and Tribes, Rachel Cromer and Larry Burton – Preserving and Protecting the Culture/Art, Controlling the Message and Rachel Cromer Howard and Stacey Montooth – Media (Social Media) Outreach, Controlling the Story; How to do it Right.
  - C. Possible hotels were also discussed which included the Prospector, Hotel Nevada, Jailhouse, Ramada and La Quinta.
  - D. Ben Rupert volunteered to help plan the mobile workshop and mentioned that visits could be made to the Lehman Caves, a cultural site near Baker and Wheeler Peak. Sherry said the Ely Shoshone Tribe also suggested the Territory work with Delaine Spillsbury and Laura Rainey on planning the workshop. In addition, Ben Rupert mentioned there is a caterer outside of Baker that could be used and it would be interesting to have a reception that includes indigenous foods at his mom’s house in Duck Creek. There could also be an archery demonstration.
  - E. Sherry mentioned that she would like to see the March 2017 Indian Territory meeting held in Ely so that Territory can finalize any loose ends for the Conference.
- VIII. Discussion on American Indian Exhibit at Reno-Tahoe International Airport, Short Term and Long Term Changes Needed
- A. This item was tabled to the next meeting.
- IX. Territory/Tribal Updates
- A. Greg Weyland from the Washoe Tribe of Nevada & California reported the Tribe is currently negotiating an amendment to their gaming compact and it will include all types of gaming.
  - B. Michon Eben from the Reno-Sparks Indian Colony reported there is a basket weaving class this Saturday from 10am-2pm in Hungry Valley with the Great Basin Native Basket Weavers Association. There is still room in the class and it is open to anyone who would like to attend. Also, their language program is hosting a Roc Your Mocs Contest. There are a lot of craft fairs at the colony planned near the holidays and tonight there is a cultural program that

will focus on water. Lastly, the Nevada Native Nations Land Bill has passed and includes over 6 tribes gaining over 71,000 acres.

- C. Larry Burton reported he is currently working with Mike Williams on photographing his tule duck decoys.
  - D. Sherry Rupert passed out the newly completed flyer for the 2017 Stewart Father's Day Powwow and said it will be held June 16-18, 2017 at the Stewart Facility.
  - E. Sherry said the 2016 American Indian Achievement Awards Banquet and Silent Auction will be held this Saturday, November 19, 2016, from 5:00-8:00pm at the Governor's Mansion in Carson City, NV. Each year this event brings together all Nevadans to recognize the contributions of those in our communities that have positively impacted Nevada's American Indians.
  - F. Ben Rupert mentioned that he recently went on the All Native Honor Flight Nevada to Washington D.C. and that John Dayberry is holding a coat drive for Standing Rock. He also mentioned that he has talked with the Edible Reno publication about doing a story on the buffalo that his son John recently harvested.
- X. Agenda Items for Next Meeting
- A. Planning Discussion for the 2017 Nevada Tribal Tourism Conference
  - B. Discussion on the American Indian Exhibit at Reno-Tahoe International Airport, Short Term and Long Term Changes Needed
- XI. Meeting Date and Location of Next Indian Territory Meeting – Wednesday, January 18, 2017 at the Reno-Tahoe International Airport
- A. Sherry passed out the list of 2017 Indian Territory meeting dates and said the next meeting will be held Wednesday, January 18, 2017 from 10:00am-12:00pm at the Reno-Tahoe International Airport.
- XII. Adjournment
- A. Michon Eben motioned to adjourn the meeting, seconded by Greg Weyland. Motion carried.
  - B. The meeting was adjourned at 11:42am.