

Nevada's Indian Territory
Wednesday, September 21, 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 Program Officer, Nevada Indian Commission; Larry Burton, Photographer; Bruce Rettig, President, Charter Advertising/Design Inc.; Kari Frilot, Manager, Sales and Industry Partners (teleconference), 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 (teleconference)

- I. Welcome and Introductions
 - A. Sherry Rupert called the meeting to order at 10:00am and asked everyone to introduce themselves.

- II. Approval of July 20, 2016 Meeting Minutes
 - A. With no changes made, Michon Eben motioned to approve the July 20, 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 reported on Monday, September 12, 2016 the Native American Tourism and Improving Visitor Experience (NATIVE) Act passed through the House and previously was passed through the Senate. The Act is now heading to President Obama for signature and a petition was circulated at the American Indian Tourism Conference (AITC) requesting a signing ceremony with the President, but Sherry said she has not heard if this will occur or not.
 - B. Report on American Indian Tourism Conference (AITC), Tulalip, WA – September 12-14, 2016.
 1. Sherry said the 18th AITC was held September 12-14, 2016 at the Tulalip Resort Casino in Tulalip, Washington. This year's Conference had 265 attendees and speakers included representatives from the U.S. Travel Association, Brand USA and Fawn R. Sharp, Chairwoman of the Quinault Nation gave a keynote address.
 2. Also, for the first time there was a pre-conference cultural heritage tourism course. The course is part of a partnership between the American Indian Alaska Native Tourism Association (AIANTA) and George Washington University. The course introduced participants to the history, techniques and methodologies for developing cultural resources as tourism attractions. Sherry said she will forward the information on the certificate program to the Indian Territory e-mail list. Also, there were two mobile workshops available that included a visit to the Hibulb Museum and a Tour of the Tulalip Reservation/a traditional sweat.
 3. Sherry thanked Chris Ann Gibbons for setting up the travel, gathering and sending the items for the Territory booth and other logistics involved for Territory members to attend the Conference.
 4. Sherry noted the Tulalip Resort had superior accommodations and customer service.
 5. Bruce added he enjoyed working in the Indian Territory booth, talking with tribes who had aggressive tourism programs and those who were just beginning to explore tourism.

Sherry added that in addition to a booth, Indian Territory was a sponsor at this year's Conference.

6. Sherry said AIANTA received two awards at the Conference. They received the Market Development Cooperator Program (MDCP) Award from the Department of Commerce because of their work on International tourism and a Director's Partnership Award from the National Park Service (NPS) for their work with the Inter-tribal Advisory Committee for the Desert Watchtower Project at the Grand Canyon.
- IV. Treasurer Report – Chris Ann Gibbons, Secretary/Treasurer, Nevada's Indian Territory
- A. Chris reported the Territory checking account has a current balance of \$5,692.43. Since the last meeting, a majority of the account transactions were related to sending Territory members to the 2016 AITC.
 - B. Discussion on 2nd Cycle Indian Territory Marketing Grant Submissions – Chris stated that grants are due Friday, September 30, 2016 and the Territory is submitting grant applications for the following projects: 2017 Nevada Tribal Tourism Conference, Indian Territory Website Maintenance, 2017 Stewart Father's Day Powwow and Indian Territory Promotional Items. Also, Sherry added that a grant application will be submitted for tradeshow graphics if the current graphics cannot be fixed.
- V. Nevada Division of Tourism Update – Kari Frilot, Manager, Sales and Industry Partners, Nevada Division of Tourism
- A. Kari announced the FY17, 2nd Cycle Rural Marketing Grant deadline is September 30, 2016.
 - B. Christian Passink from Tourism is currently in Paris meeting with French tour operators and then he will be going to Munich, Germany for sales calls. Also, Yennifer Reyes from Tourism will be leading a Brand USA and Travel Nevada Korea MegaFAM September 27-29, 2016.
 - C. The 2016 Governor's Global Tourism Summit will be held October 11-12, 2016 at the Grand Sierra Resort in Reno. There will be different familiarization tours before the Summit which will include an American Indian fam tour for international media. Also, representatives from the four newly contracted international offices will present at the October 11th Nevada Commission on Tourism (NCOT) Board meeting. Lastly, the opening dinner event will pay tribute to the partnership between the U.S. and China and the impact the year has had on inbound travel from China.
 - D. The 2017 Rural Roundup will be held at the Elko Convention Center April 26-28, 2017. Kari said that she and Don Newman from the Elko Convention and Visitors Authority have discussed inviting some of the speakers from the 2016 Nevada Tribal Tourism Conference to the Roundup.
 - E. The 2017 Nevada Magazine calendars are now available for sale. Also, the Magazine is looking at designing a calendar for each of the Territories that can be sold. Kari said Adele from Nevada Magazine will be contacting each Territory for photographs.
 - F. The Nevada Division of Tourism Director Claudia Vecchio is relocating to Tourism's Las Vegas Office.
 - G. Kari said she attended the World Human Powered Speed Challenge outside of Battle Mountain. Larry Burton added that he also attended the event, took a lot of photos and said it had a good energy.
- VI. Report on 2016 Nevada Tribal Tourism Conference, April 27-28, 2016, Carson City, NV

- A. Sherry said that 60 people attended the 2016 Nevada Tribal Tourism Conference and it was held in the Nevada Room at the Governor's Mansion. Also, this year the Conference was two days instead of three days.
 - B. The NCOT Marketing grant helped bring in quality speakers for the Conference, Charter Advertising once again created well designed conference materials (registration brochure, save the date, and conference agenda) and this year the Territory offered tribes 20 registration scholarships and 18 were awarded.
 - C. A welcome reception was held at the Nevada State Museum and A Catered Affaire provided the food. The Museum also opened their native basket vault for tours and allowed attendees to tour the entire Museum.
 - D. Lastly, the mobile workshop was shortened this year and included one stop, a tour of the Stewart Indian School.
- VII. Planning Discussion for 2017 Nevada Tribal Tourism Conference, April 11-13, 2017, Ely, NV
- A. Sherry said she recently met with Chairman Marques from the Ely Shoshone Tribe and his assistant about not only having the Conference in Ely, but partnering with the Tribe on planning the familiarization tour, a possible reception and having the Chairman speak at the Conference. Sherry said the Chairman was very receptive, said he will speak at the Conference and gave suggestions on tribal members that may be able to help out. Also, it was mentioned that Great Basin National Park now has an observatory and there may be a site available in Baker for an evening reception before the star gazing.
 - B. Sherry noted that the Bristlecone Convention Center has been reserved for April 11th and 12th and she found out there is no bus company in Ely, but a bus can be rented from Elko or Las Vegas for the familiarization tour. Also, it was mentioned there may be an opportunity to rent a school bus from the White Pine County School District.
 - C. The Territory decided on the following deadlines for conference materials: have the save the date ready by 10/30/16, registration information to Charter Advertising by 12/31/16 and have the brochures printed and mailed out in early January 2017.
 - D. The Territory discussed 3 possible themes for the Conference. Sherry said she will take the ideas discussed and have a possible theme put together for discussion by the next meeting. Sherry also shared themes from previous Conferences.
 - E. Greg Weyland added the National Indian Gaming Association (NIGA) Conference is being held the same week as the Conference and this may be a conflict for tribes who would like to attend. The Territory discussed the conflict and decided to change the dates of the Conference to April 4-6, 2017. Sherry said Chris will check with the Bristlecone Convention Center to see if these dates are available.
 - F. Possible topics for the Conference were discussed including indigenous foods, workshop with native artists, NATIVE Act, tribal hospitality and customer service, public lands programs, preserving and protecting culture and media outreach.
- VIII. Overview of Prioritized Indian Territory Projects
- A. Sherry handed out the list of prioritized Indian Territory projects for discussion.
 - B. Sherry said after a detailed discussion at the last meeting, the Territory decided the first three projects will include revisions to the Indian Territory website (update native artists page, add

current news, camping sites on tribal lands and a tribal museums pages), revision of the Territory Flickr page and start planning for a photo workshop at the Stewart Indian School.

IX. Territory/Tribal Updates

- A. Greg Weyland from the Washoe Tribe of Nevada & California reported business is growing at the Tribe's new casino and travel plaza. Also, they are looking at adding a trucker's lounge and truck parking. In the future they will be looking into having RV hookups and electric car charging stations. Also Wa She Shu It Deh was held July 30-31, 2016 at the Tallac Historic Site in South Lake Tahoe.
- B. Michon Eben from the Reno-Sparks Indian Colony reported the Tribe is hosting a celebration in honor of Native American Day on Friday September 23rd that will include a drumming contest and a talent show. Also, on Saturday, September 24th the Tribe will be hosting a Truckee River cleanup day. Lastly, Michon shared that Scott Carey is now part of the Planning Department at the Reno-Sparks Indian Colony.
- C. Larry Burton reported he recently shared photos of Pyramid Lake with Billie Jean Guerrero and she will be using some of the photos for postcards to sell at the Pyramid Lake Museum.
- D. Sherry Rupert shared that she will be giving a presentation on the history of the Stewart Indian School this Saturday, September 24th at Danberg Ranch located outside Gardnerville. Also, the Nevada Indian Commission recently received excess lodging tax funds from the Nevada Division of Tourism that will fund the following: \$75,000 renovation to building #4 at the Stewart Facility, \$6,000 for a new phone system for the NIC, \$73,000 to hire someone to write the application to designate the Stewart Indian School as a National Landmark, \$245,000 for the Stewart Indian School Master Plan.
- E. Sherry said the 2016 American Indian Achievement Awards Banquet and Silent Auction will be held on 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. All proceeds benefit the preservation of the Stewart Indian School. Also, Terri McBride has been chosen as the oral historian for the Stewart Indian School Oral History Project. Terri will be compiling at least 15 oral history interviews with alumni and former employees of the Stewart Indian School.

X. Agenda Items for Next Meeting

- A. Planning Discussion for the 2017 Nevada Tribal Tourism Conference

XI. Meeting Date and Location of Next Indian Territory Meeting – Wednesday, November 16, 2016

- A. Sherry said the next Indian Territory meeting will be held Wednesday, November 16, 2016 from 10:00am-12:00pm at the Nevada Indian Commission.

XII. Adjournment

- A. Larry Burton motioned to adjourn the meeting, seconded by Greg Weyland. Motion carried.
- B. The meeting was adjourned at 11:53pm.