

Nevada's Indian Territory
Wednesday, March 17, 2017 Meeting Minutes
Nevada Indian Commission, 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; Devon Blunden, Marketing Specialist, Nevada Division of Tourism; Greg Weyland, Director, Washoe Tribal Gaming Commission, Washoe Tribe of Nevada & California; Sean McConville, Program Officer, Nevada Indian Commission; Bruce Rettig, President, Charter Advertising (teleconference).

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

- II. Approval of February 9, 2017 Meeting Minutes
 - A. **With no changes made, Greg Weyland motioned to approve the February 9, 2017 meeting minutes, seconded by Larry Burton. Motion carried.**

- III. Comments by Chairperson - Sherry L. Rupert, Chairperson, Nevada's Indian Territory
 - A. Sherry said she just returned from attending the National Reservation Economic Summit (RES) in Las Vegas, NV. Also, Pyramid Lake Tribal Chairman Vinton Hawley, his Vice-Chairman Alan Mandell and Debra Harry from the Pyramid Lake Paiute Tribe attended as well as Mahlon Machado from the Washoe Tribe. Sherry said she attended on behalf of the American Indian Alaska Native Tourism Association (AIANTA) and participated in a general session panel that discussed tourism's role in economic development and business. Sherry said she was also involved in a breakout session and had meetings with tribal representatives from South Dakota and Alaska. Also, while at RES, Sherry said she talked about the NATIVE Act and encouraged letters of support to implement the act with AIANTA's involvement and Sherry said it would be good to either get a resolution or a letter of support from the Indian Territory.

- IV. Treasurer Report – Chris Ann Gibbons, Secretary/Treasurer, Nevada's Indian Territory
 - A. Chris reported the Territory checking account has a current balance of \$16,822.18. Also, the FY17 Indian Territory Administrative Grant has a current balance of \$2,414.14.
 - B. Since the last meeting, the Territory has purchased promotional items through a Nevada Commission on Tourism Marketing Grant and Chris reminded the Territory that the remainder of the administrative grant funding will be used to send 2 Territory members to the Rural Roundup and fund 10 registration scholarships for the upcoming Nevada Tribal Tourism Conference.

- V. Nevada Division of Tourism Update – Kari Frilot, Manager, Sales and Industry Partners, Nevada Division of Tourism
 - A. Devon Blunden said that Kari Frilot is unable to attend the meeting so she will be giving the update from the Nevada Division of Tourism.
 - B. Devon reported that Teri Laursen has been chosen as the new Director of Sales and Industry Partners for the Nevada Division of Tourism and that recruitment is open through the State of Nevada for Teri's former position as Sales Manager – Domestic and Canada.

- C. Christian Passink has just returned from ITB Berlin and should be sending out leads from the trade fair this week.
 - D. David Lusvardi and Yennifer Reyes are escorting a winter ski fam around Reno-Tahoe this week
 - E. The 1st Cycle of the FY18 Nevada Commission on Tourism Marketing Grants will close on April 21, 2017. Also, there are some new procedures being put in place for the marketing grant program. The Nevada Division of Tourism now retains unlimited usage with no expiration date on all photo and videos funded by the grant program and copies of the photography and videos must be received by Tourism prior to final grant reimbursement. Also, the Travel Nevada logo and reciprocal link to travelnevada.com where applicable must be included on all print material, websites and on-line advertising funded by the program. Devon said the Travel Nevada logo can be found by accessing the asset portal on travelnevada.biz website. Also, they are working on a new look for the grant page and application on the website. Bruce Rettig added that he has made sure the current Travel Nevada logo is on both the Indian Territory and Stewart websites.
 - F. The Marketing Department has launched the new travelnevada.biz site and it has industry partner tools including information on how to add a listing on the site and coop marketing opportunities.
 - G. The Public Relations Department has several media fams planned over the next few months.
 - H. Sherry voiced concerns on development of the new Nevada Indian Commission website and asked for the Nevada Division of Tourism's assistance on getting the site launched.
 - I. The 2017 Rural Roundup will be held at the Elko Convention Center April 26-28, 2017 and the website is RuralRoundup.com. There will be a bus from Carson City to Elko with a stop in Reno. Also, there will be four optional activities at the Roundup on Wednesday afternoon and space is limited for two of them. Individuals can sign up for the optional activities when they register for the Roundup.
 - J. Lastly, Devon said the 2017 Governor's Global Tourism Summit will be held on the Las Vegas strip either November 13-14th or December 4th -5th.
- VI. Update on Possible Designers for New Indian Territory Exhibit at Reno-Tahoe International Airport
- A. Sherry reminded the Territory that the new exhibit space for the Territory will be in the current passenger waiting area at the Reno-Tahoe International Airport.
 - B. Sherry said she reached out to AIANTA to see if they can help identify possible exhibit designers for the new exhibit and Gayle Chehak from AIANTA sent her a list. Sherry said she will review the list for possible candidates. Also, Chris said she will contact Pat Atkinson from the Nevada Arts Council to see if she can share some examples of RFP's used for exhibit design and development.
 - C. Greg suggested the new exhibit have space for commercial advertising as it would be a way to generate revenue for the Territory and be a way for tribes to advertise their destinations.
- VII. Discussion on 2017 Nevada Tribal Tourism Conference, April 4-6, 2017, Ely, NV
- A. Sherry said registration is now open for the 2017 Nevada Tribal Tourism Conference and this year the registration fee is \$125 which includes all activities.

- B. Sherry shared the draft agenda and mobile workshop agenda for the Conference with the Territory and said additional conference information and registration is on NevadaIndianTerritory.com.
- C. Chris said she is currently working on speaker travel, securing caterers and reminded the Territory that registration scholarships are available for tribes who would like to attend the Conference.

VIII. Territory/Tribal Updates

- A. Larry Burton reported he has submitted the paperwork to renew his photo permit so that he can continue taking photos for the Pyramid Lake Paiute Tribe.
- B. Greg Weyland from the Washoe Tribe reported the Tribe is finalizing a new gaming compact with the State that would allow them to have all gaming, not just slots at their Casino. Also, the Tribe is working on adding showers to the travel plaza for truck drivers and Meek's Bay Resort is still scheduled to open in May.
- C. Sherry reported the 2017 Stewart Father's Day Powwow will be held June 16-18, 2017 and the Stewart Indian School Alumni Reception and Princess Pageant will be held June 15, 2017 at the Plaza Hotel. Also, the America West Center will be conducting a research visit April 12-14, 2017 for the Stewart Indian School National Historic Landmark application.

IX. Agenda Items for Next Meeting

- A. Report on 2017 Nevada Tribal Tourism Conference
- B. Update on possible designers for new Indian Territory exhibit at the Reno-Tahoe International Airport
- C. Revisit list of potential Indian Territory projects

X. Meeting Date and Location of Next Indian Territory Meeting – May 17, 2017; Would Washoe be willing to Host either May or July?

- A. Sherry said the next meeting is scheduled for Wednesday, March 17, 2017 at the Nevada Indian Commission and she asked Greg Weyland if the Washoe Tribe would be willing to host either the May or July meeting. Greg said he would check on the dates and get back to the Territory.

XI. Adjournment

- A. Greg Weyland motioned to adjourn the meeting, seconded by Larry Burton. Motion carried.
- B. The meeting was adjourned at 11:05am.