

Nevada's Indian Territory
Wednesday, October 18, 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, Treasurer, Nevada's Indian Territory and Curator, Stewart Indian School Cultural Center; Greg Weyland, Director, Washoe Tribal Gaming Commission, Washoe Tribe of Nevada & California; Bruce Rettig, President, Charter Advertising; Kari Frilot, Rural Programs Manager, Nevada Division of Tourism; Michon R. Eben, Vice-Chairperson, Cultural Resource Program/Tribal Historic Preservation Office, Reno-Sparks Indian Colony; Bethany Sam, Business Development Manager, First Nations Focus, Sierra Nevada Media Group; Ben Rupert Warriors Path Native American Tours; John Dayberry, Native Elements, Sari Nichols, Program Officer I, Nevada Indian Commission

I. Welcome and Introductions

- A. Sherry L. Rupert called the meeting to order and asked everyone to introduce themselves. Sari Nichols, Program Officer I of the Nevada Indian Commission introduced herself to the group.

II. Approval of July 17, 2017 Meeting Minutes

- A. **With no changes made, Greg Weyland motioned to approve the July 17, 2017 meeting minutes, seconded by Michon Eben. Motion carried.**

III. Comments by Chairperson - Sherry L. Rupert, Chairperson, Nevada's Indian Territory

- A. A Memorandum of Understanding (MOU) between American Indian Alaska Native Tourism Association (AIANTA) and the Aboriginal Tourism Association of Canada (ATAC) was signed at the Canadian Embassy in Washington D.C. Congressional delegates who helped get the Native American Tourism and Improving Visitor Experience Act (NATIVE) passed were in attendance, as well as Bureau of Indian Affairs, and Department of Commerce and Interior officials. While attending the signing Sherry learned that Canada has invested \$14 million in indigenous tourism.
- B. Sherry, Bobbi Rahder, Billie Jean Guerrero, and Michon Eben attended the American Indian Tourism Conference (AITC) in Green Bay, WI. Bobbi gave a presentation alongside Carlisle Indian School. The presentation was well received. There were 300 conference attendees. The mobile workshops were educational. During the banquet dinner, the Stewart Father's Day Powwow received Best 2017-2018 Cultural Heritage Attraction award. Bobbi Rahder accepted the award on behalf of the Stewart Father's Day Powwow. The Carson City Visitors Bureau created a video on the Stewart Powwow using older footage and new drone videos of the Stewart Facility. Sherry is working with the bureau on musical improvements in order to use the video in future presentations.
- C. Over 2,000 people attended the Hawaii Global Tourism Summit. Sherry was on a panel with Keith Henry, and Robert Bernard, of ATAC to discuss award winning tribal attractions and destinations.
- D. Kipa Aloha Summit – An important topic of discussion was the issue of how the Hawaii tourism industry is no longer about native Hawaiian culture and how this can be changed. An example used is the recent changes of street and beach names to “easier to pronounce” words. John Dayberry asked, “If Hawaiian language is being taught in schools why isn't it integrated in tourism?” Sherry answered that the Hawaiian culture has been commercialized for so long that it is hard to change ideas on what is truly Hawaiian vs what is being presented as

Hawaiian. Popular tourist attractions like luau events and the Mormon run Polynesian Cultural Center are two examples of cultural appropriation.

- IV. Treasurer Report – Chris Ann Gibbons, Secretary/Treasurer, Nevada’s Indian Territory
 - A. Chris reported the Territory checking account has a current balance of \$23,996.18.
 - B. Since the last meeting, the Territory expenses have pertained primarily to the AITC.
 - C. The Territory has closed out the following 1st cycle FY 18 NCOT marketing grants: Indian Territory Administrative Grant \$5,000.00, American Indian Tourism Conference \$5,000.00, and Stewart Indian School website maintenance, \$2,400.00. The Territory has applied for the 2nd cycle FY 18 NCOT marketing grants: Indian Territory website maintenance \$4,800.00, Stewart Father’s Day Powwow \$2,500.00, Tribal Tourism Training \$7,200.00, and Indian Territory promotional items \$4,500.00.

- V. Election of Indian Territory Secretary – Sherry informed the group that she wanted to break the Treasurer/Secretary duties up now that Chris Gibbons is working on the Stewart Indian School Cultural Center project. Sherry asked for a volunteer to take up the secretarial duties. Ben Rupert nominated Sari Nichols and received unanimous consent.

- VI. Nevada Division of Tourism Update – Kari Frilot, Manager, Sales and Industry Partners, Nevada Division of Tourism
 - A. Sales and Industry- Received 122 grant applications for FY 2018 2nd cycle requesting \$1.1 million. The division has \$666,600 to award. Recommendations will be presented to the Commission on Tourism Board December 4, 2017.
 - B. The Projects Related to Tourism grant application submittals will open November 6, 2017 and close on January 19, 2018. Awards will be announced in spring.
 - C. The Governor’s Global Tourism Summit registration is now open. The website is governorssummit.org. The dates are December 4 - 5, 2017 at the Flamingo Hilton in Las Vegas. The theme of the Summit is “Nevada Welcomes the World.”
 - D. The revamped industry partner website TravelNevada.biz now has a library of photos and videos (Digital Asset Management (DAM system)) that you may use for your marketing purposes. The division would like grant funded photos and videos uploaded into this platform. The new grant agreements explain how to access these assets.

- VII. Discussion on Theme, Possible Topics, and venue for the 2018 Nevada Tribal Tourism Conference, April 23-25, 2017 Lake Tahoe, NV.
 - A. Possible venue: John mentioned Hard Rock Hotel and Casino as a possible venue because the corporation is owned by the Seminole Tribe. It is rumored that the corporation has just purchased the Lake Tahoe location. Kari said she will research this.
 - B. Possible Topics: Sherry suggested topics from AITC and would like to have Bruce and Kyle Horvath do a social media presentation. Having a local artist talk about tourism was discussed, as was cultural centers and the future of tourism. It was mentioned that bringing in local media experts like Megan Burke to speak about Lake Tahoe tourism would be beneficial. It was agreed that native culture should be emphasized; food, art, and traditional knowledge. After learning about Hawaii’s problems it was agreed that keeping tribal heritage alive is key to viable cultural tourism. Sari suggested the topic of small business development. Having part of the conference open to the general public was discussed as this would allow vendors more access to more customers.

- C. Themes: Sherry read the themes from the last 9 years. The committee discussed them and came up with two possibilities: “Revitalizing Culture through Tourism” and “Stimulating Tourism through Revitalization.”
- VIII. Discussion on an RFP for possible designers for the new Indian Territory airport exhibit
- A. Sherry handed out the draft RFP for discussion. It was mentioned that the proposal should include using as much of the existing exhibit as possible, and a cost and budget estimate.
- IX. Territory/Tribal Updates
- A. Bruce passed out web stats for the Indian Territory website and explained that traffic is good with steady numbers, but could use some link backs. He suggested the website should be linked to more tribal tourism websites.
 - B. John is working on cultural revitalization projects. He passed around “Powder” magazine to show that the “Snowshoe” project made it to the front page. John is working with a Hollywood producer on a movie about Snowshoe Thompson to ensure that the script is acceptable to Nevada tribes and that the actors portraying native people are Indian.
 - C. Michon reported that they will be honoring Burton Pete with an exhibit that will be opening on November 11, 2017 after the Reno Veteran’s Day Parade and runs until January 10, 2018.
 - D. Ben shared that he built and installed a Galis Dungal at the Incline Convention and Visitors Bureau and is also working on a native display for them. Ben is volunteering to help with the FAM tour during the Nevada Tribal Tourism Conference
 - E. Bethany reported that First Nations Focus now has a website; firstnationsfocus.com. This is a digital opportunity for Nevada’s Indian Territory. The publication is growing in popularity, but needs more advertisers to move to the next level. Current advertisers are reporting increases in sales. Sierra Nevada Media Group is very pleased with the publication and is looking to expand to TV and other media venues.
 - F. Greg stated that the Washoe Tribe is waiting on signatures from the State on their gaming compact. They are adding additional bathrooms to Meek’s Bay, and the Travel Plaza. The Wa She Shu Casino is doing well.
 - G. Sherry shared that the NIC is working on Nevada Day Parade activities, and the American Indian Achievement Award Banquet. She will be attending the “Go International” two day training seminar, January 22 - 23, 2018. It is part of AIANTA’s international outreach program. The program focuses on training in the international markets by experts in the field.
- X. Agenda Items for Next Meeting
- A. Sherry asked Territory members to send her any agenda items for the next meeting.
- XI. Meeting Date and Location of Next Indian Territory Meeting – Wednesday, November 15, 2017
- XII. Adjournment
- A. Meeting was adjourned at 12:15pm.