

Nevada's Indian Territory
Wednesday, January 17, 2018 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; 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; Ben Rupert, Warriors Path Native American Tours; John Dayberry, Native Elements; Sari Nichols, Secretary and Program Officer I, Nevada Indian Commission; Michelle Kelly, Business Program Specialist, USDA Rural Development; Kelly Clark, Special Projects, USDA Rural Development

I. Welcome and Introductions

- A. Sherry L. Rupert called the meeting to order and asked everyone to introduce themselves. Kelly Clark and Michelle Kelly from USDA Rural Development introduced themselves to the group.

II. Approval of October 18, 2017 Meeting Minutes

- A. With no changes made, Greg Weyland motioned to approve the October 18, 2017 meeting minutes, seconded by Michon Eben. Motion carried.

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

- A. Sherry wanted to remind everyone that there is still time to register for the Go International! Conference hosted by the American Indian Alaska Native Tourism Association (AIANTA). The training focuses on the international tourist market both as visitors to our area and selling their products overseas. Sherry will be providing at least two training sessions.

IV. Treasurer Report – Chris Ann Gibbons, Treasurer, Nevada's Indian Territory

- A. Chris reported the Territory checking account has a current balance of \$17,746.18.
- B. Since the last meeting the Territory bought a table for the American Indian Achievement Awards banquet at the cost of \$750.00.
- C. The Territory was awarded four new grants in the FY2018 2nd cycle NCOT marketing grants: Nevada Tribal Tourism Conference \$7,000.00; Stewart Father's Day Powwow \$1,000.00; Indian Territory promotional items \$4,500.00; and website maintenance \$4,800.00.

V. Nevada Division of Tourism Update – Kari Frilot, Manager, Sales and Industry Partners, Nevada Division of Tourism

- A. Sales and Industry Partners: 1st cycle FY2019 Rural Marketing grant application opens February 5, 2018 with an April 20, 2018 deadline. Awards will be announced after the June Commission meeting.
- B. Two upcoming sales missions: Canadian Sales Mission March 5-9, 2018. Participants will have the opportunity to meet and network with key travel professionals located in Calgary and Vancouver. Travel Nevada will not be charging a registration fee for this mission. However, participants will be expected to cover all of their own expenses for travel, transportation, lodging, and any additional meals and incidentals. Space is limited to 8 partners, and registration deadline is February 2, 2018.
- C. UK Sales Mission, April 22-28, 2018: Highlights of this mission include sales agent training events in Glasgow, Scotland and Manchester, England. In London there will be a tour operator luncheon followed by one-on-one appointments as well as a media brunch. There will be a \$500 registration fee for this mission and participants will be expected to cover all of their own expenses for travel, transportation, lodging, and any additional meals and incidentals. Space is limited to 8 partners and registration deadline is February 5, 2018.
- D. The Rural Roundup website is scheduled to launch this month, “Save the Date” and “Registration is open” emails will be sent to announce the launch. Dates are April 11-13, 2018 in Tonopah. There will be two motor coaches to take delegates to the conference. One will leave from Las Vegas and the other from Reno-Carson City. Cost will be \$30 per person and includes boxed lunch both ways. Sign-up information will be on website <http://ruralroundup.com>.

VI. Discussion on 2018 Nevada Tribal Tourism Conference

- A. Sherry informed the members that she and Sari had toured The Hard Rock Hotel and Casino. The hotel and conference rooms were ideal for Territory needs and the staff was very pleased to have the group. The hotel offered a rate of \$69.00 with a 50% discount on the \$22.00 room tax. Sherry says the contract is signed and all that is needed is the registration code.
- B. The “Save the Date” cards are done and ready to distribute. The group agreed that Bruce did a fantastic job on the handouts.
- C. Sherry apologized for not being able to pass out the Tribal Tourism Conference agenda. The flash drive she saved it on may have corrupted the file. Sherry briefed the group on the speakers she has been in contact with: Lisa Enos is interested in coordinating a fashion show; Herman Fillmore will give a talk about the Washoe Culture; Camille Ferguson, Executive Director of AIANTA may come and give a talk about current visitor data to Indian Country and Pohai Ryan from the Native Hawaiian Hospitality Association has agreed to provide the key note. Sherry will have Sari complete the speaker agreements to find out what the speakers may need. The agreement submittal deadline is February 02, 2017. Sherry talked about using a local Genoa ranch as the mobile

workshop site. Sherry would like to have Herman Fillmore give his presentation on the Washoe culture during the workshop.

- VII. Discussion on the Possibility of a Made in Nevada Native American Craftsmanship Program- Michelle Kelly and Kelly Clark from the USDA Rural Development gave a brief overview of the Made in Nevada program, letting the group know that this program is run by Karen Coe.

Ben mentioned the fees associated with the Made in Nevada program and asked if it was possible to have the Indian Territory pay a set fee and have native members join Made in Nevada under the Indian Territory. Michelle Kelly said the program allows for fee waivers of the first year to tribal members. Sherry agreed with Ben's proposal and would like to look into how this would work. There was a quick discussion around the numerous fees artists pay for advertising and promotions and if a Made in Nevada membership was a worthwhile investment.

Michelle Kelly suggested that Mark Thompson, Indian Dispute Resolution's Inc. (IDRS) would be a possible conference speaker. Ben noted that his brother Tobin Rupert is a member of the Made in Nevada program and thought it would helpful to have him as a speaker to talk about the benefits of the program. Melissa Melero-Moose and Ben Aleck are also members who could talk about the program. Sherry wanted to know if the program would be interested in sponsoring a Made in Nevada Native American membership program. Michelle introduced the USDA Rural Development grant program and said it could be used as funding for a feasibility study looking into the idea of a Made in Nevada Native American program. There was discussion on what kind of groups are eligible to apply. Michelle explained that tribes, non-profits, and state agencies are eligible. Sherry said that Nevada's Indian Territory is a volunteer group and not a 501 (c) 3 so it would be up to the Nevada Indian Commission to apply and manage the grant. Michelle said the Small Business revolving fund could be used to help artists with start-up costs. Sherry said this would be a good source of funds for the artists in the future that would be participating in the proposed Maker Spaces at Stewart Indian School. Sherry will have Sari look into applying for the USDA Rural Development grant program.

- VIII. Discussion on Extending RFP for Possible Designers for New Indian Territory Exhibit – Sari explained the need for the airport exhibit RFP to be extended. The RFP did not receive any bids, though it did receive a lot of questions. John said he looked at it and felt uncomfortable with the idea of taking the job and telling someone else's story and he did not have time to gather information from all of the tribes and get them to agree on one story. Ben suggested that the Indian Territory come up with the concepts and ideas they want to see and put that out to bid. Ben said he would donate a bow, arrow and quiver to the exhibit. Greg said he would like to see tribes have the ability to market their attractions using the video displays. The discussion turned to media marketing and how the new airport space can be utilized as a marketing arm for Nevada tribes. It was agreed that the new RFP would clarify what it is looking for in a bid and emphasize tourist attractions, not tribal history.

- IX. Territory/Tribal Updates

- A. Michon reported that the Burton Pete exhibit was well attended and well received. Mr. Pete was able to travel to the exhibit and was pleased with it. Michon thanked the Indian Commission for its support and loan. Language and art classes are continuing to be

successful. The 2nd Annual Women's March is happening this Saturday January 20, 2018. Michon said all are welcome to join them. The group is looking for jingle dress dancer.

- B. John has an article in First Nations Focus magazine that talked about revitalizing snowshoes, mapping out traditional trail names, and teaching kids about traditional snow shoeing.
 - C. Ben is continuing his work at Incline Village's Visitors Center. He plans to build two Galis Dungals; one inside, one outside. Ben would like to have the March Indian Territory meeting at Incline so the group can see his displays. Sherry asked Ben to coordinate the meeting room.
 - D. Greg reported that the Washoe Tribe is working on a gaming compact with the state and is moving forward with mobile gaming platforms. Meeks Bay will have a new restroom facility near the beach by the beginning of summer, the marina dock equipment is gone and there is now funding for the bike trail. John will be the new kayak and bike concessionaire for the resort.
- X. Agenda Items for Next Meeting
- A. Sherry asked Territory members to send her any agenda items for the next meeting. Other agenda items include: An update on the upcoming Tourism Conference, a presentation from Karen Coe, Made in Nevada, and an update on the airport exhibit RFP.
- XI. Meeting Date and Location of Next Indian Territory Meeting – It was mentioned that Fallon would be a good place to meet. The group could tour the caves and museum.
- XII. Adjournment
- A. Meeting was adjourned at 11:28am.