

Nevada's Indian Territory
Wednesday, May 03, 2019 Meeting Minutes
Nevada Indian Commission, 5500 Snyder Ave, Carson City, NV

Present: Sherry L. Rupert, Chairperson, Nevada's Indian Territory and Executive Director, Nevada Indian Commission; Michon Eben, Vice Chairperson, Reno Sparks Indian Colony, Cultural Resources Program; Sari Nichols, Secretary, Program Officer I, Nevada Indian Commission; Greg Weyland, Director, Washoe Tribal Gaming Commission, Washoe Tribe of Nevada & California; Larry Burton, Photographer; Bruce Rettig, Charter Advertising; Shari Bombard, Rural Programs Manager, Travel Nevada, John Dayberry, Native Elements; Kelly Clark, USDA Rural Development, Native American Outreach Coordinator

- I. Welcome and Introductions
 - A. Sherry L. Rupert called the meeting to order and asked everyone to introduce themselves.
- II. Approval of March 20, 2019 Meeting Minutes
 - A. **With no changes made, Greg Weyland motioned to approve the February 20, 2019 meeting minutes, seconded by Larry Burton. Motion carried.**
- III. Comments by Chairperson – Sherry L. Rupert, Chairperson, Nevada's Indian Territory
 - A. Sherry thanked the group for the many years of working together. Sherry gave a brief history of the Nevada Indian Commission's involvement with the Indian Territory. Sherry expressed her wishes to see the Indian Territory grow larger with more tribal involvement.
- IV. Secretary/Treasurer Report – Sari Nichols, Secretary/Treasurer, Nevada's Indian Territory
 - A. Sari reported that not all of the invoices have come in from the Tribal Tourism Conference, making it difficult to give a detailed report on how much money the Territory has. She is working on closing the Tribal Tourism Conference, and Territory Administrative grants.
- V. Nevada Division of Tourism Update – Shari Bombard, Rural Programs Manager
 - B. Sales and Industry Partners Update
 - C. Teri Laursen has resigned as Director of Sales and Industry Partners. Her replacement has been chosen and will be announced May 20th.
 - D. TravelNevada will be hosting a sales mission to Toronto & Montreal, Canada during the dates of May 13-17, 2019. This mission will include networking with tour operators, travel agents, airlines, influencers, bloggers, travel writers and other key contacts.
 - E. TravelNevada concluded the RFP request for representation in Canada. The contract was awarded to Reach Global Marketing, who also represents LVCVA in Canada. The new contract with Reach will start on July 1st.

F. Marketing/Social Media

- G. In the next 4-6 weeks (if not sooner), we'll be rolling out three new Facebook Canvas ads, which generally pull in some crazy high engagement rates for us. The three road trips to be newly featured are The Death Drive, the Lake Tahoe Loop, and the Loneliest Road in America. Ideally, we'll be creating or refreshing Facebook Canvas ads for all 10 of our road trips.
- H. We're going to be starting work with a new influencer agency in May, and we'll be sending selected influencers out to experience and share five of our road trips. Currently, we plan to feature the Great Basin Highway, the Burner Byway, The Rubies Route, Neon to Nature, and a modified Lake Tahoe Loop that focuses on our railroad history and other cultural artifacts. Our plan is for the influencers to travel and roll out content throughout this summer.
- I. Just a reminder that we have the new Social Media Resources page on TravelNevada.biz for anyone looking for social media help!
- J. We'll be meeting internally to discuss updates to the TravelNevada.biz site. Any input on how we can make it better for you can be sent to Tracie Barnthouse – tbarnthouse@travelnevada.com
- K. May 5-11 is National Travel & Tourism Week. This year's theme is Travel Matters. During that time period, we encourage you to share how Travel Matters in your territory. Be sure to tag U.S. Travel Association and #nttw19 in your posts!
- L. Rural Roundup was a success! 238 attendees, great content, and Fallon was a wonderful host. The next Rural Roundup will be in Virginia City April 8-10 2020. Rural Roundup 2021 will be in Las Vegas Territory. RFP's for that will go out in January of next year.
- M. 1st Cycle 2020 Rural Marketing Grants closed Friday, April 26th at 5pm. They will be awarded in June.

VI. Election of Chairperson Nevada's Indian Territory

- A. Sherry asked for nominations for a new Chairperson. Michon volunteered to be the interim Chairperson until the airport exhibit and new powwow website is complete.

Larry Burton motioned to elect Michon Eben as interim Chairperson, seconded by John Dayberry. Motion carried.

VII. Report on the 2019 Nevada Tribal Tourism Conference – Sari Nichols, Secretary/Treasurer, Nevada's Indian Territory

- A. Sari handed out the Tribal Tourism report and briefly went over the mobile

workshop and conference. She noted that despite being a smaller venue with fewer attendees the conference was a big success. The survey results show a 100% satisfaction rate. The attendees enjoyed the intimate setting, which allowed them to get to know the speakers on a personal level. Sherry thanked everyone involved.

VIII. Update on Reno-Tahoe Airport Exhibit and Contract with Native Elements

A. Sherry reported on the latest meeting between the Airport Authority, Native Elements and the Territory. The goal of the meeting was to share the rendering that Charter Advertising designed. This changed when the Airport Authority announced a change of venue for the new exhibit. The waiting area promised to the Territory is now unavailable as a big unnamed company expressed interest in renting it. The Airport Authority offered the Territory a space down in the baggage claim area. This change will set the project back as it will require the current occupant to vacate and remove their hardware, paint the walls and install new flooring. There was talk between Sherry and Kim Matthews about the possibility of having the current occupant paint the walls and install flooring picked out by the Territory in order to save it from incurring more cost. Kim Matthews gave Sherry the contact information for Clear Channel, the company that handles the Airport Authority rental space. They are to be the go-between the Territory and the current occupant. Sherry is hoping to have a meeting with Clear Channel before she retires. John expressed frustration with the Airport for how this was handled. He has been in contact with Clear Channel regarding a construction timeline. John said Clear Channel wrote that the Territory “could install the floor of its choice”. John would like the Territory to ask if the current occupant would pay for the floor. Clear Channel also asked for renderings of the new space. John explained that no renderings are ready as the new space has to be evaluated and measured. John said on the positive side the space can work and might have more potential. There was some discussion on how to draw people into the new space. Sherry suggested recharging docking stations as people are always looking for charging spaces for their phones. John reminded the group that this space is not in the waiting area and will need to be assessed for a new target audience. Michon asked if the new space is smaller, John said it is larger. There was discussion about seating. Sherry would like to ask the Airport Authority supply seating. John would like to ask the coffee shop across the aisle to supply some seating; this may gain the coffee shop more customers. There was discussion about the possibility of using the new space similar to the original plan. John reminded the group that until the space is assessed for outlets and construction support, it is hard to know how it can be used. Bruce said he would be happy to draw new renderings but it would take a couple of weeks to complete.

IX. Update on Nevada Powwow Website – Sari Nichols, Secretary/Treasurer, Nevada’s Indian Territory

A. Sari reported that the new Nevada Powwow website is in the final stages of development. Bruce had asked that the committee look at different styles of homepages; some with borders, some with small boards, and some without borders. Sari handed out pictures of the various types of homepage styles. There was a brief discussion but it was quickly determined that no boarder would work best for the page. Bruce will continue to work on the website and expects it to go live in the coming weeks.

X. Territory/Tribal Updates

- A. Michon reported on the upcoming National Congress of American Indians, June 24-27, 2019. The event is hosted by the Inter-Tribal Council of Nevada and will take place at the Nugget in Sparks.
- B. Herman reported that the Washoe Tribe will be holding a Hand Game Tournament May 19, 2019 and an Earth Day celebration May 11, 2019.
- C. Larry reported that Indian Dispute Resolution Services will hold a webinar May 24, 2019.
- D. Sherry reported that the Stewart Father's Day Powwow, June 14-17, 2019 needs volunteers.

XI. Agenda Items for Next Meeting

- A. An update on the Airport Exhibit design
- B. An update on the Nevada's Powwow website
- C. The Stewart Father's Day Powwow

XII. Meeting Date and Location of Next Indian Territory Meeting

The next Indian Territory meeting will be May 30th, 2019 at the Nevada Indian Commission.

XIII. Adjournment

Meeting was adjourned at 11:45am.