

**Tourism Cohort Meeting Notes**  
**October 16, 2019—Hopi Cultural Center**

**1. Call to Order**

The meeting was called to order by Brian Cole. Andrew Gashwazra provided a brief summary of the funding source and amount for the project.

**2. Report on the AIANTA Conference**

Romalita Laban and James Surveyor provided an overview of the American Indian Alaskan Native Tourism Association (AIANTA) Conference which took place in September. Laban provided a summary of the workshops she attended and the better understanding of tourism opportunities that she received. Laban distributed some of the materials from the conference. James Surveyor, an officer with AIANTA, explained the history of the Tourism Conference and how the Hopi Tribe is viewed in terms of its tourism product and offerings.

Funding from the Hopi Tourism Travel and Training Fund is being used to reimburse Laban for her travel and conference fees.

**3. Tourism Key Success Factor Analysis**

Brian Cole explained that he has developed a community and economic development strategic planning process that helps communities and tribes to assess their relative strength and challenges with respect to tourism and economic development. Cole then led the tourism cohort attendees through an assessment of the relative strengths and weaknesses of Hopi tourism by conducting a Key Success Factor Analysis (KSFA). KSFs are “conditions or abilities that must be possessed by the tribe and or its villages in order to successfully implement a tourism strategy.”

Electronic response cards (i.e. clickers) were utilized in order to silently receive the input and expertise of the cohort members with respect to the relative advantages and disadvantages of the KSFAs. Attachment A to these meeting notes contains the results of the Hopi Tourism Key Success Factor Analysis.

**4. Hopi Tourism Travel and Training Fund (HTTTF)**

Cole explained that \$10,000 of the grant funding is to be set aside for reimbursement to Hopi Tourism Advocates (anyone who has a genuine interest in advancing the tourism industry at Hopi) to attend tourism training and tours. Cole then reviewed the policy (see Attachment B) and asked for feedback. James Surveyor indicated that it would be helpful to augment the policy by requesting that attendees describe the purpose of their visit. Providing instruction to beneficiaries of the fund as to what materials they should bring back would also be advantageous. Cole indicated that he would add this information to the policy once it was received from the Moenkopi Developers Corporation.

**5. Other Business**

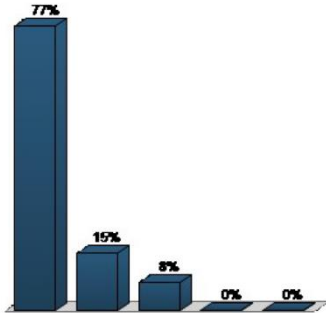
Brian Cole asked, with 10 minutes remaining in the meeting, if there were any other pressing topics that should be covered in the meeting. Wallace Youvella Jr. suggested that the group be clear on defining “what is tourism?” Attachment C contains the notes on the “What is Tourism?” discussion.

**6. Next Meeting and Adjourn**

It was noted that the next meeting would be held at the Hopi Cultural Center Conference Room sometime between November 11-22. Cole indicated that he would offer some time to the Hopi Office of Revenue Commission to explain the regulatory and permitting aspects of doing business as a Hopi Tour Guide and other tourism enterprise activities. The meeting was adjourned at 4:00 pm.

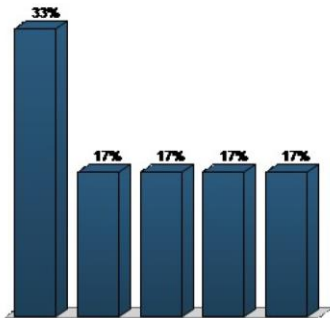
ATTACHMENT A

# KSFA Narrative



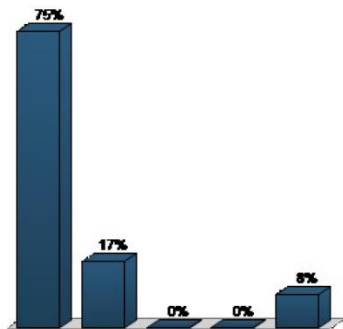
### Existing or Prospective Cultural Attraction

In general, the Tourism Cohort believes that Hopi has a nationally or regionally recognized cultural attraction nearby, or has the basis for developing such an attraction. Walpi, for example, is one of the most recognizable and sought-after destinations in the desert southwest. The Hopi culture, history and lifestyle is of international intrigue.



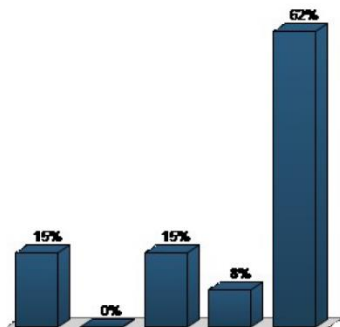
### Local Recreational and Visitor Attractions

Although the responses were somewhat split, in general the Tourism Cohort does believe that Hopi offers local and/or regional attractions within 50 miles of the reservation that can draw tourists for multi-day stays. Although the Villages have varying policies with respect to promoting celebrations and dances, it is generally recognized that there are many events that can draw visitors from throughout the region.



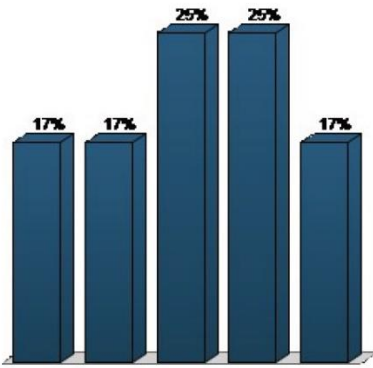
### Proximity to Nationally Recognized Attractions

The vast majority of the members of the Tourism Cohort recognize that Hopi does have proximity to a nationally recognized tourist attraction such as a national park. Proximity to the Grand Canyon National Park and Canyon de Chelly National Monument position Hopi for destination travel.



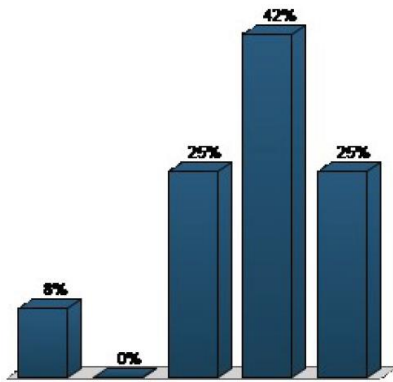
### Sufficient Marketing, Promotion, or Public Relations Budget

Almost unanimously, the Tourism Cohort members recognize that Hopi does not have sufficient financial resources to promote its tourism assets.



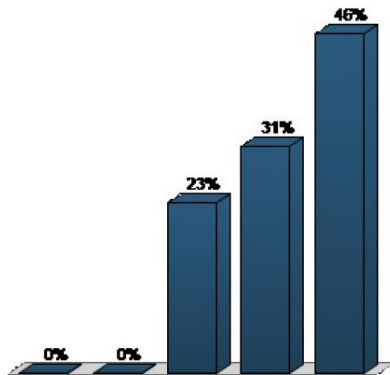
### Cultural Development and Advocacy Organization

There is no clear consensus amongst the Tourism Cohort members as to the existence of an effective, locally-based organization dedicated to the development, operation and promotion of a cultural attraction. The three leading organizations, Moenkopi Developers Corporation (MDC), the Hopi Tribe Economic Development Corporation (HTEDC), and First Mesa Consolidated Villages (FMCV) each lend organizational support for tourism activities. By contrast, the Hopi Tribe does not have an Office of Tourism, although there is general consensus that if it did have such an office it would reside within the Hopi Office of Community Planning and Economic Development (HOCPED).



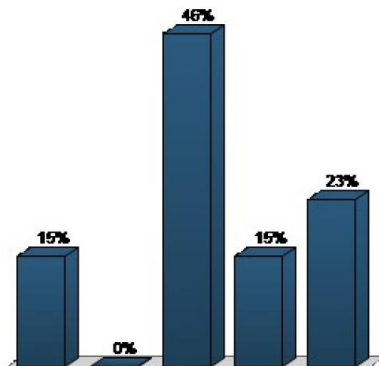
### Relative Sophistication in Coordinating and Marketing Local Events

In general, the Tourism Cohort believes that Hopi lags behind other Tribes and visitor destinations in its utilization of sophisticated and consistent marketing and public relations approaches to benefit local attractions and events.



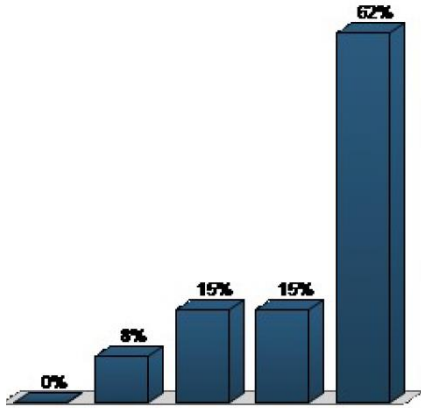
### Sophisticated Tourism Development and Promotion

It is generally agreed that Hopi does not have an effective, dedicated program for large-scale tourism development and promotion with long-standing results.



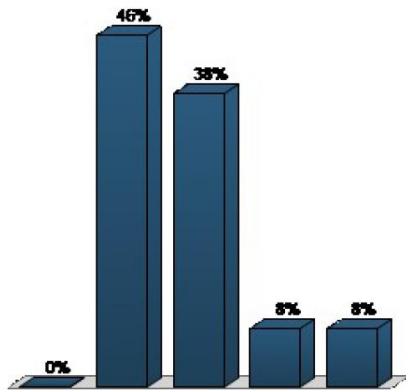
### Community Acceptance of the Visitor Industry

“Acceptance of tourism activities” varies depending upon the perspective of individual Villages. While certain Villages, most notably FMCV, are organized to accept and promote tourism activities, other Villages are more closed to travelers that may want to visit and better understand local history and culture.



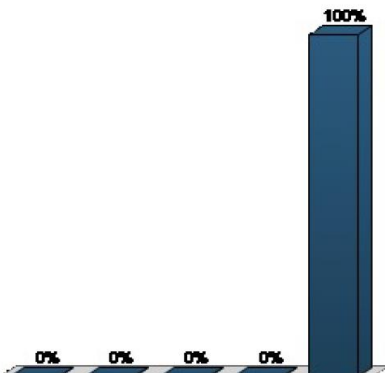
**Local Government Support**

The Tourism Cohort believes that the Hopi Tribal Council does not have a positive view of —and active engagement policy related to— local community and economic development activities.



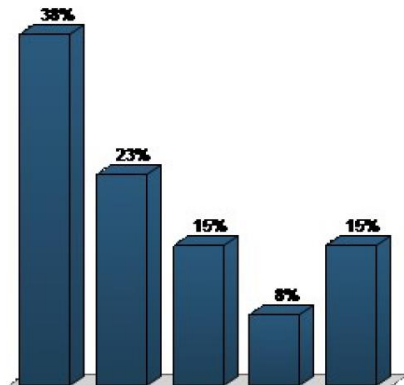
**Strong Community Support**

In contrast to the views of the Tribal Council, the Tourism Cohort does believe that the general Hopi public is moderately interested in community and economic development activities.



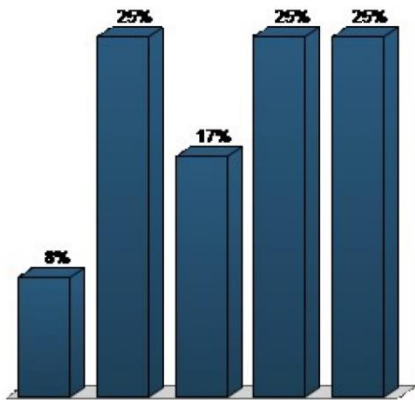
**Adequate Housing for Labor Force**

The Tourism Cohort is unanimous in its view that Hopi does not offer available, low- and moderate-priced housing for service-related jobs.



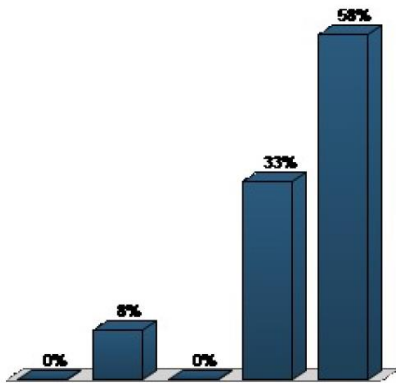
**Local, Available, Low-skill Labor Pool**

Although views vary amongst Tourism Cohort members, there is generally a positive view that Hopi offers a sufficient pool of adequately motivated, low-skill labor workers to meet the needs of existing and perspective tourism businesses.



**Local, Available, High-skill Labor Pool**

There is a lack of consensus from the Tourism Cohort with respect to the availability of high-skilled labor workers at Hopi.



**Proximity to Scheduled Air Service**

With the nearest scheduled air service based out of Flagstaff (over 90 minutes from Kykotsmovi), proximity to air service is generally considered a comparative disadvantage for Hopi.

## ATTACHMENT B

### Hopi Tourism Travel and Training Fund Policy September 2019

#### Background

As a part of the Tourism Strategic Planning work being performed by Building Communities for the Hopi Tribe under the EDA grant, Building Communities is administering a \$10,000 set-aside for a Hopi Tourism Training and Travel Fund (HTTTF). The objectives of this fund are:

- To increase the awareness of Hopi Tourism Advocates of tourism development best practices
- To cover the expenses of Hopi Tourism Advocates for pre-approved tourism conferences and training sessions and tours

The purpose of this policy is to set forth the protocols in order that reimbursements can be made by Building Communities to Hopi Tourism Advocates.

#### Policy

The HTTTF policy parameters are:

- Only pre-approved travel and training expenses will be reimbursed
- Approval is awarded by Kimberly Janeway of Building Communities
- **Pre-approved ground travel** will be reimbursed at the federal reimbursement rate of \$0.58 cents per mile if personal car is used
- **Pre-approved meals** will be reimbursed at the federal per diem rates
- **Pre-approved lodging** rates will be reimbursed at cost
- **Pre-approved rental cars** will be reimbursed at cost
- **Pre-approved airfare**, if required, will be reimbursed at cost. All airfare scheduling must be acknowledged by Kimberly Janeway before final airline reservations are made
- When necessary, Hopi Tourism Advocates may be able to arrange for **direct payment** by Building Communities, rather than seeking reimbursement. Such arrangements must be done in advance in coordination with Kimberly Janeway
- Every beneficiary of the HTTTF shall submit a report that contains the following information: name of event, date of event, location of event, attachments or web links from event and a minimum of three paragraphs that describe the major “takeaways” from the event.

Kimberly Janeway can be reached [kj@buildingcommunities.us](mailto:kj@buildingcommunities.us) or (971) 226-2033.

## ATTACHMENT C

### What is Tourism?

- Walpi Village (most picturesque village; top sought after visitor attraction asked about)
  - Has established tour business
  - Restoration work in 1980s
  - Need to know more about tours, pricing, etc.
- Blue Canyon
- Prophecy Rock
- Sipaulovi
- So far, pass through only (MV, etc.)
- Telling the story of Hopi, education
- How is Hopi portrayed/viewed?
  - Chicago and San Francisco top markets
  - Cultural image good, but can't connect with services
  - Wifi needed
  - No restrooms
  - The only way to see Hopi is if you know Hopi
  - DMO =MDC Designated Marketing Organization
  - MDC promotes everything
  - Arts crafts
  - Culture
  - History
  - Food
  - Story of the Spanish 1540...not 1492
  - Old Oraibi—oldest established village in N America (1100-1300)
- People want to see the villages (confirm what they have heard before via experience)
- Navajo uses Hopi ancestral sites; we need to do this for ourselves (Navajo National Monument, for example)