

**Hopi Tourism Strategic Plan
Tourism Cohort Meeting Agenda
Thursday, January 14, 2021 — 3 PM MST
Zoom Video Conference/Teleconference**

1. Call to Order – Brian Cole

Brian Cole called the meeting to order at 3:08 pm.

2. Self-introductions

In total, there were ten attendees.

3. Review of Activities Since our February 2020 Meeting – Brian Cole

The table below summarizes “how we got to this point.”

Time Period	Activity
July 2019	Hopi Office of Community Planning Economic Development and Land Information Services engages Building Communities to develop Hopi Tourism Strategic Plan
July 2019	First of eight monthly in-person meetings
October 2019	Hopi Tourism SWOT Analysis session
November 2019	Prioritization of Tourism Projects session
February 2020	Identification of priorities for USDA Rural Development grant application
March 2020	Pandemic hits; regular in-person meetings suspended
April 2020	Submittal of USDA Rural Development grant application for \$150,000 by Moenkopi Developers Corporation
May 2020	Tourism Cohort shrunk to six active members to oversee finalization of Hopi Tourism Strategic Plan
August 2020	USDA Rural Development notifies MDC of successful grant award
October 2020	MDC initiates federally funded effort
December 2020	Building Communities completes Hopi Tourism Strategic Plan
January 2021	Hopi Tourism Cohort expands back to original membership/size

4. Presentation of Hopi Tourism Strategic Plan – Brian Cole

Brian Cole presented highlights of the Hopi Tourism Strategic Plan by sharing the plan over Zoom. Cole indicated he would be developing a PowerPoint Presentation with a similar purpose. The Tourism Strategic Plan has been distributed to the Hopi Tourism Cohort

5. Feedback on Tourism Strategic Plan

Dawn Melvin with the Arizona Office of Tourism provided feedback on the plan. Melvin indicated that the Hopi Tourism Cohort did an excellent job of focusing upon the needed top priorities:

- Improvement/creation of one or more Hopi-oriented **websites**
- Determination of the relative **support for tourism and events** on a Village-by-Village basis
- Development of a **Visitor Center/Welcome Center**
- **Increased networking** with entities such as AIANTA, Arizona Office of Tourism, Heard Museum, etc.
- Development of network of **restroom facilities**
- Provision of **potable water** at restroom areas
- Creating an **organizational structure** that separates tourism development and promotion from Hopi politics
- Development of **parking/rest areas**
- Improvement of **cellular and Wi-Fi infrastructure**

6. Tourism Research and Statistics

Dawn Melvin then provided a tour of the AOT website. Melvin noted that there is a Consumer website (with information for people thinking of traveling to Arizona) and a Business-to-Business website which he reviewed. The table below summarizes the information that Dawn Melvin covered during the meeting.

Who We Are	Research & Resources	Advertising & Branding	Trade & Media	Partner Opportunities
Staff Directory	Data & Trends	Domestic Program	Trade & Media Events Calendar	Consumer Activations Calendar
Tourism Advisory Council	Economic Impact	Proposition 302	Domestic Program	American Indian Outreach
Budget Submittal	Visitation & Profiles	Rural Marketing Co-op Program	International Program	Arizona State Travel Guide/Map
Strategic Plans	Regional Profiles		Media Newsroom	Arizona Visitor Information Centers
Annual Report	International Research		Travel Trade	Arizona CrowdRiff Partner Network
Employment	Research Resources			Leave No Trace
AOT Press Releases				Governor's Conference on Tourism
Tourism Tuesday				Presentations

The Business-to-Business website is: <http://tourism.az.gov/>

The Consumer website is: <https://www.visitarizona.com/>

Brian Cole indicated that his staff would be conducting research on “best Native American Tourism websites” across Arizona and the United States and provide summary findings at a future meeting.

7. Other Business

a. Possible Membership in AIANTA (per Andrew)

Andrew Gashwazra brought up the opportunity of the group getting a membership in AIANTA. James Surveyor indicated that he thought it might be too premature to benefit from such a website. It was generally agreed to delay such an investment.

b. Training Event

Brian Cole indicated that the Tourism Cohort has considered holding a virtual Hopi Tourism training event in April or May 2021. The group generally agreed that this was a good idea and the February meeting should focus upon the training event and the establishment of a Hopi Tourism Organization. Brian Cole indicated that the February agenda would reflect these priorities.

8. Next Meeting

The next meeting is scheduled for Thursday, February 11 at 3 pm MST.

9. Adjourn

The meeting was adjourned at 4:15 pm MST.