

Hopi Tourism Strategic Plan
Tourism Cohort Meeting Agenda
Thursday, February 25, 2021 — 3 PM MST
Zoom Video Conference/Teleconference

1. Call to Order – Brian Cole

Brian Cole called the meeting to order at 3:05 PM MST.

2. Self-introductions

Present at the meeting were Eve Begay, Laverne Dallas, Lahoma Davidson, Marilyn Fredericks, Andrew Gashwazra, Chuck Howe, Romalita Laban, James Surveyor, Wallace Youvella Jr., and Brian Cole.

3. New Hopi Tourism Organizational Structure In-depth Brainstorming Session

Brian Cole opened the discussion on this topic by reminding the group that the Hopi Tourism Cohort was formed in July 2019 and there has been a focus upon creating a new tourism organization to be operated outside of the structure of Hopi Tribal government.

Marilyn Fredericks stated that it was her expectation that the group would begin the process to work on the details of forming a non-profit organization. She stated she was hoping that this would be the direction of the discussion of the meeting.

Lahoma Davidson replied that she did have some documentation that would assist the Cohort with board development, developing bylaws, and establishing a non-profit corporation. Information contained in Attachment A to these meeting notes provide these details.

Davidson continued that to establish the new corporation, the name of the corporation would have to be identified and the initial Board of Directors would have to be established. From there, the bylaws could be developed and approved and then the IRS documentation to establish the 501(c)(3) non-profit corporation could move forward.

Wallace Youvella Jr. stated that he was pleased that the Hopi Tourism Cohort continued to meet. He noted that he did not want to be overly-strong with his recommendations as he felt it was important that the Hopi Tribal Council remain at arms-length from the deliberations and discussions. Nonetheless, Youvella emphasized the importance of the work that the Cohort was doing as the tourism industry would naturally rebound after the effect of the pandemic ended.

Fredericks added that she thought that the incorporators for the non-profit could also be the initial officers. She noted that the establishment of the organization may need to be advertised in a local newspaper. She added that she believed that the bylaws could be simplified from the bylaws established for the Tawa’ovi project.

Andrew Gashwazra noted that he thought it might be possible to utilize some of the Hopi Tourism Training and Travel Fund (HTTTF) for some of these administrative costs.

Fredericks also asked about the possible establishment of a Chamber of Commerce. This membership-based organization might provide a sustainable model for the organization. Marilyn would look more into this.

James Surveyor added that it would be important to be mindful of how the organization got established – through the state or through the tribe or both. He stated it is very important to have the overall goal/mission statement of the organization established early in the process.

Cole stated that at this time in the meeting he saw three options for moving forward: 1) the group continue to hash out these details during this meeting, 2) the group form a subcommittee to make recommendations for the next meeting, or 3) the work be assigned to Building Communities to bring a draft for the March 11 meeting. Surveyor added a fourth option which would be to assign homework to the various committee members to bring back to the next meeting. This could include a draft mission statement. Davidson then offered a fifth option in which she would bring forward the paperwork for the “non-profit in a box” that could then be reviewed by the group. Much of this paperwork is offered in Attachment A.

Fredericks asked if it might be possible for the American Indian Alaska Native Tourism Association (AIANTA) to share draft recommended bylaws for such an organization. Surveyor responded that he would look into this.

Surveyor also indicated that AIANTA might be able to offer a professional/legal opinion on the establishment of such an organization. The group agreed this would be welcome advice.

4. Discussion of Setting Date for Virtual Hopi Tourism Training Event

Cole introduced this agenda item by noting that several members of the Tourism Cohort recommended that a date be established for this training event. Romalita Laban stated she thought it would be advisable to pick a day and start coordinating the event.

Surveyor reminded the group that he thought the training event ought to be coordinated by the new organization. As such, he recommended that the Cohort focus on organizational development and then recommend to the new organization that one of their first activities/deliverables be the training event. There was consensus that the training event should be tabled until the organization becomes functional.

5. Other Business

There was no other business.

6. Next Meeting

The next meeting is scheduled for Thursday, March 11, 2020 at 3 pm MST.

ATTACHMENT A
Steps to Form a Non-profit Organization

- 1) Name the organization
 - <https://ecorp.azcc.gov/EntitySearch/Index>
- 2) Select Incorporators and Initial Directors
 - Minimum 1
 - No Residency requirement
 - Minimum term 1 year
 - Three unrelated individuals
- 3) Appoint a registered agent
 - Must be physically located in the state
 - Have regular business hours
- 4) Prepare and File Articles of Incorporation
 - <http://www.azcc.gov/Divisions/Corporations/forms/formsindex.asp#Corporations>
 - Cost \$40+\$35 expedite fee
 - 7-10 days
- 5) Publish Incorporation
 - Exempt if registered in Pima or Maricopa County
 - Three publications within 60 days
 - 3 consecutive publications
- 6) Obtain EIN
- 7) Establish by laws and organizational policies
 - Conflict of interest
 - HR policies
 - Procedural policies
- 8) Hold Initial Board of Directors meetings
- 9) Arizona Tax ID numbers and accounts
 - <http://www.azdor.gov/LinkClick.aspx?fileticket=BPeFlxQ09vY%3d&tabid=60>
 - <http://www.azdor.gov/>
 - Transaction privilege Tax, Use Tax, and Employer withholding and unemployment insurance
 - Cost \$12 each
 - Arizona Joint Tax Application (Form JT-1)
- 10) 501(c) application-long form 1023
- 11) Organizational Budget
- 12) Budget and operational plan
- 13) Strategic/capitalization plan