

Hopi Tourism Cohort—Hopi Tourism Strategic Plan
MEETING NOTES
February 27, 2020
2:00 pm – 4:40 pm
Risk Management Conference Room

1. Call to Order

The meeting was called to order by Brian Cole.

2. Self-Introductions

Everybody attending the meeting introduced themselves. Attending the meeting were Wilbur Kaye, Mildred Talashoma, Gloria Lomahaftewa, Wallace Youvella, Jr., Romalita Laban, Andrew Gashwazra, Fred Shupla, Alfred Lomahquahu, Cedric Kuwaninvaya, and Brian Cole.

3. Purpose of Meeting

Brian Cole reviewed the agenda and indicated that there would be a focus on the HTTTF and the future direction for the planning project.

4. Perspectives from the Hopi Office of Revenue Commission

Mr. Puhuyesva was not available for the February meeting. There was great interest expressed by the meeting participants in having Mr. Puhuyesva provide a report at a future meeting, especially as it related to the rules and regulations governing tour guides.

5. Hopi Tourism Travel and Training Fund

The group held an extensive conversation about the future priorities for the HTTTF. The primary discussion related to the possibility of holding a training event on Hopi itself. Rather than just utilizing the fund to reimburse travel expenses for those leaving the reservation for training, the funds might be used to coordinate a local training event.

Other discussions by the group related to the licensing and insurance for tour operators, a connection with the Arizona tourism advocates, developing a tourism website, how to structure a Hopi Tourism Office, whether or not there was a Hopi Chamber of Commerce, how to market arts and crafts, whether a Hopi website should be developed, training for a variety of purposes, and the extending of an invitation to the Arizona Office of Tourism to attend meetings.

One special training opportunity, an event coordinated each July in Tucson by the Arizona Office of Tourism, was highlighted.

Brian Cole then pointed out that the group could support a grant application to USDA Rural Development for an RBDG grant that could help to implement the Tourism Plan. The group unanimously supported the grant application and recommended that a grant application sponsor be identified. The top choice would be the Moenkopi Developers Cooperation (MDC). Brian Cole indicated that he would reach out to James Surveyor to consider being the sponsor.

6. Discussion and “Direction Setting” for Plan

6a. Consideration of Results of Strategic Assessment – This information was not reviewed at the February meeting.

6b. Consideration of *Priority Goals/Outcomes for Tourism Strategic Plan (from November 2019 Meeting Notes)* – The group did review the results from the November 2019 meeting which identified the priorities for the tourism planning process. The results from that November 2019 discussion also shaped the discussion of a potential grant application to USDA Rural Development.

7. Other Business

7a. Scenic Byway Proposal – Brian Cole indicated that Fred Shupla had put him in contact with a consultant out of St. George Utah named Lynn Leisure. Mr. Leisure specializes in planning and developing scenic byways. Cole then put Mr. Leisure on his speaker phone to have a dialogue about potentially pursuing a scenic byway designation on Highway 264. The group had such a dialogue, but ultimately concluded that scenic byway planning and development was not yet a priority for the Hopi Tribe.

7b. Review of 2001 and 2006 Studies – Cole noted that he had distributed the historical studies in an email to the Tourism Cohort.

8. Next Meeting

The group agreed that the next meeting of the Tourism Cohort would hopefully be a part of the Community Service Administrator (CSA) meeting on Thursday, March 19, 2020. The meeting would be at Upper Moenkopi Village.

9. Adjourn

The meeting was adjourned at 4:40 pm.