

Hopi Tourism Strategic Plan
Tourism Cohort Meeting Notes
Thursday, April 8, 2021 — 3 PM MST
Zoom Video Conference/Teleconference

1. Call to Order – Brian Cole

Brian Cole called the meeting to order at 3:10 pm MST.

2. Self-introductions

Attending the meeting were Lahoma Davidson, Marilyn Fredericks, Chuck Howe, Romalita Laban, Berni Navakuku, James Surveyor, Wayne Taylor, and Brian Cole.

3. New Hopi Tourism Organizational Structure

Brian Cole started the discussion related to the formation of a non-profit by reminding the group of the discussion at the previous meeting. Cole thanked Romalita Laban for publishing the press release about the activities of the Hopi Tourism Cohort. The press release included a notification to the Hopi public of the potential establishment of the non-profit organization. Individuals that desire to express an interest in serving on the non-profit organization were provided Brian Cole's email address. The press release was also to be submitted to the Navajo Hopi Observer.

Cole noted that James Surveyor was going to reach out to the Hopi Office of General Counsel (OGC) to see if there was any advice they would offer in terms of organizational formation (Surveyor arrived shortly after this discussion but the group did not return to the discussion. Cole would reach out to Surveyor for possible OGC attendance at a future meeting). Wayne Taylor indicated that the protocol would be to approach OGC and they would then assign one of the four attorneys to provide advice.

Marilyn Fredericks then provided a high-level summary of the Indian Reorganization Act (IRA). Section 16 and Section 17 of the IRA relate to how federally-recognized Indian Tribes can create non-profits (Section 16) and for-profit corporations (Section 17). Fredericks continued that Hopi Ordinance 45 falls under IRA Section 16. Fredericks then continued that all of this may be irrelevant given the desire by the Cohort to establish the non-profit outside of the confines of the Hopi Tribe. This would entail an application with the Arizona Corporation Commission which would require three incorporators, a statutory agent, the identification of the business location, and then the submittal of the application and the fees. Fredericks noted that the "easiest way" to incorporate would be through the state rather than the Tribe.

Taylor then asked Surveyor why MDC is switching its incorporation from the state to the Tribe. Surveyor replied that it related to minimum wage laws within the state of Arizona.

Fredericks added that based on previous input from Hopi Tribal Council Member Wallace Youvella Jr. that she would advise we incorporate with the state rather than the Tribe. This was the consensus of all Cohort attendees. Cole reminded the group that this matter has been

consistently discussed since the formation of the Cohort in June of 2019. Cole stressed the need to proceed with the formation of the non-profit as the other deliverables (website, training, etc.) from the MDC grant were now scheduled after the formation of the organization. Surveyor responded that he was not comfortable moving forward prior to the identification of the incorporators.

Fredericks stated that the initial board members and statutory agent could be “interim incorporators” with a more permanent set of board members established later.

Berni Navakuku indicated that she was working to recruit potential board members. She has reached out to Wendy Lewis (who currently works with the Hopi Foundation) and Marlinda Kooyaquaptewa who is the owner of a tourism-related business formerly located at the Hopi Cultural Center. Navakuku also indicated she has reached out to Philton Talahyewa but has not received a response. The group also discussed the possibility that Evelyn Fredericks might be interested in serving in this capacity. It was noted that one of the three interim incorporators could also serve as the statutory agent.

Taylor asked Navakuku if she would be interested in serving as one of the incorporators. Navakuku responded that her preference would be to simply remain involved with the Cohort.

Navakuku asked about the responsibilities of the statutory agent. Fredericks responded that the statutory agent would have the responsibility of receiving corporate notices, legal notices, and other formal business for the non-profit.

Lahoma Davidson indicated that all three of the interim incorporators would need to sign the documentation. Davidson noted that the statutory agent form is separate from the incorporators form.

Navakuku stated she would continue to do outreach and recommended that we hold a special meeting with the potential incorporators. That special meeting was scheduled for 3 pm MST on Thursday, April 15 by Zoom videoconference.

4. Website Research and Project - Tabled

No report.

5. Virtual Hopi Tourism Training Event – Tabled

Chuck Howe noted that he had received a notice related to the American Indian and Alaska Native Tourism Association (AIANTA) of the October conference which will be held at the Fort McDowell Indian Reservation. They have a call for speakers and presenters. Surveyor noted that he is involved with the committee that is developing the event.

Fredericks then noted that 7th Generation is coordinating a training event on April 19-21. Both Fredericks and Taylor spoke very highly of 7th Generation and recommended that we “get the word out” on that event.

6. Hopi Tourism Facilities Planning

Chuck Howe reminded the group that a part of the project is the identification of tourism facility locations. Howe noted that this would relate both to infrastructure and guest infrastructure.

7. Other Business

Cole reminded the group that the American Rescue Plan has been approved and eligible expenses relate to tourism development and infrastructure. Cole estimated that the Hopi Tribe would receive a direct payment of approximately \$225 million which would need to be expended prior to December 31, 2024. Taylor indicated that the Tribe is awaiting a determination on the funding formula which will allow everyone to better understand the anticipated funding amount.

Fredricks asked the group if there had been any further work on the development of the mission statement for the organization. Cole thanked Fredericks for submitting her draft which is shown in the box below:

“The Mission of [Hopi Tourism & Cultural Bureau] is to promote tourism activities and visitor destinations that Promote, Preserve and Reinforce Hopi Customs and Values as a business approach to economic diversification; through the development and operation of an authentic Hopi experience and destination by cooperative marketing of Hopi attractions; participating in local, state, and national tourism advocacy and networking in a regional context.”

Summarizing Primary Priorities Statements on Page 15, Hopi Strategic Plan.
By M.Fredericks 3/2021

Fredricks encouraged everyone to give thought to the non-profit mission statement.

8. Next Meeting

The next regular meeting is scheduled for Thursday, April 22 at 3 pm MST. The special meeting is April 15 at 3 pm MST.

9. Adjourn

The meeting was adjourned at 4:30 pm.