

Hopi Tourism Strategic Plan
Tourism Cohort Meeting Notes
Thursday, April 15, 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.

2. Self-introductions

Attending the meeting were Marilyn Fredericks, Andrew Gashwazra, Iva Honyestewa, Romalita Laban, Wendi Lewis, Berni Navakuku, Wayne Taylor, and Brian Cole.

Not attending the meeting but individuals that might want to become newly involved with the effort include Marlinda Kooyaquaptewa, Colleen Lucero and LaMon Begay.

3. Formation of Non-profit Board

Brian Cole reminded the group that this was a special meeting to exclusively focus on the potential creation of the non-profit organization, including the identification of potential non-profit incorporators/board members.

Romalita Laban indicated that she has heard of some interest by people throughout Hopi in serving on the non-profit based upon the press release/article that was in the Tutuveni. Laban then asked about the goal of this meeting. Berni Navakuku then noted that the goal was to receive commitment from potential board members.

At this time, the group asked Wendi Lewis to introduce herself. Lewis indicated that she is currently working with the Hopi Relief program. She has previously worked for the Moenkopi Developers Corporation (MDC) and the Hopi Tribe Economic Development Corporation (HTEDC). Lewis continued that she has been involved in helping Hopi artisans. Currently she is collecting surveys from artisans to develop a printed directory and online directory of Hopi artisans. She is coordinating with the Hopi Office of Revenue. She has learned that in 2019 there were 200-300 permits and a smaller number of business licenses. Obviously, the pandemic has impacted such activity in a dramatic fashion in 2020 and 2021. Lewis indicated that she would be traveling to the valley to do research on existing Chamber operations. This work is being done in coordination with Change Labs. Lewis stated that their work would have three ultimate goals: 1) publishing the directory of operators, 2) identifying options and recommendations related to Chamber formation, and 3) hosting a virtual training session.

Lewis noted that the grant that is funding her current work ends in June 2021.

Lewis asked Cole if her effort could receive support from the Hopi Tourism Cohort on the distribution of the surveys. Cole indicated that he would be pleased to assist with the survey distribution. Cole noted that he has an email distribution list of approximately 70 people that receive notifications of the efforts.

Marilyn Fredericks responded that she was pleased to receive the update from Lewis. Fredericks noted that her sister operates the White Bear Hopi Arts Gallery. Fredericks stated that she sees her involvement with the Hopi Tourism Cohort to be aligned with her advocacy for the Tawa'ovi project.

At this time, Iva Honyestewa joined the meeting. She noted that she had a prior Zoom commitment but was happy to join this meeting. Honyestewa indicated that she works as a basket weaver and is involved with volunteer activities especially involving youth. She stated she was interested in the efforts of the Hopi Tourism Cohort and was considering potential involvement as a board member of the newly-forming non-profit.

Wayne Taylor expressed his appreciation for the efforts by Navakuku to reach out to people that might want to serve on the board. He was very pleased with the potential interest of Lewis, Honyestewa and Marlinda Kooyaquaptewa.

Navakuku noted that with the efforts being coordinated by Wendi Lewis, much if not all of the objectives of updating the Hopi artisan directory is being accomplished. As this is one of the stated objectives of the grant-funded project being led by MDC, she recommended that the federal agency be notified. Cole said he would follow up on this with James Surveyor and the agency.

Navakuku then stated that she hoped that Lewis and Honyestewa would make a commitment at this meeting to be on the non-profit board so the overall effort can continue to proceed. Laban indicated that she thought there may be other individuals from throughout Hopi that would also be interested, especially resulting from the newspaper article (Cole received an email later in the day from LaMon Begay indicating interest in the activities of the Hopi Tourism Cohort).

Andrew Gashwazra then stated that efforts of the Tourism Cohort may be benefitted by the recent infrastructure investment in Tawa'ovi.

Navakuku then brought up the matter of the anticipated time commitment by prospective board members on the non-profit. Navakuku indicated that, for openers, it would be anticipated that the board members would attend the Cohort meetings which are regularly scheduled on the second and fourth Thursday of each month.

At this time, Lewis indicated that she would be willing to be one of the incorporators for the non-profit. Honyestewa then followed up with an expression that she also would be willing to serve on the board.

Laban then indicated that it would be important to hear from others as the board was established.

Navakuku then brought up the matter of the statutory agent, indicating that this could be a fourth person or that one of the three incorporators could also serve in this role. Both Lewis and Honyestewa indicated they would prefer the statutory agent to be a fourth individual rather than duplicating this responsibility with board members.

4. Next Regular Meeting: April 22 at 3 pm MST

Cole noted that the next regularly scheduled meeting of the Hopi Tourism Cohort was at 3 pm MST on Thursday, April 22. Cole indicated that he would be sending a copy of the Hopi Tourism Strategic Plan to Lewis, Honyestewa, Kooyaquaptewa, and others expressing interest on the non-profit board. Cole also noted that he would distribute the updated Hopi Tourism Cohort Directory to the group (attached as Attachment A).

5. Adjourn

The meeting was adjourned at 4:40 pm MST.

Attachment A

Name	Organization	Title
Alcala, Melissa	Hopi Community Service Administrators	Village of Tewa, CSA
Ami, Dorothy	Art Galleries and Artists	Smoking Trails Gallery, Hopi Culture Center; Village of Tewa Board Member
Andrews, Malinda		
Begay, DeAnnethea	Moenkopi Developers Corporation	Coordinator, Hopi Arts Trail
Begay, Eve	Moenkopi Developers Corporation	Executive Assistant
Begay, LaMon		
Cole, Brian	Building Communities	President
Dallas, Laverne R.		
Dennis, Lillian	Hopi Community Service Administrators	
Esquerra, Nathan Levi	Northern Arizona University	Economic Development
Fredericks, Evelyn	Art Galleries and Artists	White Bear Hopi Art, Artist
Fredericks, Marilyn		
Gashwazra, Andrew	Office of Community Planning, Economic Development, Hopi Tribe	Director
Guzman, Joseph	Northern Arizona University	
Honani, Hannah	Hopi Foundation	Project Manager
Honani, Rosa	Hopi Tribal Council	Council Member
Honani, Samantha	Hopi Foundation	Project Manager
Honyestewa, Iva		
Howe, Chuck		
Humetewa, Donna	Art Galleries and Artists	Artist; Kykotsmovi/Hotevilla
Humeyestewa, Duane		
Jenkins, Royce		
Joseph, Jennifer	Art Galleries and Artists	Silkscreen Artist
Joshevama, Alice	Hopi Community Service Administrators	
Kaye, Wilber	Hopi Community Service Administrators	Walpi Village CSA
Keevama, Lamar	Hopi Tribe Economic Development Corporation	Business Development
Kooyahoema, Merwin	Hopi Tribal Council	Council Member
Kooyaquaptewa, Marlinda		
Koyiyumtewa, Stewart	Hopi Cultural Preservation Office	Program Manager
Kuwaninvaya, Cedric	Hopi Community Service Administrators	Upper Moenkopi, CSA
Laban, Anthony		
Laban, Romalita	Hopi Tutuveni	Editor
Leonard, Luann	Hopi Education Endowmnet Fund	Executive Director
Lewis, Wendi		
Lomahaftewa, Gloria	Hopi Museum Project	Project Manager, Hopi Museum Projects

Lomahquahu, Alfred	Hopi Community Service Administrators	Village of Bacavi, CSA
Lomakema, Leon	Hopi Community Service Administrators	Village of Shungopavy, CSA
Lomaquahu, Alfred Jr.	Hopi Community Service Administrators	
Lomaventema, Gerald	Art Galleries and Artists	Qwa-Holo Hopi Silvercraft
Lomawaima, Georgia	Hopi Community Service Administrators	
Lomayaktewa, Michael		
Lomayestewa, LeeWayne	Hopi Cultural Preservation Office	Research Assistant
Melvin, Daryn A.		
Melvin, Dawn	Arizona Office of Tourism	Native American Tourism Manager
Navakuku, Berni	People with Tourism Knowledge/Experience	Sichomovi Village
Navenma, Jamie		
Nelson, Claudia	Native People's Technical Assistance Office Native Nations Institute University of Arizona	Director
Nutumya, Harry	Art Galleries and Artists	Gallery Owner and Artist
Nuvamsa, Monica	Hopi Foundation	Executive Director
Nuvangyaoma, Timothy		
Pahe, Stanley		
Pooyouma, Margaret	Village of Moencopi (Lower)	Community Service Administrator
Puhuyesva, Gayver	Hopi Office of Revenue Commission	Chief Revenue Officer
Qotswisiwma, Clyde	Hopi Community Service Administrators	
Sahneyah, Dorma		
Sakiestewa, Noreen E.		
Sekayumtewa, Norma		
Shupla, Fred	Office of Community Planning, Economic Development, Hopi Tribe	Planner
Sidney, Ivan	First Mesa Consolidated Village	Village Administrator
Sinquah, A.T.	Hopi Tribal Council	Council Member
Smith, Cindy	Hopi Tribe Economic Development Corporation	Executive Director
Sumatzkuku, Robert	Hopi Community Service Administrators	
Surveyor, James	Moenkopi Developers Corporation	Interim Chief Executive Officer
Talawyma, Bruce		
Talayumtewa, Mark	Hopi Community Service Administrators	
Talayumtewa, Nada	Hopi Community Service Administrators	
Taylor, Wayne Jr.		
Tenakhongva, Clark W.		
Wittsell, Phyllis	Hopi Community Service Administrators	Village of Sipaulovi, Acting CSA
Wright, Catherine	Hopi Community Service Administrators	Spinder Mound, Acting CSA
Youvella, Wallace	First Mesa Consolidated Village	Planner