

Hopi Tourism Strategic Plan
Tourism Cohort Meeting Notes
Thursday, May 13, 2021 — 3 PM MST
Zoom Video Conference/Teleconference

1. Call to Order – Brian Cole

Brian Cole called the meeting to order at 3:12 pm MST.

2. Self-introductions

Attending the meeting were Marilyn Fredericks, Andrew Gashwazra, Iva Honyestewa, Berni Navakuku, and Brian Cole.

3. New Hopi Tourism Organizational Structure

Marilyn Fredericks noted that Lahoma Davidson had sent out a basic template of bylaws. Berni Navakuku agreed that she had seen the first draft of the bylaws and they were simple and basic. The group then talked about the draft mission statement that Fredericks had developed. Navakuku indicated that she was supportive of the draft mission statement.

Fredericks indicated that she has developed an update of the mission statement and would be distributing that shortly.

Brian Cole asked if the “bylaws subcommittee” had convened in-person. The group indicated they have not but they would like to have Lahoma Davidson pull the group together to have a work session on the bylaws. This would include a review of the updated mission statement.

Fredericks then noted that she is in contact with the Hopi Credit Association. This relates to their efforts to establish a Chamber of Commerce. She noted that there was a gentleman involved with this effort by the name of Nikishna Polequaptewa. Cole noted that he did not see a redundancy between the efforts to establish a Chamber of Commerce and the efforts to establish a tourism non-profit. Cole indicated that typically Chambers are primarily focused on meeting the direct needs of their members. Communities frequently establish a separate tourism advocacy organization.

Fredericks then asked if anyone had seen the survey being distributed by Wendi Lewis. Although Fredericks and Cole had not seen the survey, Iva Honyestewa indicated she did complete the online survey. She thought that it might be available on the Hopi Relief website. Cole indicated he would reach out to Wendi as we had offered to share our email distribution list for their survey.

4. Website Research and Project – Tabled

No report.

5. Virtual Hopi Tourism Training Event – Tabled

Cole noted that there is still \$6,878.80 remaining in the Hopi Tourism Travel and Training fund. Cole noted that these funds are to be expended at the discretion of the Hopi Tourism Cohort. At sometime this responsibility may shift to the new non-profit.

There was a brief mention of a national tourism conference that would be in the Phoenix area later this year. Perhaps funding could be utilized for that and/or utilized for memberships. Cole noted that he would put this on the agenda for the next meeting.

6. Hopi Tourism Facilities Planning

Cole noted that Chuck Howe was not able to attend the meeting so there was no report. Fredericks then noted that the Tribe does not have written guidelines addressing the requirements and regulations of tour operators. This leaves a very vague and confusing situation for many of the operators. Honyestewa also noted that many of the Villages have their own rules and regulations related to tourism and tours.

7. Other Business

Andrew Gashwazra noted that he and Cole are coordinating with a potential tour operator and Amangiri to bring visitors to the Hopi Reservation. Gashwazra noted that to move forward that development would need to establish a helipad and restrooms and secure a permit for such activity. Gashwazra noted that these would be high-income visitors that would want to have an authentic experience in a short period of time. Gashwazra noted that there would be a site tour of Blue Canyon and other locations on Tuesday, May 18.

Fredericks noted that she is working on an effort to secure letters of support for tourism facility development as a part of Tawa'ovi. Gashwazra noted the power of letters in making activities happen. The Cohort asked for Cole to draft such a letter. Cole indicated he would have that draft in advance of the next meeting.

Gashwazra then asked Cole to address website development. Cole indicated that although the website development for this project is tabled until after the formation of the organization, Cole was working with Gashwazra on a separate project that would be developing a website that would share much of the community and economic development activities being developed for Hopi by Building Communities. Although this website will not be designed to provide information to tourists, it will be a good information sharing location for many of the Hopi tourism activities.

Gashwazra also noted that the Coronavirus is easing on the Hopi reservation and this could lead to the possibility of in-person meetings soon. Cole indicated that he has resumed his monthly visitation to Hopi and would be pleased to attend in-person meetings when it is permissible by the Hopi Tribe.

8. Next Meeting

Cole noted the next meeting would be at 3 pm MST on Thursday, May 27.

9. Adjourn

The meeting was adjourned at 3:54 pm MST.