

Hopi Tourism Strategic Plan
Tourism Cohort Meeting Notes
Thursday, May 27, 2021 — 3 PM MST
Zoom Video Conference/Teleconference

1. Call to Order – Brian Cole

Brian Cole called the meeting to order at 3:08 pm MST.

2. Self-introductions

Attendees included LaMon Begay, Andrew Gashwazra, Wendi Lewis, Colleen Lucero, Marilyn Fredericks, Berni Navakuku, James Surveyor and Brian Cole.

3. Report from Non-profit Formation Bylaws Subcommittee

Lahoma Davidson reported that she made an effort to pull together the Bylaws Subcommittee. She noted that limited telecommunications hampered the communication. Marilyn Fredericks indicated she did attend that session and edits continue to be underway for the bylaws. Fredericks reminded Davidson that she had submitted a draft mission statement that could be included in the bylaws. Fredericks also reminded the group that the initial Board of Directors would likely be in place for one year primarily to create the board.

Berni Navakuku stated that once the bylaws have been finalized by the subcommittee, there needs to be consensus by the full Cohort. Davidson would pull Fredericks, Navakuku, and Romalita Laban together one more time prior to the June 10 meeting to finalize the draft bylaws. This would then be further discussed and agreed to during the June 10 meeting.

4. Other Organizational Development Considerations

Wendi Lewis then indicated that she is working to establish a separate non-profit for a different purpose and wanted to make sure that the group did not see a conflict of interest. The group affirmed that they did not see such a conflict.

5. Hopi Tourism Facilities Planning

Although Chuck Howe was not at the meeting, Brian Cole utilized this agenda item to provide an update to the group on a site tour that was coordinated by the Hopi Cultural Preservation Office (CPO) on Tuesday, May 18. Cole explained that the site tour was initiated in response to the potential development and tour interest of a Navajo-owned business that would like to expand their operations to provide limited and targeted tours to Hopi. The tour involved the Hopi CPO, the business (Adventurous Antelope Canyon Tours), OCPED, two representatives from Amangiri, and the Grazing Permit Holder. The tour included stops at Blue Canyon and Dawa Park.

Colleen Lucero indicated that the tour was very helpful for CPO to better understand the needs for better protecting the cultural resource. Andrew Gashwazra spoke to the need of limited access at the park. Cole concluded the discussion by highlighting the possible win/win situation of providing limited tours for local economic benefit while better protecting the cultural resource.

6. Hopi Tourism Training

James Surveyor provided an overview of the benefits and limitations of two upcoming training events: The Arizona Office of Tourism Governor's Conference and the Aianta fall training. The AOT Conference is scheduled for August 2-4. The Aianta training event is October 25-28 at the Fort McDowell Indian Reservation.

Surveyor stated that if Hopi participants were only going to attend one of the two events, the National AITC event would be his recommendation.

Navakuku asked about the policy of the HTTTF monies to support conference registration and travel costs. Cole then did a screenshare showing the existing policy. Cole noted that he would update the policy which was originally drafted in September 2019 and redistribute that policy with the meeting notes (See Attachment A).

LaMon Begay stated it would be helpful if the group considered the approval of such travel expenses. Given the limitation on meeting time, a further discussion and decision on such a funding commitment was tabled until the June 10 meeting.

7. Website Research and Project

No report.

8. Other Business

a. Tawa'ovi Letter of Support

Cole reported that he had drafted and attached the potential letter of support in the meeting notes for the meeting. Cole also noted that he has heard of some concerns over the Cohort potentially providing such a letter of endorsement. Cole noted the importance of the Cohort efforts being "above politics" if possible.

Fredericks stated that she is involved with a separate non-profit that is providing such a letter of support. With the limitation of time, Navakuku recommended that this discussion be tabled until the June 10 meeting.

9. Next Meeting

The next meeting of the Cohort is scheduled for Thursday, June 10 at 3 pm MST.

10. Adjourn

The meeting was adjourned at 3:57 pm MST.

Attachment A

Hopi Tourism Travel and Training Fund Policy *Updated June 2021*

Background

As a part of the Tourism Strategic Planning work being performed, Building Communities is administering a \$10,000 set-aside for a Hopi Tourism Training and Travel Fund (HTTTF). The objectives of this fund are:

- To increase the awareness of Hopi Tourism Advocates of tourism development best practices
- To cover the expenses of Hopi Tourism Advocates for pre-approved tourism conferences and training sessions and tours

The purpose of this policy is to set forth the protocols in order that reimbursements can be made by Building Communities to Hopi Tourism Advocates.

Policy

The HTTTF policy parameters are:

- Only pre-approved travel and training expenses will be reimbursed
- Approval is awarded by Lahoma Davidson of Building Communities
- **Pre-approved ground travel** will be reimbursed at the federal reimbursement rate of \$0.56 cents per mile if personal car is used
- **Pre-approved meals** will be reimbursed at the federal per diem rates
- **Pre-approved lodging** rates will be reimbursed at cost
- **Pre-approved rental cars** will be reimbursed at cost
- **Pre-approved airfare**, if required, will be reimbursed at cost. All airfare scheduling must be acknowledged by Lahoma Davidson before final airline reservations are made
- When necessary, Hopi Tourism Advocates may be able to arrange for **direct payment** by Building Communities, rather than seeking reimbursement. Such arrangements must be done in advance in coordination with Lahoma Davidson
- Every beneficiary of the HTTTF shall submit a report that contains the following information: name of event, date of event, location of event, attachments or web links from event and a minimum of three paragraphs that describe the major “takeaways” from the event.

Lahoma Davidson can be reached at ld@buildingcommunities.us or (918) 207-7990.