

Hopi Tourism Strategic Plan and Training Fund  
Meeting Notes  
White Bear Gallery  
July 17, 2019

**Agenda for Meeting**

1. Call to Order
2. Self-introductions
3. Purpose of Meeting
4. Summary of EDA Grant
5. Perspectives on Tourism from Consultant
6. Brainstorm
7. Training Fund
8. Next Meeting
9. Adjourn



**1. Call to Order**

Brian Cole called the meeting to order at 1 PM at the White Bear Gallery. Cole indicated that the Hopi Tribe has been successful in receiving a grant to do Tourism Strategic Planning and to establish a Tourism Training Fund. Cole is working to establish a "Tourism Cohort." Those around the table are invited to participate in the Tourism Cohort and he indicated he would ask their assistance to expand the group.

**2. Self-introductions**

Attendees introduced themselves.

**3. Purpose of Meeting**

Cole stated that the purpose of the meeting was to "kickoff" the Tourism Strategic Planning project. He is looking to form a Tourism Cohort which will ensure that the Hopi Tribe and its communities and businesses and individuals benefit from the effort.

**4. Summary of EDA Grant**

Cole explained that Andrew Gashwazra was not available to attend the meeting. Gashwazra has been successful in assisting the Hopi Tribe to receive a \$145,241 grant from the EDA for two purposes: 1) the Tourism Strategic Plan and Training Fund and 2) the hydroponics feasibility project in coordination with the Village of Moencopi (Lower). \$43,241 of the funding has been set aside for the Tourism Planning effort.

Cole indicated that up to \$10,000 would be set aside for a Training Fund. This would be discussed under agenda item #7.

The grant from the Economic Development Administration is in effect currently. The final agreements between the Hopi Tribe and Building Communities are being finalized now.

The federal grant extends through 2020 although the Strategic Planning and Training Fund effort is anticipated to be completed within 6-9 months.

## 5. Perspectives from the Consultant

Brian Cole explained that he had completed the Navajo Tourism Strategic Plan in 2015. Cole indicated that he saw many differences between the planning methodology for Hopi as compared to Navajo. While “one overall plan” makes sense for Navajo, the differences amongst all the Villages requires a Village-by-Village methodology to create a plan that can have impact when successfully implemented.

Cole operates under a paradigm of “organization, product, marketing.” In other words, what organizations are in place that can advance tourism? What products are available to promote? And what marketing activities will make a difference?

## 6. Brainstorming

The group then brainstormed a set of needs and opportunities and activities related to tourism from their perspective. These include:

- Defining what tourism is to Hopi
- Recognizing that the tourism “product” is the people and the culture of Hopi
- Recognizing that the resources relate to the hotels and restaurants and tour guides and museums and other attributes of Hopi
- Working toward insulating tourism development and promotional activities from the politics of the Tribe
- 267 of the 573 federally-recognized Tribes have tourism activities
- The American Indian Alaska Native Tourism Association (AIANTA) is in place to help Tribes tell their story and advance tourism
- The existing museum building is too unstable to promote as a tourism asset at this time. A group is working to locate and build a new museum
- The First Mesa Consolidated Village (FMCV) is working to develop a vendor village
- There is some concern that outside groups such as the Pink Jeep Tours from Sedona are paying the Hopi Tribe to bring tours to the Tribe but the Hopi people in the tourism industry are not benefitting from such fees
- The contact at the Arizona Office of Tourism is Dawn Melvin. Dawn is originally from First Mesa
- Some of the top needs of visitors are parking, restaurant facilities, dumping trash, dumping septic waste, and the need for new bathroom construction
- The Hopi Tribe needs a tourism policy
- Infrastructure is needed to be constructed to support the tourism industry
- Key outside connections to Hopi include Santa Fe, the Herd Museum (Phoenix) and Flagstaff
- Sipaulovi is establishing its own tourism program
- There was discussion about the possibility of establishing a Hopi Tribal Office of Tourism. In general, the group thought that the Tribe works “too slow” in order to make such an office effective. The Tribe is not good at business development or marketing
- The Hopi Tribe has no Enterprises
- It might be beneficial to start a Tribal-wide non-profit focused on tourism
- The group discussed conducting a tourism survey. This type of survey work has been conducted in the past but it is focused on the needs and interests of the tourists. A survey of the Hopi people to understand their desires about tourism would be beneficial
- It may be worthwhile to conduct a Hopi tourism SWOT analysis
- Supporting tourism-based entrepreneurs with training would be beneficial
- Cultural training is important

- “Scouts” have come to the Hopi Tribe to determine the benefits of expanding tours to Hopi and have concluded that Hopi is not ready due to a lack of restrooms, water and parking
- In the past, a directory of tourism and arts and crafts interests have been developed
- A Hopi Tourism website is needed
- Trademarking, copywriting, and patent work is important
- Tourism goals for out years (Year 1, Year 2, Year 5, and Year 10) should be developed
- The question “where does the tourist want to go?” should be answered
- The concept of “high-value, low-impact” tourism was discussed
- Creating a sense of mystery and exclusivity might be beneficial. The idea of gating the Mesas was mentioned
- First Mesa Consolidated Village earned \$25,000 by hosting tourists to First Mesa in 2018

The group agreed that the Tourism Cohort could be expanded. Specific additional contacts could include a representative from the Revenue Office; Cindy (new Executive Director) from HTEDC; Rosa Honahni from the Tribal Council; also A.T. Siquah from the Hopi Tribal Council; Richard Davis from the radio station; Monica Nuvamsa and Luann Leonard from the Hopi Foundation; a representative from the Hopi Tour Guides; Dawn Melvin from the Arizona Office of Tourism; Fred Shupla from the Community Planning and Economic Development Office.

#### **7. Training Fund**

Brian Cole explained that up to \$10,000 is available to reimburse Hopi people for tourism training. The group then brainstormed a potential use of such funding. It may be possible that AIANTA may send expertise to Hopi.

#### **8. Next Meeting**

The group agreed that the next meeting would be on August 29, 2019 at 1 PM. Brian Cole would try to secure a meeting room in order that a PowerPoint can be delivered.