

HOPi TOURISM COHORT
Tourism Strategic Plan Implementation
Thursday, July 22, 2021

2nd & 4th Thursday at 3 PM MST

1. Call to Order – Brian Cole

Brian Cole called the meeting to order at 3:04 PM MST.

2. Self-introductions

Attendees included Berni Navakuku, Iva Honyestewa, LaMon Begay, Marilyn Fredericks, Brian Cole, Lahoma Davidson, Wendy Lewis and Wayne Taylor.

3. Non-profit Organization Formation/Bylaws

Lahoma Davidson indicated that she had reached out and connected with two of the board members to get feedback on the bylaws. Brian Cole put a copy of the current version of the bylaws on the zoom screen. Marilyn Fredericks noted that she, Berni, and Roma had worked on the bylaws.

Berni Navakuku asked if the attending board members were firmly committed to the non-profit. Both Iva Honyestewa and Wendy Lewis confirmed they were firmly invested in the development and operations of the non-profit.

Brian Cole asked about the regular meeting times which have been on Thursday at 3 Ppm MST. Both ladies confirmed that this time slot should work well in the future. The board members and Lahoma Davidson agreed on a bylaws review zoom session on Monday, July 26th at 3 pm MST.

Marilyn Fredericks reminded the group that holding a non-profit orientation/retreat has been a high priority. Wendy Lewis agreed that such a meeting should take place to focus on bylaws and goals. Iva Honyestewa stated that the agenda should also include a review of the strategic plan and the beginnings of an operations plan. She also stated that a summary of the history of the tourism cohort would be beneficial. The group agreed to hold such an orientation retreat on Thursday, August 12th 9 am – 3 pm MST.

4. Training and Travel Fund

Brian Cole reminding the group that there was \$6,880 remaining in the Travel and Training Fund. The group discussed both the AIANTA Fall Training conference as well as the Arizona Governor's Conference on Tourism. LaMon Begay indicated that it would be good to have attendance at both events.

Berni Navakuku recommended that the travel funds be focused on the new board members and their attendance at the AIANTA Fall Training. This would take place on October 25th - 28th. Iva Honyestewa stated that she may have a conflict in late October. Wendy Lewis indicated that she would be able to attend. There was then some

discussion on whether Berni Navakuku should attend the conference. Navakuku indicated that she has benefitted from previous conferences and trainings. She would reach out to Marlinda Kooyaquaptewa to determine her availability.

Brian stated that he would distribute a copy of the HTTTF Policy through a separate email.

5. Hopi Tourism Facilities Planning

Wayne Taylor indicated that focusing upon sensitive sites at Blue Canyon and Tawa is an emerging priority, especially for the Hopi Cultural Preservation Office (HCPO).

Taylor also indicated that an emerging priority would be the use of ARPA funding for housing improvements. It was also noted that Airbnb might be an emerging tool to promote Hopi homes as a destination for travelers.

6. Website Research and Project – Discussing the Path Forward

Brian Cole reminded the group that the website development had been postponed as establishing the tourism non-profit organization should come first. Cole also updated the group that he is coordinating with James Surveyor to request an extension on the project.

7. Finding a Substitute for the Vendors Guide Deliverable

Wendy Lewis provided an update on the Vendors Guide. She indicated that guide has 130 entries (businesses) that are profiled. She did note that none of the respondents offer website development services. She did say there was a huge variety of business in the directory. The group expressed their appreciation for the work that Wendy has done and look forward to seeing a copy. Wendy Lewis indicates that her next effort would be to inventory businesses that are not on the Hopi Reservation. She stated that there would soon be a 'final project celebration'.

Brian Cole reminded the group that he was looking for a 'substitute' project as the Vendors Guide was one of the deliverables on the project.

Wendy Lewis then mentioned that the Hopi Big Sky Soap business and website developer could be helpful in teaching other Hopi businesses about the use of the internet.

8. Other Business

Brian Cole referred to new Economic Development Administration (EDA) funding that could support tourism promotion and development at Hopi.

9. Next Meeting – August 12 at 3 pm MST

The next meeting of the Hopi Tourism Cohort will still take place at 3 pm MST, immediately after the non-profit board retreat.

10. Adjourn

The meeting was adjourned at 4:10 pm MST.

Building Communities is inviting you to a scheduled Zoom meeting.

Topic: Hopi Tourism Cohort

Time: July 22, 2021 03:00 PM Arizona

Join Zoom Meeting

<https://us02web.zoom.us/j/81671135471?pwd=YkZrdW1lQkdJMERaS01vWmdpTHNuUT09>

Meeting ID: 816 7113 5471

Passcode: 058427

If by Phone Only: (346) 248-7799