

**HOPi TOURISM COHORT**  
**Tourism Strategic Plan Implementation**  
**MEETING NOTES**  
Thursday, August 12, 2021

**2<sup>nd</sup> & 4<sup>th</sup> Thursday at 3 PM MST**

**1. Call to Order – Brian Cole**

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

**2. Self-introductions**

Attendees included Marilyn Fredericks, Andrew Gashwazra, Iva Honyestewa, Berni Navakuku, Wendi Lewis, Colleen Lucero, James Surveyor, David Talayoumptewa, Wayne Taylor, and Brian Cole.

**3. Non-profit Organization Formation/Bylaws**

Marilyn Fredericks inquired as to the status of the planned orientation and the advancement of the draft bylaws. Brian Cole responded with an apology that his team had dropped the ball with respect to the in-person meeting on August 12. He would work to pick this back up again as directed by the Cohort and non-profit board members.

With respect to the bylaws, Marilyn Fredericks was unaware of the current status of the bylaws but willing to work in a group to finalize them. Iva Honyestewa and Wendi Lewis also agreed *(later in the meeting it was agreed that the August 26 meeting would be entirely dedicated to bylaws refinement)*. Brian Cole indicated he would send out the bylaws to the Cohort.

**4. Training and Travel Fund**

The group discussed the American Indian Tourism Conference which is to take place October 25-28 at Fort McDowell Indian Reservation. There was a discussion on who would be attending and who might be able to benefit from the Hopi Tourism Travel and Training Fund (HTTTF). Wendi Lewis indicated she would attend. Iva Honyestewa will not be able to attend. Berni Navakuku stated that she believed that Marlinda Kooyaquaptewa would probably be able to attend and this could be confirmed soon. Berni predicted that her schedule would probably not allow her attendance. Marilyn Fredericks offered to attend as a substitute in the event that there was insufficient attendance at the event. Overall, it was agreed to expect that four individuals may be in attendance. The group then reviewed the HTTTF policy. James Surveyor reminded everyone that the early bird registration deadline is set to expire on September 15.

**5. Hopi Tourism Facilities Planning**

No report.

**6. Website Research and Project – Discussing the Path Forward**

James Surveyor recommended that the development of the website be done in a format that was updatable and that the non-profit staff itself could provide the updates. He noted there are several website software platforms that offer this capability.

Marilyn Fredericks noted that the recent Hopi Business Fair was very productive. She noted that there was a campaign such as “By Hopi On Hopi For Hopi” that is advancing. She added that it would be good to provide preference points to a Hopi vendor for the development and maintenance of the website.

Wendi Lewis advised that there are no Hopi website development companies in the business guidebook that she has developed. Marilyn Fredericks stated that she was familiar with two individuals/companies at Hopi that do have this expertise. Wendi Lewis stated that she has some skills with updating websites and would be pleased to offer advice and recommendations. Andrew Gashwazra stated that he could reach out to educators and vocational services providers to determine if such expertise exists.

Brian Cole stated that he would develop a draft tourism website development and maintenance Request for Proposals (RFP) and have such a document available for Cohort review by September.

## **7. Finding a Substitute for the Vendors Guide Deliverable**

James Surveyor stated that one possible “replacement project” could relate to advocacy and measures for the physical safety of travelers coming to Hopi, especially during pandemic times.

## **8. Other Business**

Brian Cole stated that the US Economic Development Administrations (EDA) has released six Notices Of Funding Opportunities (NOFOs), most of which could support many of the planning and development efforts of the Cohort as eligible projects.

Cole noted that the Build Back Better Regional Challenge (BBBRC) program has an October 19 deadline. This is the most immediate deadline and could provide a Phase One award of \$500,000 for planning and a follow-on development grant ranging between \$25 million and \$100 million for capital construction.

Cole stated that in order to be competitive, the project would have to have benefits for an entire industry throughout a broad region. Cole recommended that a four-Indian-Nation consortium be developed to plan and advance tourism development projects at Hopi, Navajo, Hualapai, and Havasupai. Andrew Gashwazra supported the notion of pursuing the grant proposal. He noted that, at a minimum, the \$500,000 award would be very valuable to further plan and advance Hopi tourism development projects.

Marilyn Fredericks noted that the Hopi Cultural Center was once a significant tourism asset to Hopi. It would be good if the Hopi people benefited from that asset once again. Berni Navakuku stressed the importance of the development of a business incubator and telecommunications capacity.

Brian Cole asked the group if they were uncomfortable trying to put something together to meet the October 19 deadline. No one spoke to any concern about the looming deadline.

Colleen Lucero spoke to how some of the work she has done in the past could be benefitted from such programming and funding. Brian Cole noted that he had experience in Oklahoma developing a Scenic Byway. A Scenic Byway could provide the physical interconnection between the four nations and their tourism assets.

James Surveyor noted that museum development could be integral to the tourism plan. Wendi Lewis stated that it could be beneficial to involve Hopi Relief and the Credit Union and business advocacy efforts. David Talayoumptewa noted that the Hopi Tribal Council wants to be supportive of the efforts of the Tourism Cohort.

**9. Next Meeting – August 12 at 3 pm MST**

The next meeting of the Hopi Tourism Cohort will take place on August 26 at 3 pm MST.

**10. Adjourn**

The meeting was adjourned at 4:30 pm MST.

Building Communities is inviting you to a scheduled Zoom meeting.

Topic: Hopi Tourism Cohort

Time: August 26, 2021 03:00 PM Arizona

Join Zoom Meeting

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

Meeting ID: 816 7113 5471

Passcode: 058427

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