

**Hopi Tourism Strategic Plan
Tourism Cohort
Meeting Notes
Thursday, August 29, 2019
Hopi Cultural Center Conference Room**

1. **Call to Order.** The meeting was called to order by Brian Cole at 1:00 pm.
2. **Self-introductions.** Attendees at the meeting included Wallace Youvella, Jr., Berni Navakuku, Cindy Smith, Lamar Keevama, Ray Coin, Samantha Honani, Gerald Lomaventema, Hannah Honani, Romalita Laban, Evelyn Fredericks, Andrew Gashwazra, Margaret Pooyouma and Brian Cole.
3. **Purpose of Meeting**—The purpose of the meeting was to get information from the Tourism Cohort related to the “strategic tourism position” of the Hopi Tribe and its Villages by conducting the “Strategic Assessment” (see item #5 below). In addition, the meeting was to focus on the possibility of sending people from Hopi to the Aianta Conference in Tulsa, Oklahoma on September 16, 2019.
4. **Summary of Project Scoping Meeting**—Due to limited time (and a scheduled power outage at 2 pm!), a review of the previous meeting was not conducted. Brian Cole agreed to send out the notes from the June and July sessions along with the August meeting notes.
5. **Strategic Assessment of Tourism Development as a Strategy for Hopi (PowerPoint)**—Brian Cole then introduced his audience polling system connected to a PowerPoint presentation which presented all of the Key Success Factors related to tourism development. Cole explained that in order for Hopi (or any community) to be successful implementing a strategy, it needs to know its relative comparative advantages on factors relevant to the Strategy. For Tourism Development, Cole indicated there are between 15-20 such factors. He then began a PowerPoint presentation utilizing the audience polling system to generate results.

The slides on the PowerPoint generated tremendous discussion, and only two of the slides were considered. Cole indicated that he would table this PowerPoint presentation and audience polling system until the next meeting. The initial discussion spurred by the PowerPoint related to cultural attractions at Hopi. The group began to list many such cultural attractions including Old Oraibi, sacred sites, stories, Hopi photos, and the fact that Hopi has generated world-wide interest due to the uniqueness of its history and culture.

Notably absent in the discussion of “cultural facilities” was the Hopi Cultural Center itself. It was widely acknowledged that the Cultural Center is not fulfilling its mission of sharing the Hopi story. The only portion of the Cultural Center that does this is the museum which is separately controlled and typically not available to the general public.

The next slide related to local and visitor attractions which led to a discussion about the private nature of the Hopi ceremonies and dances. It was noted that for some Villages, such ceremonies are open to the public, while other Villages close their ceremonies. It was generally agreed that each of the ceremonies is very specific to the Village, and it is difficult to broadly promote or describe the Village ceremonies.

It was noted that the Museum of Northern Arizona is a good resource and a good collaborator with the Hopi Tribe. The group discussed the need for one central learning session that would be of benefit to all of the Villages.

The group also discussed the Indian Pueblo Cultural Center in Albuquerque. It was recommended that the group tour this facility as a great example of what can be done at Hopi.

From the perspective of the tour operators, developing and maintaining a waterless toilet system throughout Hopi would be very advantageous.

6. **Tourism Travel and Training Fund**—Brian Cole explained that Building Communities will be managing a \$10,000 fund that can cover pre-approved costs for travel that relates to the tourism industry. Cole noted that the American Indian Alaska Native Tourism Association (AIANTA) annual conference is in Tulsa on September 16-19, 2019. He asked if there were any attendees of the cohort meeting that might be interested in attending that conference. He also recommended that conference attendees take a tour of the Chickasaw Cultural Center which is about a 2.5 hour drive from Tulsa. Initially five attendees expressed some interest in attending. (Later, that number dwindled to three possible attendees.) Cole indicated that he would work to expedite travel reimbursement. Cole indicated that Kimberly Janeway would be in touch with each of the potential conference attendees related to travel arrangements. It was emphasized that additional travel and training opportunities will be made available to members of the cohort at a later date.
7. **Goals for Project**—This topic was not addressed in the meeting.
8. **Other Business**—This topic was not addressed in the meeting.
9. **Next Meeting**—The next meeting for the Tourism Cohort was not set but it will probably be in early October 2019.
10. **Adjourn**—The meeting was adjourned at 3:15 PM.