

Hopi Tourism Strategic Plan
Meeting Notes
October 29, 2020 Teleconference

Call to Order – Brian Cole

Brian Cole called the meeting to order at 10:00 AM MST.

Self-introductions and Background in Visitor Industry

Meeting attendees included Gloria Lomahaftewa, Berni Navakuku, Romalita Laban, Andrew Gashwazra, James Surveyor and Brian Cole. Cedric Kuwaninvaya was unable to attend. Each of the members of the group provided a brief description of their background in the tourism industry.

Note: this group represents a subset of the original Tourism Cohort. Andrew Gashwazra suggested that a smaller group be active over the next couple of months to oversee the completion of the planning project. The broader Cohort can be reengaged in 2021.

Purpose of Tourism Strategic Plan Project – Andrew Gashwazra/Brian Cole

Brian Cole provided a summary of the EDA-funded Tourism Strategic Planning effort. Cole indicated that Building Communities had an agreement under the Hopi Office of Community Planning and Economic Development to complete the Tourism Strategic Plan. Work got underway in July 2019. The contract called for Building Communities to formulate a Tourism Cohort, to develop a strategic assessment of tourism utilizing audience polling presentation technology and to submit a final strategic plan.

The strategic assessment was completed in October 2019 and the preferences of the Tourism Cohort in terms of priority projects and activities was identified in November 2019. The meeting notes for those meetings has been sent to the group.

At the February 2020 meeting of the Tourism Cohort, Cole presented the opportunity that the group could support a grant application to USDA Rural Development to implement priorities of the Tourism Strategic Plan. There was unanimous support for such a grant application. Cole subsequently worked with James Surveyor to submit a proposal in mid-April. In July MDC was notified that the grant of \$150,000 was awarded.

Building Communities and MDC will implement the grant. Building Communities will subcontract some of the work to C2-Environmental for a portion of the work. A summary of the activity/deliverables of the grant had been previously emailed to the group. That document is attached as Attachment A to these Meeting Notes.

Andrew Gashwazra agreed that the summary of activities and status provided by Cole was the same understanding he had for the project. It was noted that the EDA contract to fund the continuation of the work is being extended through the end of December 2020 to address the delay caused by the pandemic. Gloria Lomahaftewa indicated that it sounded as if the requirements as defined by the Federal Agency were being met by the activities that have been completed and will be finalized soon.

Next Meeting

It was agreed that the group would meet monthly on the second Thursday at 3:00 PM MST.

Adjourn

The meeting was adjourned at 10:53 PM.

Attachment A: Project Overview

During the preparation for the grant proposal, the Hopi Tourism Cohort reviewed their top priorities over the eight-months of planning for tourism development. Only the top priorities have been considered for implementation to this project.

Purpose #1: Development and Maintenance of Hopi Tourism Website – Building Communities and its website contractor will develop a new Hopi Tourism website (or coordinate with the existing MDC webmaster) that promotes the approved locations, ceremonies and businesses relevant to tourism at Hopi. A commitment to maintain and update the website will be made over a 36-month project (beyond the grant-funded project).

Purpose #2: Creating a Hopi Tourism Organizational Structure – During the Hopi Tourism Strategic Planning process, the members of the Hopi Tourism Cohort have made it clear that they believe that a structure “outside of the Hopi Tribe” is necessary in order to have the effectiveness needed to advance the industry. This effort will examine various alternatives, including the expanded role of the Moenkopi Developers Corporation in playing a lead role with tourism development and advocacy.

Purpose #3: Networking with State and National Tourism Associations – Over 2019, efforts have been made to increase the networking and connection of Hopi Tourism interests to state and federal tourism associations and organizations. This effort will be continued and expanded under this Tourism Strategic Planning Implementation Project.

Purpose #4: Organizing and Promoting Hopi Tour Operators – Historically, a successful effort was made to identify all Hopi Tourism operators and to produce a brochure promoting such services. This effort will be renewed and updated.

Purpose #5: Locating Sites and Describing Development Requirements for Essential Tourism Facility Development (Visitor Center/Welcome Center, Restroom Facilities, Parking/Rest Areas, Garbage/Waste Receptacles) – Locating land for development is exceptionally complex at Hopi, based upon both the federal government oversight of trust land and the differing interest and pursuits of Hopi clans. Despite this, the project will result in the identification and approval of a location for a facility that “welcomes” visitors to Hopi, this project will result in locating such a facility as well as much-needed restroom facilities and parking area. Note: the restroom and parking area may be sited in coordination with the effort to locate the best site for a visitor center/welcome center.