

**Hopi Tourism Cohort—Hopi Tourism Strategic Plan**  
**MEETING NOTES**  
**November 12, 2020**  
**3 PM – 4 PM**  
**Zoom Teleconference**

**1. Call to Order**

The meeting was called to order by Brian Cole at 3:02 PM MST.

**2. Self-introductions**

Meeting attendees included Gloria Lomahaftewa, Romalita Laban, Andrew Gashwazra, James Surveyor and Brian Cole. Berni Navakuku and Cedric Kuwaninvaya were unable to attend.

**3. Presentation of Draft Hopi Tourism Strategic Plan**

Brian Cole indicated that he had distributed a draft of the Tourism Strategic Plan to the meeting invitees. He then requested feedback on the plan.

**4. Feedback on Tourism Strategic Plan**

Romalita indicated that she would prefer that her participation on the Tourism Cohort be in conjunction with her work at the Tutuveni. Gloria added that she identified several names and titles/organizations that needed to be updated in that particular appendix. She would provide those updates to Brian.

James indicated that he thinks about the tourism planning and implementation work in “phases.” It would be good for the current and future planning efforts to think about such phases, especially given the current impacts of the pandemic on the tourism industry. James also indicated that it is good to focus on the beneficiaries of the tourism planning—the actual people and businesses that will benefit.

Gloria indicated that it would be beneficial to list the 12 Villages and note how each of the Villages have a different perspective in terms of the desire for tourism activities. Brian asked if there was conventional wisdom or some document that he could refer to that references the differing perspectives of the Villages on their preferences on tourism. Gloria indicated that such a document was not available. It was agreed by the Tourism Cohort that the Tourism Strategic Plan should include contact information for each of the Villages. Cole indicated that he would add such an appendix. It was agreed that the appendix should not have the names of people, as frequently the Community Service Administrators change jobs.

Gloria noted that many of the Villages have an entrance sign that describes some of the expected activities and constraints (no photographs, for example) on visitors. Gloria indicated that it would be beneficial to show one of those signs in the plan. Brian indicated that he had recently taken a photograph of the sign at Upper Moenkopi Village and would include it in the plan.

James indicated that the conventional wisdom in the visitor industry is that the pandemic will continue to depress tourism activity in 2021 and perhaps 2022. The industry is not expecting a full rebound until 2023-2024.

James indicated that he has access to statistics from the Arizona Office of Tourism and the United States Travel Association.

Romalita asked about the expected role of the Tourism Cohort related to the recent grant received by MDC. James and Brian responded that it was expected that the Tourism Cohort would be involved as a “Steering Committee” for the work ahead. Brian noted he intended to broaden the Tourism Cohort back to its original size in 2021 for that purpose.

Andrew asked about the status of the Hopi Tourism Travel and Training Fund (HTTF). Brian Cole indicated that approximately \$6,880 remains in the account.

It was agreed by the attendees that it would be advisable to hold a “local session.” That is, rather than utilizing the funding to send Hopi people to tourism events off the reservation, it would be better to coordinate an on-reservation training session. Brian then asked about the advisability of on-reservation group gatherings. It was then clarified that a virtual event would be the best way to go.

James noted that he has several contacts at the Arizona Office of Tourism (AOT) as well as the American Indian Alaska Native Tourism Association (AIANTA). It was agreed that reaching out to this group would be advisable. James indicated that the 2021 AIANTA annual event would be hosted by the Fort McDowell Indian Reservation.

Romalita indicated that it would be helpful to have a paper defining the “broad strokes” of what such an event might look like. Romalita indicated that she would volunteer to help coordinate such a virtual event.

Andrew suggested that the Tourism Plan make reference to tourism staffing. He suggested that this might be in conjunction with the development of a visitors center. Gloria added that this discussion has been a part of the Hopi thinking on tourism for many years.

James spoke about past and present efforts by AOT to support Hopi tourism. He made reference to AOT information kiosks, one of which is located at the junction of Highway 87 and Highway 264 at Sipaulovi. Another one is at the picnic area near Kykotsmovi. He also made reference to previous work done by the University of Arizona. Romalita responded that the cultural center is more of a “magnet” for visitors than the picnic grounds is. James responded that, indeed, the Hopi Cultural Center is a known destination. He added that much of the Hopi tourism clientele is international, especially European. He noted the importance of optimizing a website with information on Hopi art, food, tour guides and other travel amenities.

Romalita referenced the new Navajo Travel Center near the Twin Arrows Casino Resort at exit 219 on I-40. It was noted by the group that the Hopi Tribe Economic Development Corporation (HTEDC) has plans in that area.

Andrew suggested that the Hopi Comprehensive Economic Development Strategy (CEDS) has valuable tourism-related information. This information could be posted on a new website.

Andrew then asked James about developable land at Moenkopi. James responded that the 1981 Moenkopi Commercial Sites Development Plan included a vision for the utilization of 72 acres. Subsequent to that, a master plan has been developed. James indicated that development ideas can always be presented to the MDC Board.

**5. Other Business**

There was no other business.

**6. Next Meeting — Thursday, December 10, 2020 at 3 PM**

The next meeting is scheduled for December 10 at 3 PM.

**7. Adjourn**

The meeting was adjourned at 4:17 PM MST.