

**Hopi Tourism Cohort—Hopi Tourism Strategic Plan**  
**MEETING NOTES**  
**November 20, 2019**  
**2:00 pm – 4:30 pm**  
**Hopi Tribal Housing Authority Conference Room**

**Call to Order**

The meeting was called to order by Brian Cole.

**Review of the Agenda**

Brian Cole reviewed the agenda. He noted that he would have a “clicker-based” presentation under Other Business.

**Self-Introductions**

Everybody attending the meeting introduced themselves.

**Results of Strategic Assessment (clicker presentation from October)—Brian Cole/John Hawkins**

Brian Cole presented the results of the clicker-based presentation that was delivered during the October Tourism Cohort Meeting. The presentation asked a series of questions related to the strategic advantages and disadvantages of Hopi with respect to tourism. A copy of the October meeting notes containing these survey results are to be distributed with the November meeting notes.

**Hopi Tourism Travel and Training Fund**

Wilber Kaye summarized what he and other Village of Walpi members learned at the Navajo Tourism Conference. Their lodging and registrations were reimbursed by the HTTTF. Mr. Kaye began by noting that several Navajos were surprised to see Hopis attending “their” conference. Mr. Kaye noted that the Navajo Nation surrounds the Hopi Tribe, and the tourism assets of Hopi are accessed only by traveling through the Navajo Nation. Mr. Kaye indicated that the conference had a “marketing focus.” He reported that the top visitor origins traveling to the Navajo Nation were, in order, from Las Vegas, Phoenix, Albuquerque, San Francisco and Denver.

Mr. Kaye reported that he learned a lot about the challenges that the Navajo people have in establishing and supporting tourism-based businesses. Challenges over the land leasing process complicate matters for Navajo tour operators and other tourism businesses. Navajo Chapters also have a challenging time establishing sites.

Mr. Kaye reported that he also learned about the importance of separating politics from tourism operations. Mr. Kaye indicated that he preferred to see collaboration between Navajo and Hopi. For the Village of Walpi, coordinating and promoting Canyon De Chelly would be a great networking opportunity.

Mr. Kaye then described some of the challenges of coordinated tourism for his village.

Mr. Kaye then stated that there is little if any marketing opportunities at Hopi. He noted that there is work done by Northern Arizona University (NAU) to coordinate tours to Hopi. In addition, there is one operator from Sedona that will travel to Hopi. But, most of the tourism marketing is simply “word of mouth.”

A brief discussion was held between the Village of Walpi and First Mesa Consolidated Villages (FMCV). Opportunities for more support and partnerships are in the future.

The group then discussed the advantages of utilizing some of the HTTF to coordinate a Hopi-based training event rather than simply reimbursing for outbound travel. Gloria Lomahaftewa from the Hopi Cultural Preservation Office offered to participate in efforts to coordinate such a training. Brian Cole said he would follow up with her.

Gayver Puhuyesva indicated that there are many Hopi resolutions on the books which impact Hopi tourism. Mr. Puhuyesva indicated that he would be willing to do some research and bring this information to the next meeting.

Wallace Youvella Jr. stated that the design, funding and development of the Low Mountain Road continues to be a priority. Mr. Youvella indicated that he had recently had a meeting with Navajo Nation President Jonathan Nez who expressed support for the project concept.

Mr. Youvella also noted that he would be meeting with Stewart Marriott related to interests by that family to establish a cultural center in Las Vegas. Mr. Marriott would like to have Hopi participation in that cultural center and is willing to train Hopi people to work there.

#### **Perspectives from the Hopi Office of Revenue Commission--Gayver Puhuyesva, Chief Revenue Officer**

Mr. Puhuyesva summarized Ordinance 17 which relates to licensing and permitting. Mr. Puhuyesva stressed that while these ordinances are on the books, there are no penalties imposed upon anyone who does not comply with the rules. Mr. Puhuyesva noted that the annual business license was recently increased from \$200 to \$400 annually. He stated, however, that there was no enforcement for businesses that did not have a license. He did indicate that liability insurance is required of contractors on the Hopi Tribe.

#### **Consideration of Establishing a Five-Member Tourism Organization**

Brian Cole noted that this topic would be covered in the presentation in Other Business.

#### **Other Business — Plan Scoping Presentation**

Brian Cole then presented a clicker-based presentation asking all nine of the meeting attendees to weigh in on their preferences related to the priority of various findings and recommendations from the strategic planning effort. Cole indicated that each participant could vote A,B,C, or D, with A being the "top five deliverables," B being deliverables that should be included in the planning effort, C being items that should be described but not formulated as a recommendation, and D being items that can be dropped from the planning scope.

A summary of the results of the "clicker session" is provided in Attachment A.

#### **Next Meeting**

Brian Cole indicated that the next meeting would be between December 9-19 and he would get back to the group with a specific date.

#### **Adjourn**

The meeting was adjourned at 4:30 pm.

Attachment A  
**Priority Goals/Outcomes for Tourism Strategic Plan**  
 November 2019

**Background**

Building Communities has been assisting Hopi to develop a Tourism Strategic Plan since June 2019. Several meetings have been held and many potential objectives/outcomes have been identified.

During the November 20, 2019 meeting of the Tourism Cohort, the attendees responded to a PowerPoint presentation which listed 29 possible objectives/outcomes.

The table below shows the responses to the 29 objectives/outcomes based upon four potential responses (utilizing the electronic response cards—i.e. “clickers”). The responses were rated and ranked utilizing the following point scale: “Top Five” choices received a score of ‘4,’ “Include” choices received a score of ‘2,’ “Write” received a score of ‘1’ and “Ignore” received no points.

<b>Rating and Ranking Tourism Strategic Plan Objectives/Outcomes</b>					
Plan Objective/Outcome	Top 5	Include	Write	Ignore	Total Points
<b>Top Tier of Priorities</b>					
Improvement/creation of one or more Hopi-oriented <b>websites</b>	0.75	0.13	0.13	0.00	<b>3.39</b>
Determination of the relative support for <b>tourism and events on a Village-by-Village basis</b>	0.50	0.50	0.00	0.00	<b>3.00</b>
Development of a <b>Visitor Center/Welcome Center</b>	0.57	0.29	0.14	0.00	<b>3.00</b>
<b>Increased networking</b> with entities such as AIANTA, Arizona Office of Tourism, HERD Museum, etc.	0.50	0.50	0.00	0.00	<b>3.00</b>
Development of network of <b>restroom facilities</b>	0.50	0.38	0.13	0.00	<b>2.89</b>
Provision of <b>potable water</b> at restroom areas	0.50	0.38	0.13	0.00	<b>2.89</b>
Creating an <b>organizational structure</b> that separates tourism development and promotion from Hopi politics	0.50	0.38	0.13	0.00	<b>2.89</b>
Development of <b>parking/rest areas</b>	0.38	0.63	0.00	0.00	<b>2.78</b>
Improvement of <b>cellular and Wi-Fi infrastructure</b>	0.50	0.38	0.00	0.13	<b>2.76</b>
<b>Second Tier of Priorities</b>					
Development of <b>Hopi tourism policy</b>	0.25	0.63	0.13	0.00	<b>2.39</b>
Increased number of <b>garbage/waste receptacles</b>	0.25	0.63	0.13	0.00	<b>2.39</b>
Organizing and Promoting <b>Hopi Tour Operators</b>	0.25	0.63	0.13	0.00	<b>2.39</b>
Creating a <b>specific definition for "tourism"</b> in the context of Hopi preferences	0.29	0.43	0.29	0.00	<b>2.31</b>
Tourism <b>survey</b> : asking <b>what the visitors want</b> to experience at Hopi	0.38	0.25	0.25	0.13	<b>2.27</b>
Development/promotion/preservation of the <b>Blue Canyon area</b>	0.25	0.63	0.00	0.13	<b>2.26</b>
Recapitalizing the <b>Hopi Travel Tourism and Training Fund</b>	0.25	0.63	0.00	0.13	<b>2.26</b>
Creating and promoting an annual Hopi celebrations and <b>events calendar</b>	0.25	0.63	0.00	0.13	<b>2.26</b>

Tourism <b>survey</b> : asking <b>what the Villages/people want</b>	0.25	0.50	0.25	0.00	<b>2.25</b>
Promotion of a " <b>united Hopi tourism product</b> "	0.13	0.75	0.13	0.00	<b>2.15</b>
Supporting/expanding the <b>Hopi Arts Trail</b>	0.25	0.38	0.38	0.00	<b>2.14</b>
<b>Bottom Tier of Priorities</b>					
Tourism-oriented business planning/entrepreneurship <b>training/classes</b>	0.13	0.50	0.38	0.00	<b>1.90</b>
Support for development of <b>Hopi Museum Project</b>	0.00	0.88	0.13	0.00	<b>1.89</b>
Addressing the dumping of <b>septic waste</b>	0.25	0.13	0.50	0.13	<b>1.76</b>
Hospitality and <b>cultural-orientation training</b>	0.00	0.63	0.38	0.00	<b>1.64</b>
Development of one or more <b>vendor villages</b>	0.13	0.25	0.50	0.13	<b>1.52</b>
<b>Trademarking/copyrighting</b> and patent work	0.13	0.13	0.50	0.25	<b>1.28</b>
<b>Reestablishing activities</b> such as the Bacavi Quilt Show	0.00	0.25	0.63	0.13	<b>1.13</b>
Creating a <b>sense of exclusivity/mystery</b> (gating the Mesas, for example)	0.00	0.25	0.25	0.50	<b>0.75</b>
Reestablishing the operations at the <b>Arts and Crafts Guild Building</b>	0.00	0.25	0.13	0.63	<b>0.63</b>