

Hopi Tourism Strategic Plan
Tourism Cohort Meeting Agenda
Thursday, December 10, 2020 — 3 PM MST
Zoom Video Conference/Teleconference

1. Call to Order – Brian Cole

The meeting was called to order by Brian Cole at 3:10 PM MST.

2. Self-Introductions

Attending the meeting were Gloria Lomahaftewa, Romalita Laban, and Brian Cole. Andrew Gashwazra dialed in for a portion of the meeting.

3. Hopi Tourism Strategic Plan Finalization

Brian Cole indicated that the Tourism Strategic Plan had been updated per all the feedback that he had received from the Tourism Cohort over the past two meetings. Cole noted that he needed a photograph of a representative entrance sign of one of the Hopi villages. With that photograph, he would make an additional reference to the rules and expectations of visitors to Hopi villages.

Gloria Lomahaftewa indicated she would get a photograph of the Kykotsmovi village entrance sign to Brian for inclusion in the plan.

It was agreed that with the addition of the village entrance sign and descriptor, the plan would be considered complete. Brian Cole noted that he had reviewed the content of the plan in detail with Andrew Gashwazra. Edits have been made. Cole also indicated that he would add an acknowledgments section to the plan. The acknowledgements would list off all the Tourism Cohort members.

4. HTTTF – Coordinating a Spring Virtual Event

Brian Cole reviewed a one-page document that he had put together that explained the timing and intended purpose of such a training event. It was agreed by everyone that a portion or all the remaining funding from the HTTTF could be utilized to support the project. Gloria Lomahaftewa indicated that she had reached out to Dawn Melvin at the Arizona Office of Tourism. AOT indicates they will be very willing to help support the event. Gloria Lomahaftewa indicated that James Surveyor also may have some connections and expertise associated with the American Indian Alaska Native Tourism Association (AIANTA).

Gloria Lomahaftewa requested that the document be edited to “spell out” MDC, AIANTA, and AOT. *(That document has been edited and is attached at the back of these meeting notes.)*

Gloria Lomahaftewa would reach out to Dawn Melvin to see about her availability to attend the next Tourism Cohort meeting (January 14, 2021).

5. Discussion on Reestablishment of Full Tourism Cohort

Brian Cole asked Romalita and Gloria about their thoughts of reestablishing the Tourism Cohort to its original size. Both ladies affirmed that this was a good idea. Cole indicated that he would send an invitation to the January 14 meeting to the broader group.

6. Other Business

There was some discussion about the name of the “cohort.” In other words, should it be a “cohort” or “committee.” Cole indicated he would put this on the January 14, 2021 agenda.

7. Next Meeting

The next meeting is scheduled for 3 PM MST on Thursday, January 14, 2021.

8. Adjourn

The meeting was adjourned at 1:46 PM.

2021 Virtual Training Event Scoping Paper November 2020

Background

As a part of the Hopi Tourism Strategic Planning Project funded by the US Economic Development Administration (EDA), funding has been set aside for the Hopi Tourism Travel and Training Fund (HTTTF). The purpose of the HTTTF is to provide training and education experiences to Hopi community members that are interested in the future of the tourism industry. Of the \$10,000 set aside for this purpose, \$6,880 remains available for use.

Subsequent to the establishment of the HTTTF, the pandemic has impacted Hopi Tribal operations and the ability to benefit from this particular fund as originally envisioned. In lieu of utilizing the fund to send Hopi people to tourism training events, it is now more advisable to coordinate “virtual” training events targeted to benefit Hopi tourism advocates.

“Broad Strokes” in Thinking About a Hopi Tourism Virtual Training Event

The outline below offers some initial ideas on the goals, logistics and outcomes of such an event:

- Scheduling/Timing
 - Enough time to plan and organize the event
 - Probably March or April 2021
 - One day (three-six hours)
 - Mostly accessible by phone and computer
 - Possible “activity headquarters” at Moenkopi Legacy Inn and Suites (Depending upon restrictions related to the pandemic).
- Purpose
 - To offer a “reset” in terms of how Hopi can offer tourism in a post-pandemic world
 - Focus upon the five deliverables of the new “Implementing the Tourism Strategic Plan” grant received by Moenkopi Developers Corporation (MDC) and implemented by Building Communities
 - Development and Maintenance of Hopi Tourism Website
 - Creating a Hopi Tourism Organizational Structure
 - Networking with State and National Tourism Associations
 - Organizing and Promoting Hopi Tour Operators
 - Locating Sites and Describing Development Requirements for Essential Tourism Facility Development (Visitor Center/Welcome Center, Restroom Facilities, Parking/Rest Areas, Garbage/Waste Receptacles)
 - Possible breakout sessions to focus on specific activities
 - Other
- Invited Presenters
 - “Speakers Bureau” coordinated by Arizona Office of Tourism (AOT)
 - “Speakers Bureau” by American Indian Alaska Native Tourism Association (AIANTA)
 - Some of the Hopi Tourism Cohort members