

HOPI TOURISM COHORT
Tourism Strategic Plan Implementation
MEETING NOTES
Thursday, October 14, 2021

2nd & 4th Thursday at 3 PM MST

1. Call to Order – Brian Cole

Brian Cole called the meeting to order at 3:14 pm MST.

2. Self-introductions

Attendees included LaMon Begay, Marilyn Fredericks, Andrew Gashwazra, Iva Honyestewa, Chuck Howe, Romalita Laban, Wendi Lewis, Berni Navakuku, Le Roy Shingoitewa, David Talayoumptewa, Wallice Youvella, Jr., and Brian Cole.

3. Non-profit Organization Formation/Bylaws

Brian Cole opened the meeting by noting that the Bylaws subcommittee had met several times and had completed their work. He thanked them for their effort. Romalita Laban asked about the logic of not having any members associated with the non-profit. Berni Navakuku stated that this was seriously considered, and the decision was to keep the option open so that it could become a membership organization at a later date. Marilyn Fredericks stated that Lahoma Davidson had provided advice including the fact that the non-profit paperwork becomes more complex if it is a membership organization. Fredericks indicated that the committee had reviewed the Aianta Bylaws as well as other non-profit organization Bylaws. The other Bylaws were “extensive and complicated.” Wendi Lewis added that there were some concerns that there would be too much pressure on the Board to operate a membership organization so this could come at a later date.

Marilyn Fredericks offered that the recommendation is to incorporate the non-profit through the State of Arizona, not the Hopi Tribe.

Brian Cole stated that it appeared that everything was in order to begin the filing process. Berni Navakuku indicated that Marlinda Kooyaquaptewa has indicated that she would love to continue to participate but she has been very busy with her business and indicated she would step down from this commitment. Iva Honyestewa then asked if there were any nominations to replace Marlinda Kooyaquaptewa. Wendi Lewis nominated Marilyn Fredericks. LaMon Begay seconded the motion. Marilyn Fredericks indicated that she would be happy to help for about one year and then she anticipated that new Board Members would take over leadership.

Berni Navakuku motioned that the nominations be closed. Wendi Lewis seconded the motion which passed unanimously. The group then unanimously agreed with the nomination of Marilyn Fredericks to the Board. The Hopi Tourism Association Board is now comprised of Wendi Lewis, Iva Honyestewa, and Marilyn Fredericks.

All three of the Board Members indicated that they were satisfied with the status of the Bylaws. It was agreed that the filing would be with the State of Arizona.

David Talayoumptewa asked about the decision making that the filing would be with the State rather than the Tribe. Le Roy Shingoitewa stated that the filing with the State opens up more funding sources for the non-profit. Marilyn Fredericks noted that many of the funders only recognize State non-profits and that information related to non-profit activities, board members, and funding activity is best determined through the State filing system.

Talayoumptewa then noted that the Hopi Tribal Council would be holding a work session to gain input on the future dispersal of the \$86 million of ARPA funding. Talayoumptewa stated that the Tribal Council would be developing categories of priority funding such as economic development and revenue recovery. Then the committee that determines the allocation of funding would act based upon the overall categorization of funding. Wallace Youvella, Jr. added additional information related to the anticipated Tribal Council process.

Romalita Laban indicated that she thought the efforts of the Tourism Cohort should be eligible for ARPA funding. She noted that the pandemic has impacted the activities of the Cohort in terms of attendance and the type of individuals that are participating.

Marilyn Fredericks stated that it would be good to review the Tourism Strategic Plan for input for the types of ARPA investment in tourism.

Chuck Howe added that ARPA investment in transportation infrastructure along Hwy 264 and Hwy 160 would be important. Investments in electric vehicle charging stations, for example, could become a priority.

Berni Navakuku indicated that the group needed to identify the specific losses and impacts to Hopi Artisans and other businesses. She recommended that a survey be developed to determine this information. Brian Cole, Berni Navakuku, and Romalita Laban volunteered to develop and distribute such a survey.

Romalita Laban stated it would be important to hold a special meeting to discuss recommendations to the Hopi Tribal Council on tourism investments. LaMon Begay suggested there might be the need for two special meetings: one to identify how to help businesses and another one might relate to larger-scale investment such as charging stations.

Marilyn Fredericks offered her business as a location for future in-person meetings.

It was agreed that a special meeting would be scheduled for Tuesday, October 26 starting at 3 pm MST to discuss recommendations to the Hopi Tribal Council for ARPA tourism investment.

4. Training and Travel Fund

No report

5. Hopi Tourism Facilities Planning

Chuck Howe provided an update on his efforts as a subcontractor to Building Communities related to making recommendations on tourism facility location and development. Howe underscored the importance of restroom facility development and electronic charging stations. Howe stated that the development of comfortable, professional facilities is important for tourism development. Howe noted that many of the Villages have differing views on tourism. Another priority relates to cultural and resource preservation.

LaMon Begay responded that it would be important to identify locations for lodging development. He noted that the Cultural Center lodging facilities remain closed. Begay also stated that identifying locations for RV Park development is important.

6. Website Research and Project – Discussing the Path Forward

Brian Cole reviewed the notice that has been placed in the Tutuveni related to the website Request for Proposals (RFP). Romalita Laban indicated that the notice will be published in the October 20 edition.

LaMon Begay made reference to the evaluation criteria in the RFP. The group considered possible changes to the RFP. Brian Cole noted that the RFP would need to be finalized and unchangeable in order to be fair to all of the respondents to the RFP. It was noted that the RFP should be modified so that the evaluation criteria allows both “individuals” and “companies” to respond equally. Brian Cole noted that he would make that change. Berni Navakuku indicated it was important to get on with the process. The actual procedure to evaluate proposals could be determined between now and November 23 (the deadline date).

7. Finding a Substitute for the Vendors Guide Deliverable

No report.

8. Other Business

Brian Cole updated the group on the current efforts to meet the October 19 application deadline for the EDA Build Back Better Regional Challenge. The project being advanced is the NHH Regional Tourism Collaborative. Cole then described four potential projects that could receive support from this effort (these four projects were later merged into three potential projects): 1) Moenkopi Water Improvements Allowing Tourism Master Planning Development, 2) Hopivewat Learning Center/Dawa Park Improvements, and 3) Low Mountain Road (Polacca Road) Project.

Le Roy Shingoitewa described the importance of the water improvement projects at Moenkopi. The Hopivewat Learning Center, the Low Mountain Road Project, and the necessity of coordinating with Navajo to advance all of the priorities.

9. Next Meeting – October 26 at 3 pm MST (Special Meeting) & October 28 at 3 pm MST

As previously mentioned, there will be a special meeting that will take place on October 26 at 3 pm MST. The next regular meeting of the Hopi Tourism Cohort will take place on October 28 at 3 pm MST.

10. Adjourn

The meeting was adjourned at 5:26 pm MST.

Building Communities is inviting you to a scheduled Zoom meeting.

Topic: Hopi Tourism Cohort ARPA Funding Discussion

Time: Oct 26, 2021 03:00 PM Arizona

Join Zoom Meeting

<https://us02web.zoom.us/j/81716076191?pwd=MTdyRi9TRlJmeW4vVkNpamgyaVNRUT09>

Meeting ID: 817 1607 6191

Passcode: 160267

If by Phone Only: (346) 248-7799

Building Communities is inviting you to a scheduled Zoom meeting.

Topic: Hopi Tourism Cohort

Time: Oct 28, 2021 03:00 PM Arizona

Join Zoom Meeting

<https://us02web.zoom.us/j/81671135471?pwd=YkZrdW1lQkdJMERaS01vWmdpTHNuUT09>

Meeting ID: 816 7113 5471

Passcode: 058427

If by Phone Only: (346) 248-7799