

HOPI TOURISM COHORT
Tourism Strategic Plan Implementation
MEETING NOTES
Thursday, October 26, 2021

2nd & 4th Thursday at 3 PM MST

Hopi Tourism Association/Cohort

Brainstorming on ways the Hopi Tribal Council could direct ARPA funding to benefit/support tourism, artisans, and hospitality industry

(Notes taken during the October 26, 2021 Sub-committee Meeting)

- **Hopi Preference—(#4)**—Already law; already in the Revenue Ordinance. It is not being enforced which is to the disadvantage of Hopi businesses. No process to let the Hopi business to know to bid for goods and services. So, there is a need to enforce existing ordinance. (Concern over the word “enforce” as if it would be the HTA enforcing the ordinance. The intent is to inform the Tribal Council that the Tribe needs to enforce the rules and requirements).
- **Assist Hopi Credit Association (#6)**—For the past few months, they have been providing good training. High level training. Developing future training such as website development, Quick Books, PPE for the community. Need to continue these services. All of this is to help Hopi businesses to comply with Tribal Ordinances and the CDC.
- **Ordinance 17** (Applies to all non-Hopi-owned businesses)—a reading and understanding of the Ordinance would be timely. It is a “gray” Ordinance. Says “Indian preference,” not “Hopi preference.” We have a lot of Ordinances but little enforcement. Only IHS does some enforcement. There are a lot of business owners that do not understand how to use the web. Need to think on a Village-level, need to pull in the people. Tourism is a double-bladed sword (those that benefit love it but how do we control it given that law enforcement is not there on daily basis).
- **Need detail**—How much would the mini-grants be for? How do we justify \$5 million? Reminder: our task was to submit a paper to the Tribal Council to get the discussion started. No specificity currently. We need to be the table and this paper is designed to get us to the table. We can develop specifics later.

- **Business Assistance**—for existing businesses or new businesses or both? Business as we know it is changing. Consider whether the business serves tourists or locals or both. Need to anticipate the questions that the Tribal Council may ask.
- **Tourism as a Double-edged Sword**—important to include information about teaching visitors to respect Hopi while here. Explain how to advance tourism as carefully as possible. With good thought and intention. Concerns on what is sold on Facebook and other platforms—maintaining ethics while promoting businesses.
- **Withdraw Draft**—based upon comments. Still need to recognize that there is a timeframe to meet. Discussion about **keeping the document**...it is a good document. It does state what the Cohort has been saying. The document does a lot more good...should be kept. Gives us a seat at the table. Need to have other board members look at it. **Reinstated!**
- **Amount of Funding (\$5 million)**—the amount is flexible. Can go up or down. Dream big! Do more! Consider long-term financial implications (maybe a sales tax is needed). We do not complain about paying sales taxes off-Reservation yet we do not have a Sales Tax on Hopi.