

HOPI TOURISM COHORT
Tourism Strategic Plan Implementation
MEETING NOTES
Thursday, October 28, 2021

2nd & 4th Thursday at 3 PM MST

1. Call to Order – Brian Cole

Brian Cole called the meeting to order at 3:13 pm MST.

2. Self-introductions

Attendees included LaMon Begay, Marilyn Fredericks, Andrew Gashwazra, Romalita Laban, Colleen Lucero, Berni Navakuku, Wallace Youvella, Jr., and Brian Cole.

3. Non-profit Organization Formation/Bylaws

It was recognized that everything is in place to proceed with the paperwork and filing with the state of Arizona for the Hopi Tourism Association. Brian Cole indicated that he would have Lahoma Davidson initiate the process.

4. Training and Travel Fund

Brian Cole updated the group on attendance at the AIANTA Tourism Conference at Fort McDowell. Wendi Lewis was able to attend the event. Although Marilyn Fredericks had planned to attend the event, she was unable to. Cole indicated that he was processing a check to Wendi Lewis to reimburse her for her registration, travel and lodging for that event. Cole indicated that everyone should look forward to hearing a report from Wendi Lewis on the training opportunity.

The remaining balance in the Hopi Tourism Travel and Training Fund is now \$4,774.71.

5. Hopi Tourism Facilities Planning

No report.

6. Hopi Tourism Association Tourism Website

Romalita Laban reminded the group that the availability of the Request for Proposals was published in the Tutuveni Newspaper.

Cole indicated that Building Communities has now distributed six copies of the Request for Proposals. The deadline for respondents is November 23. Cole indicated that the Hopi Tourism Association/Cohort needs to give some thought to the process to evaluate and score and select the consultant that will do the work.

Cole then asked the group if there was any objection if he were to broadcast the availability of the tourism website Request for Proposals to his full "Hopi email distribution list." Cole estimates that he has 200-300 Hopi email addresses. Everyone agreed that it would be a good idea to broadcast the availability of the RFP.

7. Hopi Tourism Cohort Post-Covid Recovery Plan/Artisans Survey

The group then discussed the *Hopi Tourism Cohort Post-Covid Recovery Plan* paper originally developed by Marilyn Fredericks (see Attachment A. *Note that two pages from the Department of the Treasury outlining eligible uses of funds from ARPA funding is also attached*). Cole noted that there was a special work session of the Hopi Tourism Cohort that took place on Tuesday, October 26 to review the paper. A copy of the notes from that discussion is attached (see Attachment B).

Cole then read the two-page paper as well as the two-page discussion about the paper that took place on October 26. Cole then asked if there were any additional changes or edits to the paper. LaMon Begay indicated that perhaps a seventh use of funding could relate to “advertising and public relations for artisans.” With no objection, Cole indicated that he would add this use of funding as the seventh potential use of funding in the paper.

8. Other Business

Brian Cole asked the group to brainstorm about training activities that would be beneficial to the Hopi Tourism Cohort and the Hopi Tourism Association. The following training ideas came forward:

- Marketing and advertising activities designed to benefit arts and crafts producers, especially in the nearby border towns (billboards were one example)
- Entrepreneurship and business startup
- Training artists on how to conduct business online and on social media
- Proficient use of computers and videoconferencing such as Zoom
- Providing tourism data designed to inspire artisans to capitalize on the rebounding of the industry.

Berni Navakuku then outlined a series of thoughts and recommendations related to activities that could be conducted by the Hopi Tourism Association (HTA):

- HTA could be involved with the development of Hopi business preference ordinances so such ordinances could be refined and enforced.
- HTA could build upon the efforts of the Hopi Credit Association which has provided first aid training to businesses as well as training on QuickBooks and the provision of PPEs.
- Because the Hopi Tribal Council and the Hopi Tribe has little business experience, HTA could fulfill a vital role for business advocacy.
- HTA could become involved with tour operator training and certification. Such certification could be done in coordination with the Hopi Revenue Office related to the issuance of business and peddlers licenses.
- HTA could advocate for a Visitor Center or Welcome Center. Navakuku noted that the kiosks that were developed years ago have been vandalized and are currently not offering any interpretive information.
- HTA might consider coordinating with the Hopi Cultural Center and the Hopi Tribe Economic Development Corporation to establish an office at the Hopi Cultural Center.

Navakuku also indicated that it would be timely to have the Hopi Revenue Office speak to the HTA/Cohort on the procurement ordinance.

In still other business, Romalita Laban noted that there was updated tourism impact data distributed with the notes of the meeting. This was good information for people to review.

Finally, Berni Navakuku reminded the group that an arts and crafts/artisans survey is being developed for distribution (see Attachment C).

9. Next Meeting

The next meeting of the Hopi Tourism Cohort will take place on November 18 at 3 pm MST. *Note that this is not our regular time of meeting, but due to November 11 being Veterans Day, we will be postponing our regular meeting by one week.*

10. Adjourn

The meeting was adjourned at 4:48 pm MST.

Building Communities is inviting you to a scheduled Zoom meeting.

Topic: Hopi Tourism Cohort

Time: Nov 18, 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

Attachment A

Hopi Tourism Cohort Post-Covid Recovery Plan

Beginning in June of 2019, a cohort of Hopi individuals and Hopi business owners initiated community input to begin working on a process to gauge the receptiveness of the Hopi community to develop a strategy for visitor (tourism) engagement in a planned and organized manner.

The culmination of the work by this Cohort resulted in the development of the “2020 Hopi Tourism Strategic Plan” and in cooperation with the Hopi Credit Association, is working on the publication of an updated *Hopi Business Directory*. The “Hopi Tourism Association” is a non-profit in the formation stage at this time.

Then the Covid Pandemic started in March 2020. The Hopi Tribe Emergency Declarations and CDC guidelines were issued. All Hopi businesses were required to shut their doors, visitors were banned from the Hopi Reservation, Hopi Tribal Business Licenses were revoked. This was mandatory. There were no options to continue business operations, reservation-wide.

The impact of the Covid Pandemic on the Hopi economy has yet to be determined. We have initiated a survey but do not have accurate data on how small businesses, arts & crafts, tour operators, food vendors, villages and sole proprietors were impacted financially nor how many businesses will remain closed permanently. The impacts of the pandemic have been significant since March 2020, approximately 18 months.

We, the Hopi Tourism Association/Cohort, request assistance to begin the financial recovery from the loss of income and revenue with the support and assistance of the Hopi Tribe.

We propose the following: To provide Pandemic Assistance to Hopi businesses to

1. purchase and implement **PPE health safety measures/supplies** by Hopi businesses to meet public health guidelines (i.e. masks, gloves, hand sanitizer, washing stations, hygiene supplies, etc.)
2. provide mini-grants for development of public health and sanitation **infrastructure** (i.e. bathrooms/porta potties, water, sewer, electricity, parking, rest areas, garbage, waste) to be available to the public.
3. provide mini-grants to support **broadband, internet**, telephone and websites to expand the import/export of Hopi-made goods and services online and other alternative means of doing business.
4. support tribal ordinances and policies that **mandate Hopi Preference** for contracts, purchasing, and promoting Hopi-made goods and services by the Hopi Tribe (Hopi Revenue Office, CPO, Planning).
5. support the Cohort in the planning, development and construction of an independent “**Hopi Welcome Center**” for visitors (tourists) and the general public.
6. assist the Hopi Credit Association to continue **business training and education** for Hopi businesses.

The Hopi Tribe can partner with established organizations such as the Hopi Foundation, Hopi Credit Association or other Hopi non-profits to serve as fiscal sponsors for grant opportunities and distribution of the Post-Covid Recovery funds.

The Hopi Tourism Association/Cohort is excited to work in partnership with the Hopi Tribe to implement the "Hopi Tourism Strategic Plan" and begin rebuilding our tourism economy as a planned and organized strategy.

We request a discretionary fund amount of up to \$5 million to this effort.

Contact:

Hopi Tourism Association

Board of Directors:

Wendi Lewis, Wendi@hopirelief.org

Marilyn Fredericks, Paaqavi12@gmail.com

Iva Honyestewa, honwynam@yahoo.com

Attachment: Hopi Tourism Strategic Plan



Appendix 1: Expenditure Categories

The Expenditure Categories (EC) listed below must be used to categorize each project as noted in Part 2 above. The term "Expenditure Category" refers to the detailed level (e.g., 1.1 COVID-10 Vaccination). When referred to as a category (e.g., EC 1) it includes all Expenditure Categories within that level.

1: Public Health	
1.1	COVID-19 Vaccination ^
1.2	COVID-19 Testing ^
1.3	COVID-19 Contact Tracing
1.4	Prevention in Congregate Settings (Nursing Homes, Prisons/Jails, Dense Work Sites, Schools, etc.)*
1.5	Personal Protective Equipment
1.6	Medical Expenses (including Alternative Care Facilities)
1.7	Capital Investments or Physical Plant Changes to Public Facilities that respond to the COVID-19 public health emergency
1.8	Other COVID-19 Public Health Expenses (including Communications, Enforcement, Isolation/Quarantine)
1.9	Payroll Costs for Public Health, Safety, and Other Public Sector Staff Responding to COVID-19
1.10	Mental Health Services*
1.11	Substance Use Services*
1.12	Other Public Health Services
2: Negative Economic Impacts	
2.1	Household Assistance: Food Programs* ^
2.2	Household Assistance: Rent, Mortgage, and Utility Aid* ^
2.3	Household Assistance: Cash Transfers* ^
2.4	Household Assistance: Internet Access Programs* ^
2.5	Household Assistance: Eviction Prevention* ^
2.6	Unemployment Benefits or Cash Assistance to Unemployed Workers*
2.7	Job Training Assistance (e.g., Sectoral job-training, Subsidized Employment, Employment Supports or Incentives)* ^
2.8	Contributions to UI Trust Funds
2.9	Small Business Economic Assistance (General)* ^
2.10	Aid to Nonprofit Organizations*
2.11	Aid to Tourism, Travel, or Hospitality
2.12	Aid to Other Impacted Industries
2.13	Other Economic Support* ^
2.14	Rehiring Public Sector Staff
3: Services to Disproportionately Impacted Communities	
3.1	Education Assistance: Early Learning* ^
3.2	Education Assistance: Aid to High-Poverty Districts ^
3.3	Education Assistance: Academic Services* ^
3.4	Education Assistance: Social, Emotional, and Mental Health Services* ^
3.5	Education Assistance: Other* ^
3.6	Healthy Childhood Environments: Child Care* ^
3.7	Healthy Childhood Environments: Home Visiting* ^
3.8	Healthy Childhood Environments: Services to Foster Youth or Families Involved in Child Welfare System* ^



3.9	Healthy Childhood Environments: Other* ^
3.10	Housing Support: Affordable Housing* ^
3.11	Housing Support: Services for Unhoused Persons* ^
3.12	Housing Support: Other Housing Assistance* ^
3.13	Social Determinants of Health: Other* ^
3.14	Social Determinants of Health: Community Health Workers or Benefits Navigators* ^
3.15	Social Determinants of Health: Lead Remediation ^
3.16	Social Determinants of Health: Community Violence Interventions* ^
4: Premium Pay	
4.1	Public Sector Employees
4.2	Private Sector: Grants to Other Employers
5: Infrastructure²⁷	
5.1	Clean Water: Centralized Wastewater Treatment
5.2	Clean Water: Centralized Wastewater Collection and Conveyance
5.3	Clean Water: Decentralized Wastewater
5.4	Clean Water: Combined Sewer Overflows
5.5	Clean Water: Other Sewer Infrastructure
5.6	Clean Water: Stormwater
5.7	Clean Water: Energy Conservation
5.8	Clean Water: Water Conservation
5.9	Clean Water: Nonpoint Source
5.10	Drinking water: Treatment
5.11	Drinking water: Transmission & Distribution
5.12	Drinking water: Transmission & Distribution: Lead Remediation
5.13	Drinking water: Source
5.14	Drinking water: Storage
5.15	Drinking water: Other water infrastructure
5.16	Broadband: "Last Mile" projects
5.17	Broadband: Other projects
6: Revenue Replacement	
6.1	Provision of Government Services
7: Administrative	
7.1	Administrative Expenses
7.2	Evaluation and Data Analysis
7.3	Transfers to Other Units of Government
7.4	Transfers to Non-entitlement Units (States and territories only)

*Denotes areas where recipients must identify the amount of the total funds that are allocated to evidence-based interventions (see Use of Evidence section above for details)

^Denotes areas where recipients must report on whether projects are primarily serving disadvantaged communities (see Project Demographic Distribution section above for details)

²⁷ Definitions for water and sewer Expenditure Categories can be found in the EPA's handbooks. For "clean water" expenditure category definitions, please see: <https://www.epa.gov/sites/production/files/2018-03/documents/cwdefinitions.pdf>. For "drinking water" expenditure category definitions, please see: <https://www.epa.gov/dwsrff/drinking-water-state-revolving-fund-national-information-management-system-reports>.

Attachment B

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.

Attachment C

Hopi Tour Operators and Artisans Business Survey

November 2021

Version One Updated October 25, 2021

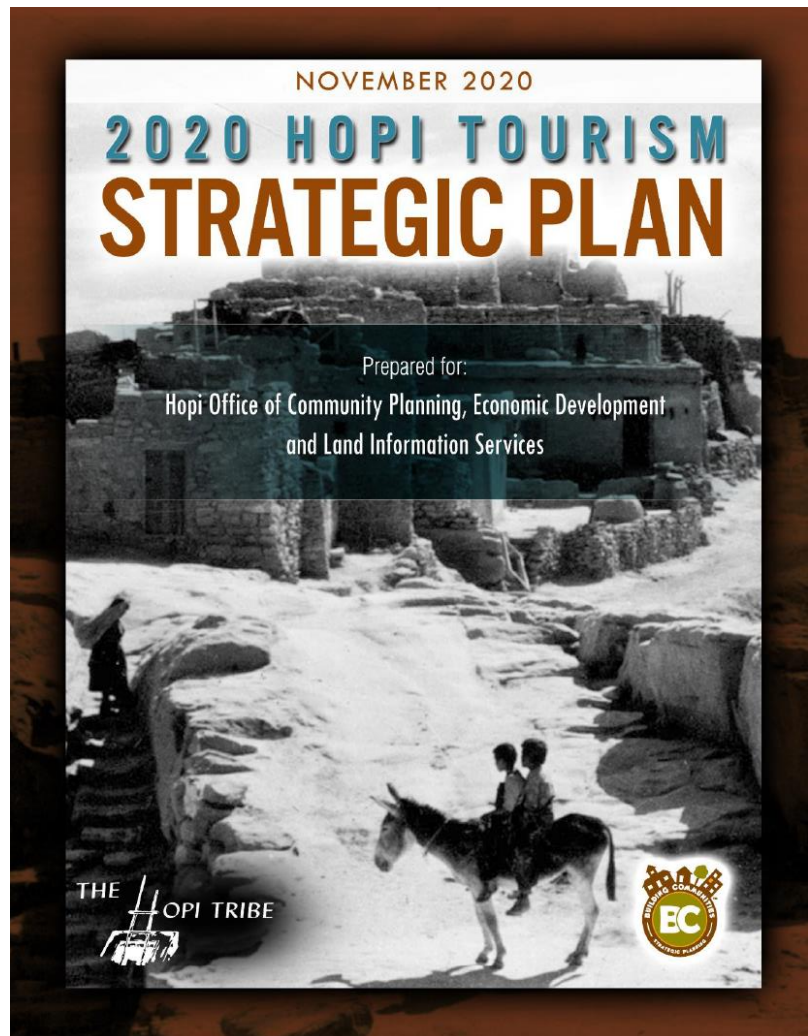
Background/Purpose

With the encouragement of the Hopi Office of Community Planning Economic Development and Land Information Services, a Hopi Tourism Cohort has been active since June 2019. The purpose of the Cohort has been to oversee the development of the Hopi Tourism Strategic Plan, and then to implement elements of that plan.

Currently, the Hopi Tribe is receiving funding through the American Rescue Plan Act (ARPA) which can support tourism efforts at Hopi. ARPA funding is designed to address the impacts of the pandemic. A part of addressing the pandemic is to support businesses that have felt such impacts.

The Hopi Tourism Cohort is distributing this survey of Hopi artisans to best position such businesses for potential funding from ARPA.

Information collected through this survey will help the Tourism Cohort make the case that the Hopi Tribal Council should set funding aside to support Hopi Artisans.



General Information

1. Name of Artisan: _____

2. Artisan Business Name (If Applicable): _____

3. Email Address: _____

4. Phone Number: _____

5. Website (If Available): _____

6. Description of Arts and Crafts Produced: _____

7. Method of Marketing and Selling (Check all That Apply):

Direct sales at vending stands

Consignment of product at vending stands and stores operated by others

Company website

Social media (Facebook, Instagram, Other)

Other: _____

Other: _____

8. Primary Barriers/Challenges to Business (Check all That Apply):

- Unable to reach market
- Inability to produce sufficient volume of product
- Insufficient labor
- Inability to access supplies (silver, fabric, etc.)
- Lack of telecommunications/Wi-Fi
- Lack of access to small business capital (loans)
- Insufficient manufacturing space
- Lack of land for facilities development
- Lack of business planning
- Other: _____

Impacts of the Pandemic

9. Due to the Pandemic, my sales are down (Pick One):

- Our sales are not down due to the pandemic
- 0%-25%
- 26%-50%
- 51%-75%
- 75%-100%

10. Total Jobs at Business (Check One)

- Just myself
- Myself and one other
- 3-5 employees/contractors
- 6-10 employees/contractors
- More than 10 employees/contractors

Sales Do we want to ask about sales information? The trend line?

Tourism Development Projects

11. The Hopi Tourism Cohort is discussing several projects and initiatives. Check the projects/initiatives that you would be supportive of (Check all that Apply):

- Restrooms and parking areas
- Visitor information facility
- Scenic Byway development and promotion
- Museum/Learning Center development
- Improvements at Dawa Park
- Improved infrastructure for tourism development (water, sewer, telecommunications)
- Other: _____
- Other: _____