

HOPi TOURISM COHORT
Tourism Strategic Plan Implementation
MEETING NOTES
Thursday, November 18, 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 Lahoma Davidson, Marilyn Fredericks, Iva Honyestewa, Wendi Lewis, Wayne Taylor, and Brian Cole.

3. Non-profit Organization Formation/Bylaws

Lahoma Davidson reported that she had received all of the addresses and needed contact information from the Board Members. In addition, the Board Members had determined their respective positions. Wendi Lewis noted that she would be serving as President, Iva Honyestewa would be serving as Vice President, and Marilyn Fredericks would be serving as Secretary/Treasurer.

With this information, Lahoma Davidson would begin the work to develop the submittal to the Arizona Corporation Commission.

Brian Cole then asked the three Board Members how they would like to proceed in terms of running future meetings. Cole noted that he had coordinated the Hopi Tourism Cohort meetings regularly since June of 2019. Cole noted that he was comfortable continuing in this capacity or modifying it to suit the preferences of the new Hopi Tourism Association. Cole also noted that Building Communities would continue to work on all of the deliverables associated with the RBDG grant in coordination with MDC.

4. Hopi Tourism Travel and Training Fund

Wendi Lewis noted that she had attended the AIANTA Conference. She noted that the attendance at the meeting was smaller than usual due to COVID. She indicated that she had received a lot of information and ideas that would benefit the activities of the Hopi Tourism Association. She had received a lot of research and extra copies of a booklet that she can distribute to people at Hopi.

Lewis emphasized that attendees at AIANTA were very pleased to hear that Hopi was forming a tourism non-profit. There is a lot of interest and support for Hopi to be active in tourism.

Lewis stated that it was only her, James Surveyor and staff at MDC that represented Hopi at the conference. She stated that it was very good to connect with a lot of people, notably Dawn Melvin of the Arizona Office of Tourism.

Lewis then reported that she met with a tourism business based in New Mexico that provides Native-focused tours and they were very interested in expanding their tours to Hopi. This is a very large commercial group that would like to bring such tours to Hopi in 2022 or 2023.

Lewis continued that a letter of support is being circulated in support of AIANTA. Marilyn Fredericks thanked Wendi Lewis for attending. Fredericks noted that a medical situation had prevented her from participating.

Brian Cole reported that the current balance of the HTTTF is \$5,026.71. He also indicated he is sending a \$210 check to Wendi Lewis for per diem expenses. This will bring the account balance to \$4,816.71.

5. Hopi Tourism Facilities Planning

No report.

6. Hopi Tourism Association Tourism Website

Lahoma Davidson reported that she has receive four inquiries/responses related to the Hopi Tourism Website RFP. Marilyn Fredericks asked to be kept in the loop in terms of responses. Cole indicated that they would keep her in the loop. Fredericks inquired as to the available budget for the website. Cole responded that the RFP notes that up to \$4,000 is available. The total amount of funding from Building Communities for website development and training would be consistent with the winning proposal as determined by the group.

Cole noted that there needs to be a review group in place that can rate and rank the RFP responses.

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

Brian Cole stated that he had distributed the paper to Hopi Tribal Council Representatives Wallace Youvella, Jr. and David Talayoumptewa. Wallice Youvella, Jr. had inquired as to the need for the establishment of a separate decision committee for the distribution of the funding (as compared to the Hopi Tribal Council or a designated committee making such determinations). Brian Cole indicated that one advantage of delegating this to the tourism group is the expertise that the tourism group has on this matter.

Wayne Taylor noted that there was a special committee established for the distribution of the CARES Act funding. Thus far, it appears as if the Hopi Tribal Council may establish the ground rules for the distribution of the ARPA funding. The Hopi Tribal Council is holding work sessions on this matter.

Marilyn Fredericks indicated that “we have done our part” through the development of the paper and we should wait for a response. Wendi Lewis agreed.

8. Other Business

Brian Cole updated the group that the Hualapai Tribe had successfully submitted the Build Back Better Regional Challenge grant application for the NHH Regional Tourism Collaborative. A decision on the Phase 1 application for \$500,000 is expected on or before December 8.

Cole then noted that he, Andrew Gashwazra, and Le Roy Shingoitewa had received an invitation to participate in a discussion with the Hopivewat Learning Center Board. Cole indicated that this provided an opportunity to update the board on the NHH application. Cole noted that Andrew Gashwazra had submitted a letter that did note the possibility of involvement by the Hopivewat

Learning Center should the Phase 1 application be approved. Cole noted that there is continued concern expressed by that board but the situation is still open for further discussion.

Wayne Taylor responded that it was his understanding that the original purpose of developing the Learning Center project did have some tourism goals in addition to Learning Center goals. Taylor noted that there has been a substantial series of donations of jewelry and other Hopi artifacts and history that need an improved location for preservation of the items. Taylor spoke in favor of a facility with a combined purpose of preserving artifacts and meeting some tourism goals.

The group agreed to look into any historical resolution related to the establishment of that committee and project.

There was then a brief discussion related to the museum component of the Hopi Cultural Center. There may be an opportunity for the Hopi Tourism Association to reestablish the functionality of that museum.

Wayne Taylor thanked Wendi Lewis, Iva Honyestewa, and Marilyn Fredericks for their commitment on the Hopi Tourism Association board.

9. Next Meeting

The next meeting of the Hopi Tourism Cohort will take place on December 9 at 3 pm MST. *Note that the Cohort will not meet on November 25 due to the Holiday.*

10. Adjourn

The meeting was adjourned at 4:20 pm MST.

Building Communities is inviting you to a scheduled Zoom meeting.

Topic: Hopi Tourism Cohort

Time: Dec 9, 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