

HOPI TOURISM COHORT
Tourism Strategic Plan Implementation
MEETING NOTES
Thursday, March 17, 2022

2nd & 4th Thursday at 3 PM MST

1. Call to Order – Lahoma Davidson

The meeting was called to order by Wendi Lewis at 3:34 pm MST.

2. Self-introductions

Attendees included Lahoma Davidson, Marilyn Fredericks, Iva Honyestewa, Wendi Lewis, and Brian Cole.

3. Non-profit Organization Formation/Bylaws

Marilyn Fredericks stated that, as Treasurer, she would be working to establish a bank account for the Hopi Tourism Association. She would be approaching the Hopi Credit Union to determine what it would take for the non-profit to establish the account.

Marilyn Fredericks moved that the grant funds being managed by Building Communities for the Hopi Tourism Travel and Training Fund plus \$4,000 from Building Communities set-aside for website development be transferred to the Hopi Tourism Association bank account. Iva Honyestewa seconded the motion which passed unanimously (3-0).

4. Hopi Tourism Travel and Training Fund

Cole noted that he believed that the current balance for the HTTTF was \$4,816.71. He indicated that he would double check this amount and get back to the group so they would know what was deposited in addition to the \$4,000. *(This figure was confirmed immediately after the meeting.)*

The HTA Board Members had a brief discussion about holding a planning retreat in the near future. The group discussed the dates of April 18, April 20, and April 21 as options. Brian Cole indicated he would check his schedule and get back to the group with his potential availability on one of those dates.

5. Hopi Tourism Facilities Planning

No report.

6. Hopi Tourism Association Website

Wendi Lewis motioned that all three of the website development proposals be rejected and that the Hopi Tourism Association establish the website with internal resources. Marilyn Fredericks seconded the motion which passed unanimously (3-0).

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

Marilyn Fredericks reported that the Post-Covid Funding Proposal did go before the Hopi Tourism Council. She has not heard anything back in response.

Wendi Lewis stated that she would be in touch with the Hopi Credit Union related to the work they have done on a survey. She did note that the business directory has been published and will be distributed the following Tuesday at the Hopi Cultural Center. She would send an electronic copy of the directory to Brian Cole.

8. Other Business

Marilyn Fredericks stated that with her new responsibilities with the Hopi Tribal Council, she would be weaning herself away from activities of the Hopi Tourism Cohort. She would remain focused with her responsibilities with the Hopi Tourism Association. She noted that she had made a one-year commitment to the Association. Fredericks noted that the HTA has an Employer Identification Number and Bylaws. A resolution would be needed to establish the bank account.

After making contact with the Hopi Credit Union, the HTA would consider passing a resolution to establish the bank account. The board members agreed that Building Communities would be reimbursed the \$275 that has been committed to establish the tax-exempt status with the IRS.

9. Next Meeting

The next meeting of the Hopi Tourism Cohort will take place on April 14 at 3 pm MST.

10. Adjourn

Iva Honyestewa motioned that the meeting be adjourned. Marilyn Fredericks seconded the motion which passed unanimously (3-0). The meeting was adjourned at 4:03 pm MST.