

HOPi TOURISM COHORT

Tourism Strategic Plan Implementation

MEETING NOTES

Thursday, August 25, 2022 | 3 pm MST

1. Call to Order – Brian Cole

The meeting was called to order by Brian Cole at 3:10 pm MST.

2. Self-introductions

Attendees included DeAnnethea Begay, LaMon Begay, Kristy Honie, Chuck Howe, Romalita Laban, Berni Navakuku, Monica Nuvamsa, Fred Shupla, Brian Siegel, and Brian Cole.

3. Non-profit Organization Formation/Bylaws

Kristy Honie stated that the Hopi Tourism Association (HTA) would have their first organization meeting the evening of August 25. Their agenda addresses Bylaws, the bank account, the Hopi Tourism, Travel and Training Fund, the facilities report, the website, and two resolutions.

Brian Cole stated that the formation of the new non-profit was a major priority and effort of the Tourism Cohort and one of the deliverables for the grant in coordination with Moenkopi Developers Corporation (MDC).

Monica Nuvamsa asked about the intended meeting frequency of the HTA. Kristy Honie stated that the group would be determining this at their evening meeting.

4. Hopi Tourism Travel and Training Fund (HTTTF)

Brian Cole reported that there has been no activity in the fund and that the funds would be transferred to the HTA upon the establishment of a bank account. Romalita Laban explained the benefit of the HTTTF.

5. Hopi Tourism Facilities Planning

Chuck Howe opened Google Earth and identified a number of desirable development locations at Hopi including Range Unit 251 along Hwy 160 west of Tonalea, Keams Canyon, Second Mesa, Kykotsmovi (near the Oraibi Wash), the old orchard picknick area, the Dennebito Wash (or top of the mesa).

Howe then focused on the most desirable location for a visitor center. His top recommendation would be in proximity to the Hopi Cultural Center at Second Mesa. He noted that there are challenges with respect to land control and the view of local Clans.

It was noted that Chuck Howe did find many of the top locations, noting that Keams and Kykotsmovi are the “low hanging fruit.”

Monica Nuvamsa recommended that Chuck Howe be in contact with the Hopi Reality Office. That office could be very helpful with land jurisdiction and special land use areas.

Romalita Laban updated the group that the Hopi Tribal Council is currently discussing some of the land control issues near the Hopi Cultural Center site.

6. Hopi Tourism Association Website

Brian Cole shared his screen and opened up www.hopiresilience.org. Cole stressed that this would not be the “final tourism website for the general market,” but rather it is a temporary website to demonstrate grant completion for MDC and USDA Rural Development.

Berni Navakuku responded that she was pleased to better understand the purpose of the website and asked if the website will stay as it is. She recommended that we review the website for grammar corrections.

The group asked if we had permission to utilize the photographs. Cole indicated that, indeed, we did have permission. It was recommended that the picture of Walpi on the website get taken down. Cole indicated he would take care of this matter. Romalita Laban also recommended that the Walpi photograph be removed and stressed the need for a new, separate website. It was all agreed that this would be the responsibility of the HTA.

LaMon Begay asked if any of the grant funding was utilized for the development of the website. Cole responded that this was simply a part of the ongoing commitment by Building Communities in the performance of the grant for the Hopi Tribe.

Berni Navakuku closed the discussion on the website by urging all participants to support the Hopi Tourism Association as they launch the official tourism website.

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

Brian Cole noted that Marilyn Fredericks had developed a recommendation to the Hopi Tribal Council to set aside funding for artisans and business development. There was a brief discussion on whether that recommendation had been favorably received by the Hopi Tribal Council.

8. Other Business

One of the meetings, probably the meeting on September 22, could be held at the Legacy. The group had a discussion about an in-person project closeout.

DeAnnethea Begay recognized the good work of the Tourism Cohort and invited discussions with Building Communities to closeout the grant.

9. Next Meeting

The next regular meeting of the Hopi Tourism Cohort will be held on Thursday, September 8 at 3 pm Arizona Time.

10. Adjourn

The meeting was adjourned at 5:10 pm Arizona Time.