

NORTH DAKOTA NATIVE TOURISM ALLIANCE

February 4, 2020 at 10am
Phone Conference
202-753-8450 (no pin)
Board of Directors Meeting

MEETING MINUTES

1. Call to Order

Meeting called to order at 10:07am by President Les Thomas quorum was determined to have an officiating meeting.

Turtle Mountain

MHA

Standing Rock

2. Roll Call

Present: Les Thomas- President, Turtle Mountain Band
Darin Morsette -Vice-President, MHA Nation
Selina LaFontaine- Secretary/Treasurer, Turtle Mountain Band
Jen Martel – Board Member, Standing Rock Tribe
Jason Morsette -, Board Member, MHA Nation

NOT Present

Tamara St. John – Wahpeton Sisseton Oyate – Excused - in SD Senate Session
Colette Brown – Spirit Lake Nation - Excused - Meeting with the State Indian Affairs
Doug S- Spirit Lake- Excused - Medical Appointment

NDNTA Advisory Committee Members

Anna Berarra - BW

Stacey LaCompte - GW

Others Present

None

3. Opening Prayer by Jason Morsette

4. Approval Of Agenda - No Conflict of Interest

Les would like to add to the agenda under new business c). Native American Calling ads.

Under new business d) Jason AIANTA Update

Under new business e.) Les Indigenous Tourism Forum in March.

Les makes the statement that if anyone wants to change/or add to the agenda as we proceed, they can.

Les asks for the approval of the agenda. Jen makes the motion to accept the agenda with add to agenda under new business c.). Native American Calling ads. Under new business d.) AIANTA update and under new business e.) Indigenous Tourism Forum in March.

Les calls for the second. Jason seconds the motion. Agenda was accepted at 10:18am. Discussion held.
All in Favor, No Abstentions, Motion Carried

5. Approval of January 22, 2020 meeting minutes - Les calls for the motion to accept. Jen makes motion. Jason Seconds. Discussion Held. **All in Favor, No Abstentions, Motion Carried.**

6. Treasurer's Report

Selina gives an update and provided a copy to all.

Copy will be on file. Bank History Summary, for October through December of 2019 Bank statements. no new revenues. No new expenditures. Balance of \$18,060.45. Les calls for a vote to accept the treasurer's report. Jen makes the motion to accept the Treasurer's report. Jason seconds the motion. Discussion held. **All in Favor, No Abstentions, Motion Carried.**

7. New Business

a.) Input on proposed next phase of work: 2021:

Anna provided everyone a copy of the project scope of work in moving NDNTA work in the 3 tribes that are engaged with the work with GW - TM, SR and SP.

Project Goal

- *Undertake pilot tours to improve metrics from baseline tour quality performance*
- *Formalize partnerships to drive visitors to each of the three newly establish cultural tours*
- *Secure additional funding source(s) for implementation of NDNTA strategic plan*
- *Expand visitor and resident survey pilot to three tribes to inform future tourism development and improvement efforts.*
- *Integrate visitor etiquette into newly formed cultural experiences*

Scope

Undertake two pilot tours of each of the three newly established cultural tourism experiences. The goal of the pilot tours is to refine tour quality and consistency.

Pilot tours will be attended by travel trade representatives as well as regional and local tourism partners, all with the potential to drive future demand to these visitor experiences.

The pilot tours will provide expert feedback to the tour suppliers for continuous improvement. As new products, robust testing is necessary to establish a consistent quality offering. The feedback will be collected by a survey tool and compared to the baseline results measured during the first tour test to be undertaken in June 2020.

Formalize partnerships to drive visitors to each of the three new cultural tours

Implement marketing and sales agreement between partner tribes (with newly established cultural tours) and NDNTA

Train board members to oversee marketing and sales roles.

Mentor marketing and sales NDNTA contractor to conduct travel trade outreach and attend travel trade events in order to generate leads that result in agreements to bring cultural travelers. GW would like to send Selina LaFontaine to the Great American West along with Holly Doll. The point is to job shadow and bring back the training to the other board members. Jason and Darian have also said they will be attending and recommend to reach out to Fred Walker of ND State Tourism

Work with NDNTA to apply for funding opportunities and/or establish fee-for-service partnerships

Anna states that the data collection is crucial to unlocking an argument for additional funding from the state/federal funding.

Support NDNTA board in re-applying for Otto Bremer grant. In April we should be at the one year mark for re-applying for the Otto Bremer Grant and we can go back and look at what was some recommendations for NDNTA to have in the next submission.

Meet and submit funding request through Bush Foundation. Les states some other grants that we could potentially go after as well. BIA (Marketing Study) NorthWest Area Foundation, Governor's Budget, State Chamber of Commerce, USDSA and Coiffman. Stacey states that the NWAFF is by invite only. Les states that the Governor's Budget is something he has been in discussions with the Governor's cabinet. Stacey states that the Otto Bremer is only open a few times throughout the year and recommends NDNTA check on when those dates are.

Expand visitor and resident survey pilot to three tribes to inform future tourism development and improvement efforts. Anna states that there is a pilot survey that has been created by the GW team and the templates have been sent to the tribe that is ready to start their survey and working with their college (TM). Les asked if the template can be sent to all the tribes. Anna states yes they can send it and to also work with their local research boards and *Seek approval of survey instrument and research methods through local tribal research boards along with work with tribal colleges to deploy surveys.*

Support analysis of baseline results to inform local future tourism planning

Integrate visitor etiquette into newly formed cultural experiences

Tailor visitor etiquette to fit local customs and visitor expectations

Integrate visitor etiquette into newly formed tour experiences

Reinforce etiquette through NDNTA's marketing and sales role

Darian stated that MHA has created an overall visitor etiquette and is in review with their tribe and soon will be printed.

Selina also stated that she also created one for TM and has it out for recommendations from Council, Tourism Leadership Team and also the GW. (TM Culture, Customs and Etiquette)

b.) North Dakota Travel Industry Conference 4/7-4/9

Anna states that the ND State Tourism has reached out to the GW in presenting at the Conference and GW would like to Co Present with NDNTA where Anna can be the Moderator with one representative from each tribe board member. Anna suggested that if NDNTA decides to have an in person meeting during this time and if there are any board members who can not get the funding for room and registration then GW may be able to cover that cost. Anna will send a rough draft of the panel questions to the BODs and who will be attending plus on the panel.

Darian states that this will be a conflict for MHA as they have already booked to attend the Alaska Tourism. Jason requested if Les, Anna or (heather from ND state tourism) can send out what the topics of discussion will be. Anna will be putting the information together to be sent to BODs.

- c.) Native American Calling ads. Les wants to discuss about NDNTA doing business with Native American calling and it was stated that an ad is \$250 per announcement. Darian will request an ad sheet with prices. Les asked Selina to forward the information to Darian from Les's email.
- d.) AIANTA update. Jason stated that MHA was declined to be one of the next three years host for the AIANTA Conference and one of the reasonings is that we are to remote a location for their conference Jason gave his observation about the AIANTA board is not focus on the great plains region so with that Jason and Darian are coming before the board to inform us on their plan to host a Native Great Plains Region Tourism Summit. They will reach out to canadian tribes as well. They will put it together and address the board on how involved in this creation of the first "NGPRS" Jason stated that he also observed that the Southern lower states are not educated some of the representation of the great plains and also some culture sensitivity is needed.
- e.) Indigenous Tourism Forum in March. Les is updating us on the Indigenous Tourism Forum and this is the one that Ed Hall III has come up with and is also supported by the Gw. Les states that we were asked to go as NDNTA is a pilot project for BIA.

8. Old Business

a.) Tax Filings

i. 990 Filing (Selina)

Selina stated that she went online and created an online account to file the 2019 990ez form, NDNTA was rejected. Stacey has stated that she was notified that NDNTA has not filed 2017, 2018 and she will help Selina in problem solving with Selina and the IRS to correct this. Selina stated that these notices may have been going to the person who originally filed for NDNTA.

ii. ND State filing (Selina)

Selina stated that she created an online account for filing and the cost was \$10 but she paid out of pocket and is not asking to be reimbursed. Status for State non profit is good standing until February 2021.

1. Administrative Assistant/Consultant Hire (Stacey)

Stacey informed the BODs that if we are looking to hire a person as the Temporary "ED or Project Manager and or consultant we would need to file a 1099-Misc or a w9 for consultant over \$600 and she recommends we also then hire a CPA for the accounting purposes. Stacey and Anna both wanted NDNTA to know that we would then have Budget issues with no incoming funding. We must look at this more closely.

(Ed Position with Job Description and or Project Manager) (Selina) Selina states that we should go over the Job Descriptions and possibly create for a Project Manager. Jen asked if we have one for the Consultant. Selina states yes we do and those are with the Law Firm that Les recommended. Stacey/Anna informed the BODs that the Project manager or Consultant are not employees and that they will only do specific scope of work and not any of the daily job duties. They recommend this way as it is less expensive for possible around \$6,000.

b.) Legal council & draft policy review.

Les stated that the Larson firm in Bismarck has not reached back out and he will follow up with a phone call to Robin.

c.) Draft bylaws recommendations & amendments (Stacey)

Stacey sent out the recommendations and amendments to BODs as these are the changes that were

recommended by the BODs after the BODs had Board strengthening training and a review of our bylaws last July of 2019. Les calls for the motion to accept the bylaws with amendments and to table section 4. Media for later discussion on the written content. Jason would like to use different written descriptions of the duties of BODs “At Large Member”. Stacey informs the board that we can always come back to the bylaws at a later date as we grow we will need to add or delete portions. ex; the Executive Director of NDNTA. Stacey will edit the bylaws and send out to the Board as we changed the election date, the splitting of the officers so all five tribes have an officer. NDNTA will need to hold our elections within 30 days of approved bylaws. Date set is February 24th at 10am by phone conference.

Jason makes Motion. Jen seconds motion. Discussion Held. **All in Favor, No Abstentions, Motion Carried.**

d.) BODs Insurance Quotes - Stacey has some calls out for insurance quotes and will get back to the BODs. She asked if this could be tabled. Les asked for the motion. Jason makes motion. Darian Seconds motion. Discussion Held. **All in Favor, No Abstentions, Motion Carried.**

f.) Budget Proposal with new changes - Selina asked for the table as we discussed earlier for the need to review. Les asks for the motion. Jason makes motion. Jen seconds. Discussion Held. **All in Favor, No Abstentions, Motion Carried.**

g.) Strategies with work plan updates - Selina stated that NDNTA BODs need to update their Strategies and work plan as we have accomplished a lot of the work plan but still have some of the workplan left to do and with the new scope of work with GW we really need to look at our current strategies and see if they still fit. Jason suggests a 2-day working session with the Advisory Committee and offered MHA tourism to host it and that this be a mandatory for board members to attend. Everyone agrees this is needed and location still to be decided. Les asks for the motion. Jason makes motion. Darian seconds motion. Discussion Held. **All in Favor, No Abstentions, Motion Carried.**

9. Tribal Updates- Selina asks for the table as we are running over on meeting. Les calls for the motion. Selina makes motion. Jason seconds motion. Discussion Held. **All in Favor, No Abstentions, Motion Carried.**

Discussion:

Adjournment

Les asks for a motion to adjourn. Darian makes the motion to adjourn. Second by Selina. **All in Favor, No Abstentions, Motion Carried Adjourned at 11:56am.**

10. Next regular scheduled meeting Date: March 3, 2020