

Intertribal Ceremonial Board

Meeting Minutes
6 July 2021 (5-7pm)
via [Zoom](#)

Call to Order

The meeting was called to order at 5:17 pm by Intertribal Ceremonial Board Chair Chad Hand.

Roll Call

Members Present

Prudence Correa

Sabrina Garza

Thomas Goodrich

Chad Hand

Loren Miller *arrived 5:29*

Antoinette Vigil

Melissa Sanchez (ex-officio)

Members Not Present

Theresa Fraizer

Approval of Agenda

The motion was made by Member Goodrich to approve the agenda as presented, seconded by Member Garza, and passed unanimously.

Approval of Minutes from previous meeting

The motion was made by Member Garza to approve the minutes as presented, seconded by Member Correa, and passed unanimously.

Old Business

2021 event update

13-14 July more interviews will be filmed, including Mayor of Gallup, plus Navajo and Zuni dance groups. A list of individuals, businesses, and groups previously filmed was shared. Interviews not making the documentary final cut will be made available on the website. The script is currently being reviewed. Acknowledgement to Chair Hand and Member Correa for their assistance at the recent filming. ICO has received positive feedback from the public. The Facebook page is up and running as well as Twitter, Instagram, and Pinterest, which need more followers. Website will launch 8 July 2021. NM Magazine is helping with promotion of the 2021 event. NM Tourism is already promoting through their e-newsletter. Marketing for the KOB special will begin 5 August. KOB plans to reach 45K with each promo spot, traffic will be directed to the website and the virtual artisan market, which will take place 15-22 August. Call for artists is out now on social media. A temporary project manager was contracted to focus on the artisan market. Sanchez reviewed the 2021 pageant schedule. 19 August 9-10pm KOB show will broadcast. City of Gallup is presenting a watch party at the El Moro theatre. Week of 16 August, most likely 17 August, but not yet confirmed, will be an open house of the new IC office in Gallup. Deputy Secretary Vigil added the open house is a meet-and-greet for the director and an opportunity for the business community and citizenry to meet her. There will be a few speakers and perhaps a few performers. Vigil invited board members to attend.

Correa asked about artisan market fees: \$150 fee for artist market, which is essentially \$20/day. Vigil encouraged board members to like, follow, share social media posts and stressed that social media data is important to share with funders and stake holders to quantify public reach. Correo asked for paper brochures for the Artisan Market. Vigil will coordinate.

Task Force update

The last meeting was Tuesday 29 June 2021. There is a lot of interest from the public to volunteer. Everyone is excited about opening up. There were a lot of questions about live events and if new live events might be added to the 2021 schedule. It's not feasible to do so because of the short time frame. Sanchez invited board members to attend future task force meetings.

New Business

Open Meetings Act Resolution

Tourism General Counsel Allison Martinez provided rationale for modifying the OMA resolution, which was to remove the requirement to post in the Gallup Independent, due to the cost associated with posting. Notice of ICB meetings will be posted on social media and the website, which fulfills OMA requirements. Marketing money will be focused instead on advertising events as opposed to operations such as the ICB meeting announcements.

The motion was made by Member Vigil to approve the revised Open Meetings Act resolution as presented, seconded by Member Goodrich, and passed unanimously.

Upcoming dates

- 14 July 2021 Director Sanchez presentation to the Gallup Rotary Club
- 22 July 2021 Ceremonial Event Task Force Meeting
- 3 August 2021 Intertribal Ceremonial Board Meeting
- Week of 16 August 2021 (date tbd) ICO Open House

Public Comment

There were no public comments.

Adjourn

The motion was made by Member Garza to adjourn the meeting, seconded by Member Correo, and passed unanimously. Meeting was adjourned at 6:01 pm.

Submitted by Thomas Goodrich, ICB Secretary. Approved by the Board 3 August 2021.