

Intertribal Ceremonial Board

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

Call to Order

The meeting was called to order at 5:07pm by Intertribal Ceremonial Board Chair Chad Hand.

Roll Call

Members Present

Prudence Correa
Sabrina Garza
Thomas Goodrich
Chad Hand
Antoinette Vigil
Melissa Sanchez (ex-officio)

Members Not Present

Theresa Fraizer
Loren Miller

Approval of Agenda

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

Current Business

2021 Gallup Intertribal Ceremonial post-production update

Director Sanchez provided an update for the 2021 ceremonial:

Artisan Market: Pilot project, 8 artists participated. 1 artist reported a significant spike in traffic to their website due to participation in the market. Sanchez thanked the Tourism Department and their web master Max Lehman for their support, as well as consultant Erica Asumus Otero for her administrative work with the market.

Pageant: There were 7 contestants, but one had to drop out. Contestants were judged in 6 categories - essay, traditional food, traditional talent presentation, personality photo, public speaking, personal interview - and there was also a spirit award for overcoming adversity (chosen by committee). The live show went well, but also had its challenges, which is typical for live events. For example, one contestant's flight was delayed 5 times and she was stuck in Dallas. 289 audience members attended, which was a record for the pageant. Jennifer Lazarz with the City of Gallup stated the pageant's largest audience historically had been 70 audience members or less. Amber Ballenger is the new queen. Amber's mother and sister have also served as ceremonial queen in past years. Ballenger is from Gallup and currently lives in Denver. Her platform is healthy youth objectives, which focuses on healthy outdoor activities. Further information will be available on the website.

After Hours with Gallup Chamber of Commerce: Sanchez spoke at the event and thanked the Gallup community for their support and Gallup Chamber of Commerce Executive Director Bill Lee for his hospitality.

Intertribal Ceremonial Office Open House: Member Miller attended, as well as the Mayor of Gallup. The office is newly renovated with fresh paint and office furniture. Sanchez thanked the Manuelito Visitor Center staff for their assistance.

Spirit of the Ceremonial: A watch party was held at the El Morro Theatre in Gallup. Attendees included Mayor Bonaguidi, City Manager Maryann Ustick, City Councilors, Marketing/Tourism Director Jennifer Lazarz, Deputy Secretary Vigil, General Counsel Martinez, and Chairman Hand. The show is still available on the GIC website and KOB's website. KOB projected 500,000 impressions from a combination of promos featured in news story, special live streams, etc. The show exceeded projections with over 654,580 impressions. If you haven't seen the documentary, please do so -- it is still available online. There is a possibility DVDs and downloads will be made available in the future.

KOB premiere at Indian Pueblo Cultural Center: Sanchez thanked KOB for the premiere of the documentary. Sanchez also thanked Deputy Secretary Vigil for her strong support. Member Garza and Member Correa attended the premiere.

Deputy Secretary Vigil and members of the board commended Sanchez for her vision and leadership in producing a stellar 2021 Gallup Intertribal Ceremonial.

New Business

Upcoming meeting dates

- 5 October 2021 6-7p Ceremonial Task Force meeting
- 23 September 2021 5-7p Intertribal Ceremonial Board Meeting

Public Comment

There were no public comments.

Adjourn

Chair Hand adjourned the meeting at 5:39 pm.

Submitted by Thomas Goodrich, ICB Secretary. Approved by the Board 5 October 2021.