

Intertribal Ceremonial Board

Meeting Minutes

5 October 2021 (5-7pm) via [Zoom](#)

Call to Order

The meeting was called to order at 5:04 pm by Intertribal Ceremonial Board Vice Chair Sabrina Garza.

Roll Call

Members Present

Prudence Correa
Sabrina Garza
Thomas Goodrich
Loren Miller
Antoinette Vigil
Melissa Sanchez (ex-officio)

Members Not Present

Theresa Fraizer
Chad Hand

Approval of Agenda

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

Approval of Minutes from previous meeting

The motion was made by Member Vigil to approve the 7 September 2021 minutes as presented, seconded by Member Correa, and passed unanimously.

Old Business

Intertribal Ceremonial Office Update

Ceremonial Queen: Director Sanchez introduced Amber Ballenger, 2021-2022 Miss Gallup Intertribal Ceremonial Queen. Amber greeted the board in Diné and English. She looks forward to generating excitement for the 100th anniversary and encouraging other women to participate in future GIC pageants. Her additional platform is encouraging healthy lifestyle through outdoor activities, athletics, and connecting with nature. Her mother and elder sister held the same title, in 1980-81 and 2006-07 respectively. Amber recently appeared at Santa Fe Indian Market and at a virtual event for San Juan College. She will attend the Albuquerque International Balloon Fiesta on behalf of GIC. Director Sanchez congratulated Amber for her hard work and representation. Sanchez informed board members of new processes for managing the ceremonial queen's responsibilities including a new booking procedure, forms, and an appearance schedule.

Website: Sanchez outlined updates to the new website, which include: new pages created, custom graphics, photo editing, hyperlinks, removed 2021 event information and ticket giveaways, transitioned board information and created meeting archives, updated queen pageant information, current title holder page, updated TV show page, creation of a 2020 pageant update page, and social media updates. Instagram and Facebook accounts were created for the ceremonial queen in order to establish a fan base and serve as a recruiting mechanism for future pageant contestants.

Newsletter: The first GIC newsletter was sent to 200+ members and received a 71% open rate (the national average is a 12-25% open rate).

Social Media: Social media presence is ongoing so that audiences are engaged throughout the year. New work is taking place in developing the GIC Pinterest and Twitter accounts,

in addition to Instagram and Facebook, which have been up and running since the beginning of the year. A strong social media presence will boost GIC's return on investment. Social media content, graphics, and metrics will create interest for future sponsors and donors.

2021 Gallup Intertribal Ceremonial post-production update

Director Sanchez provided a post-production update for the 2021 ceremonial. She sent custom thank you cards in appreciation of assistance with the 2021 ceremonial.

Performance metrics: 289 attended the pageant's Saturday show. El Morro Theatre advised it was the largest audience in recent years. A new crown was debuted this year. Sanchez contributed to the design and it created by Supersmith based in Gallup. The KOB documentary is being considered as a tool for educational purposes and to purchase as a DVD and digital downloads. KOB projected 500,000 impressions. To-date there are 654,580 impressions. Special reports on KOB garnered 234,952 impressions, 16,766 viewed on premiere broadcast, 8,055 watched the premiere on KOB's website August 19, and 4,231 have viewed since the premiere. Additional marketing included KOB news, the Olympics, Chicago PD, Brooklyn 99, generating over 1 million YouTube, Radio and TV impressions. and also Facebook, Instagram, Powwows.com, Gallup Sun, Gallup Independent KTNN Radio

LFC meeting update: Deputy Secretary Vigil briefed board members on a 23 September hearing with the LFC and a prior strategy meeting with City of Gallup and the GITICA non-profit to prepare for the budget hearing. All parties agreed to approach LFC with one ask, as opposed to two.

A budget request of \$755,000 for FY23 was placed. FY23 runs 1 July 2022 to 30 June 2023. An additional \$154,000 was requested for a smart table, which will serve as a self-guided kiosk to be placed in the ICO in Gallup. It will contain documentary, curated art, Q&A for visitors, and could also allow for a ticketing platform. In addition, a draft supplemental request of \$756,989 may be made for FY22 (1 July 21 to 30 June 22) for the purpose of the 100th anniversary, plus a \$100,000 branded request specifically for the ceremonial rodeo. These requests constitute a 300% increase in funding. Vigil asked from the board for their support in participating in hearings, etc. Hearing dates and times will be provided. Final Supplemental and Special Appropriation requests will be due in the near future

New Business

Upcoming meeting dates

- 2 November 2021 5-7p Intertribal Ceremonial Board Meeting

Public Comment

There were no public comments.

Adjourn

Vice Chair Garza adjourned the meeting at 5:43pm.

Submitted by ICB Secretary Thomas Goodrich. Approved by the Board 7 December 2021.