



Oneidas bringing several hundred bags of corn to Washington's starving army at Valley Forge. after the colonists had consistently refused to aid them

Oneida Tribe of Indians of Wisconsin

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UGWA DEMOLUM YATEHI
Because of the help of the Oneida Chief in cementing a friendship between the six nations and the Colon of Pennsylvania, a new nation, the United States, was made possible



INFORMATIONAL MEETING

TUESDAY, MARCH 31, 1992

GAMING EXPANSION - DR. MURRAY

Present: Rick Hill-Chairman, Deborah Doxtator-Vice Chairperson, Amelia Cornelius-Secretary, Lloyd Powless, Russell Metoxen, Julie Barton, Mark Powless, Shirley Hill-Council Members

Excused: Loretta V. Metoxen

Others: Lynn VandenLangenberg, Attorney Skenandore, Dr. Murray, Bruce King, Bob Niemela, Sarah Plummer, Jim Van Stippen, Larry Barton, Craig Cottrell, Arvin Prebelski,

Gaming Commission: Bobbi Webster, Kathy Hughes

Gaming Management: Louise King, Barb Van Boxtel, Vern Doxtator

REPORT BY DR MURRAY: Believes Bingo and Lottery in Wisconsin has reached maturation in Wisconsin, cards/slots are in introductory stage. Gambling about \$5 billion business in Wisconsin.

Need to educate public.

PR - advertise "Guarantee Best Pay Out". People like to be entertained and to win.

SURVEY RESULTS: Sample base 500 In-home - 945 usable responses

Geographic - random sample was used in survey

Recommend place slots in area where people can dump their change.

Why people gamble:

1. to be entertained
2. to be with friends
3. to get rich, mainly from lottery and low income people

Profile of Gaming Customer:

Greatest # players come from \$20 - \$50,000 annual income range

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80% customers come from 70 mile range

Customer Satisfaction Results:

1. Lot of satisfied customers
Management and workers are doing things right
2. Smoking environment - 54% non-smokers
58% frequent customers
3. Comment - not enough low stake actively

Forecast:

1. Care of loyal customers who play Bingo - slow steady increase
2. Raise potential - reduce crowding, more smoking issues, advertising

Recommends not leaving things as they are.

Capital Budgetary Analysis:

1. Present value basis - rate of return
2. Issue of competition and legalization

Forthcoming - Marketing Strategy Report

Future expansion rest on whether you are doing offensive or defensive construction.

Dr. Murray would like to see sample and the survey results of poll conducted earlier by Milwaukee buses.

Questions on Wages

Answer: employment market or labor shortage at low and most skilled educated ends of market.

Broaden base of support in hiring from community and keeping wages competitive

Keep educating and training tribal members.

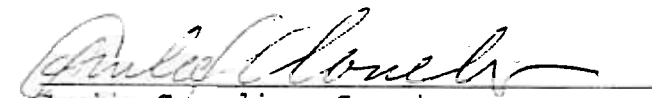
Always consider alternative uses of the building.

Interior appearance is important - Exterior should be asteticly pleasing.

Francis: Depends upon tribe of joint effort of tribes to approach off-reservation gambling. Eliminate management or investment groups. Create chance of policy land in trust.

Need to convince Governor that casino will benefit Tribe and local community

Respectfully submitted,


Amelia Cornelius, Secretary
Oneida Business Committee