

Oneida Business Committee Meeting Agenda Request Form

[Deadlines](#)

[Instructions](#)

1. Meeting Date Requested: 01 / 22 / 14

2. Nature of request

Session: Open Executive - justification required. See instructions for the applicable laws that define what is considered "executive" information, then choose from the list below:

Agenda Header (choose one):

Agenda item title (see instructions):

ISD Quarterly Report

Action requested (choose one)

Information only

Action - please describe:

3. Justification

Why BC action is required (see instructions):

4. Supporting Materials

[Instructions](#)

Memo of explanation with required information (see instructions)

Report Resolution Contract (check the box below if signature required)

Other - please list (**Note:** multi-media presentations due to Tribal Clerk 2 days prior to meeting)

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2. <div style="border: 1px solid black; display: inline-block; width: 360px; height: 21px;"></div>	4. <div style="border: 1px solid black; display: inline-block; width: 360px; height: 21px;"></div>

Business Committee signature required

5. Submission Authorization

Authorized sponsor (choose one):

Joanie Buckley, Division Director

Requestor (if different from above): _____
Name, Title / Dept. or Tribal Member

Additional signature (as needed): _____
Name, Title / Dept.

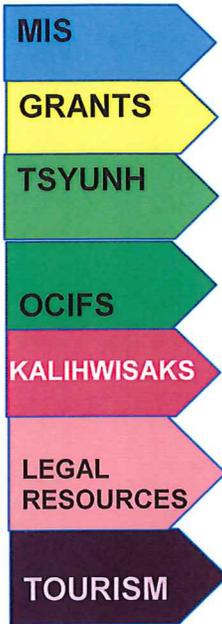
Additional signature (as needed): _____
Name, Title / Dept.

[Save and e:mail](#)

INTERNAL SERVICES

QUARTERLY REPORT

January 14, 2014



We are continuing to move forward in a *collaborative manner* toward outcomes. Many initiatives have a cross-functional team working on them, such as agriculture, tourism, technology, and grants.

The economic challenges of the market may place pressures on the organization, but they also give a chance to address the organizational landscape and to determine approaches to manage the workload. In many cases we are cut to the bone for manpower (i.e. MIS) and we must backfill. In other cases, it gives us an opportunity to assess the workload, and to determine if we sacrifice new initiatives, for reduced manpower.

There are positions that have been vacated which will impact the operation: MIS – 3 positions; Kali – 1 position; Grants – 1 position; Legal Resources – retirement of lawyer in mid-January.

The opportunities will be explored: to combine like services to address common outcomes; to delay replacement for a couple of months in support of the financial constraints, such as the residuals of sequestration; to reorganize in order to maximize resources; as well as the growth and development to move us forward in a good way. “Status quo” should never be an option.

We continue to establish new forums of collaborations across divisions – especially working on new initiatives:

- a) The changes to Microsoft Outlook, which will give us better integration;
- b) Team approach with Environmental, GSD, and Land Management on the Food Initiative; and with the Farms and Cannery and Retail on healthy food distribution;
- c) Collaboration with OCIFS, Tourism, and the Farms on the Agriculture Summit;
- d) Teamwork with OCIFS and the School(s) on various vegetable supply and education programs; as well as cooperation with Tourism on the White Corn school video;
- e) Partnership with GSD, Higher Education, and Grants on the 7871 initiative; and
- f) Cooperation with Tourism and Public Works and Cultural Heritage on developing the assets at various sites.

We continue to push forward – keeping our eye on what matters most – to build a healthy organization.

STRATEGIC PLANNING

TWO MAIN GOALS RESONATE THROUGHOUT THE DIVISION:

- ➔ Maximize Resources
- ➔ Growth & Development

Promoting collaboration, partnerships, and a learning organization

MIS (MANAGEMENT INFORMATION TECHNOLOGY)

Strategy #1 Deliver Business Technology Solutions

Their work under this strategy is evident with the electronic medical records management that has been evident at OCHD. They have advanced the implementation of "clinically speaking" (a voice to text system), making it easier for the doctors and clinical staff to record patient care. Likewise, they have worked countless hours with the technology for the Anna John Resident Centered Care Community for the food service point of sale and with the wireless and AV equipment.

They continue to work on the upgrades for the **OnBase system**, which is related to the tribe's digital records management, and the interface of various business units including Accounting, HRD, Gaming, and Healthcare. With the implementation of **Archibus**, it allows departments, especially Oneida DPW and Gaming Maintenance to manage work orders and trouble tickets relating to building maintenance.

While these efforts may seem routine, they are necessary to make the workload more efficient in managing the data and records of a complex organization; and are time-consuming.

Strategy #2 Promote Information Sharing and Collaboration

MIS has worked countless hours over the last six months on the introduction of **Microsoft 365 and Outlook**. It was extensive planning in order to incorporate the on-line training programs, and the training by the community center so that the organization would be ready to use the new programs.

They continue to work to build capacity with our youth through the Computer Club. The outcome would be to have our youth achieve technical certifications prior to graduation. In a field where the unemployment is under 2%, the advantage of certification in technology will carry them far. It is hoped that they will embrace the technology certification and receive further experience through internships.

Strategy #3 Optimize Use of Resources

Naturally with the Gaming Expansion, MIS plays a key contributing role in its preparation with new audio video services, the redesign of the Gaming Data Center, and the support of Ovations as they become a part of the gaming expansion. Along with this expansion, the Tribe's fiber plant was expanded with the addition of a 288 strand connection in order to support internet redundancy, and failover connectivity, and increased capacity.

Next Quarter Plans

MIS continues to move forward with its plans for the gaming expansion project with various activities related to the Retail Smoke Shop, and to help set up Ovations. They will continue with their upgrades such as the ERP system (enterprise resource planning) which will support many functions of Accounting. Likewise, the upgrade of Cognos, which is tied to the organization's primary business intelligence solution, and the services and reports related to Finance and on-line purchasing.

ONEIDA GRANTS DEPARTMENT

The Grants Department continues to seek external revenues in order to support the work and outreach of the various Tribal programs for the community; and to support them with various trainings that will maximize their efforts in seeking grants.

They presently have 5 staff members: Director, 2 Grant Development Specialists, a Technical Writer, and an Administrative Assistant/Researcher – all Native members. They do have 1 open position for a Grants Development Specialist. They work with over 50 programs; and with the tight budgets, they are in high demand.

Their efforts have rendered **\$9.5 million** compared to \$4.8 million for the semi-annual report in funded dollars; and ended the year with \$6.9 million in pending grants. With the economic downturn, the grants have become much more competitive; and many are requiring matched funds, from 25% to 50% of the requested funds. This may seem like a challenge, but it is also a good investment when it is aligned with our present initiatives. **They currently hold a return on investment of 21:1.**

This past year they have worked hard in seeking new grants and in exploring grants from foundations.

Initiatives:

One of their on-going initiatives is to continue to develop a database and to work with HRD on the grant positions. They are also working on the reporting requirements to help insure accurate records.

On a new horizon, the Grants Office has been participating in the Judiciary Transition; and they have been working on the 7871 Youth Fund initiative, which is funded by First Nations as a framework for external contributions which may be able to help empower youth to become leaders within the community.

TSYUNHEHKWA

Strategy #1 Embrace our Heritage through Traditional and Natural Foods, Promoting Community Sustainability.

Tsyunhehnkwa has worked throughout the summer and into the fall to promote our traditional and natural foods with additional production of white corn (from 6 acres to 9 acres) so that they can supply the Oneida Market and the One-Stops with their products. This has kept the cannery extremely busy in processing the product. Additionally, they have worked with Turtle School to provide table crops for them.

They have worked this fall in expanding the Husking Bee event, which not only provides an educational forum for the surrounding school youth, and our own; but also a large community event (HarvestFest), which was developed in collaboration with Tourism and OCIFS to help harvest the white corn in our traditional ways by hand. We are appreciative of the additional support for this event with the Farmer's Market, and with traditional teaching from Amelia Cornelius for the corn husk dolls.

Tsyunhehkwa continues to promote the practices and processing of natural and organic foods with hands-on demonstrations for the youth (Turtle School) and for community families. Additionally, they have provided workshops for the American Indian Cancer Foundation in MN, educational tours and speaking engagements to UWGB, UW School of Medicine & Public Health, Wisconsin Virtual Academy of grades K-8; and a hayride to Oneida pre-K program.

They completed the grant for the Youth Entrepreneur, with a trip to tour “Growing Power” in Milwaukee this fall (November). This offered the youth a first-hand look at their food system. The grant was funded by First Nations and Kellogg.

Strategy 2: Optimize Resources to improve efficiencies

The collaboration continues to be imperative in improving efficiencies, such as the sharing of information, tools, and services with the Oneida Nation Farm, Tourism, and Retail to forecast market needs, and to strengthen the supply chain of the products from production through processing at the cannery and finally through the sales outlet at the Oneida Market and the One-Stops.

They have been working with various partners on their initiatives to promote healthy foods for the community, including events (AppleFest 2013), tours, Tourism, Oneida Wellness Council, Cultural Heritage, the Museum, and several external partners including Brown County, Glacierland, UWGB and NWTC. Not only have these partnerships promoted education of healthy foods, but it also continues to showcase our work in traditional foods.

Strategy 3: Plan Growth and Development, considering ROI and resources

They continue to seek new revenues externally for their initiatives, and to be mindful of their community outreach in a sustainable manner. Along with that, they continue to assess the viability of new products such as the corn nuggets – and are trying to see how different coatings will adhere to the corn. They will continue develop their existing products such as poultry, egg supply, and meat cuts for the Oneida Market.

Challenges

As they continue to move toward increasing production to meet demand, they are challenged with storage, and drying capacity for the white corn; and especially the **cannery steam boiler (which went out and needs to be replaced, as it is beyond its life expectancy)**. The space constraint within the cannery could be improved with a move to another facility (such as Tower Foods) to combine it with a new initiative of an entrepreneurial kitchen. The option is being explored.

OCIFS

Strategy #1: Educate our community on healthy foods, nutrition & agricultural opportunities

Throughout the quarter OCIFS has worked on creating different website pages for the Oneida Farmers’ Market, the Market Bash and OCIFS home page to reflect the various activities and product lines (Holiday

Gift Boxes at the Oneida Market). They continue to work on the Augmented Reality Book to find funding, and they have engaged with a PhD student in education at UW Madison for some assistance.

They are planning for 2 growing gardener's workshop in Spring of 2014, and the Youth Day on the Farm event for April 2014. Likewise, he has been very involved in the planning of the Agricultural Summit for April, and working with Brown County Extension on educational initiatives. There have been several articles in the Kalihwisaks about the various activities in agriculture.

Strategy #2: Food Integration

Several activities relating to food integration have been strengthened this last quarter with the "Farm to School", where through collective efforts the Oneida School System has received 200# of red potatoes, 100# of carrots, 50# of acorn squash, 50# of sweet onions and 30# of tomatoes. Partnerships continue to be established for the 4-H club and the Oneida Land Commission for land use to try to get 12 acres on County Road H for community garden development to continue to provide for the school and the greater community.

External partnerships with the Green Bay Farmers Market Live 54218 continues to be developed and the Oneida Farmers' Market wrapped up a very successful year with the most vendors and repeat vendors attending. There were even 3 vendors with perfect attendance!

Strategy #3: Planned Growth and Development

Oneida was successful in attaining a USDA Value-Added grant to identify markets for our heirloom corn. Bill has been working with the cannery on test markets and the pricing structure. Likewise, he is working on partnerships with US-Extension Stevens Point, UW Extension Brown County, and New Leaf Foods in the creation of Food Systems and collaborations. One outcome has been a request for a food consolidation center that can be used by the great Green Bay area and surrounding farmers.

Grants continue to be on the forefront to seek funds to support the initiatives. The rack cards on the White Corn, in collaboration with Tourism and the Print Shop, and funded by Kellogg and First Nations is complete and will be released into the school system in February. It contains a video on the white corn and the history behind it, as well as the 3 sister's philosophy and garden.

Kalihwisaks

Strategy 1: Create a sense of Oneida citizenship and involvement through our news source

They have been aligning their content to promote a strong nation of families reflected in community news, political issues, and external news that is related to Indian Country. They completed their second photo contest on November 26, which



was well received and which was featured in the Kalihwisaks...with the winner being Raymond Johnson.

They continue to showcase the community events in color such as the center spread for the Big Apple Fest in October, the Milwaukee Indian Summer where the Oneida Village was highlighted, and the photo contest images.

The policies concerning submissions are being updated by the Legislative Reference Office, and published in the November 26, and Dec 12 issues. The Kalihwisaks has published the minutes of the OBC meetings, posted public hearings, and published board vacancies. They have also published court summaries, articles, legal notices, meeting times and other informational items.

They will be working with the Election Board to create awareness about the tri-annual elections and to help educate and involve Oneida citizens in the upcoming elections.

Strategy 2: Doing more with the allocated resources

They continue to utilize technology to improve efficiencies and community outreach. Their website is being updated, and they are making an effort to have one new video story per week. And they are working with new software to help improve the invoicing and tracking of advertising.

Strategy 3: Anchor a strong and sustainable operation

Through various outreach efforts, including the training that their Editor attended which was offered by the Reynolds Center on investigative journalism at the University of Wisconsin Madison, they are embarking on more investigative stories. They are also promoting more external supporters through the purchasing of advertising, thus helping to bring in revenues.

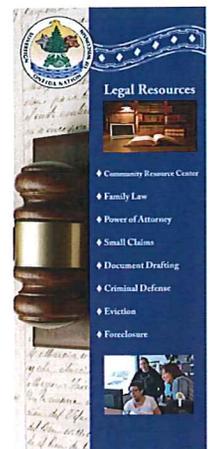
Challenges:

With the transfer of Travis Cottrell to Gaming Marketing, there has been a void in manpower. They are working hard to pick up the slack. Likewise, the computer systems are in need of upgrading and enhancement as the technology for videos and investigative stories continues to be an initiative. Additionally, space constraints with investigative stories, upcoming elections, and community events need to be considered.

LEGAL RESOURCES CENTER

Goals: To provide legal aid to our Oneida employees, and assist members. All client information is confidential.

The case loads vary from time to time, and as of now the paralegals have over 10 cases which are a mixture of employee cases, wills and small claims to be heard at the OTJS. The attorney is finalizing most of the cases at hand in preparation for her retirement mid-January. After her retirement, the office will continue, with the employee representations



as directed by GTC resolution; and in support of the outreach to build a healthy community. We will work with various other departments to maximize and to assess resources.

We wish Charlene Smith a wonderful retirement, and a great appreciation for the years of service to the Tribe.

TOURISM

The Tourism department has continued to promote the Oneida Tribe in a strong and positive manner. They have been working on establishing new initiatives to drive revenues and to build existing assets on the reservation.

Strategy #1: Develop Cultural Tourism

Tourism continues to work on the landscaping of the Veterans Wall, and to try to add assets to the Cultural Heritage site. The Long House is on hold until February 2014 for the wood.

Strategy # 2 – Build Partnerships

They continue to look for external partners to promote the Oneida Tribe brand and to generate traffic such as

- a) Museum of the American Indian possibly interested in bringing Lacrosse exhibit east
- b) NWTC – partnering to design Visitor Center/Amphitheater Projects

Strategy # 3 – Generate Food Traffic within the Reservation Boundaries

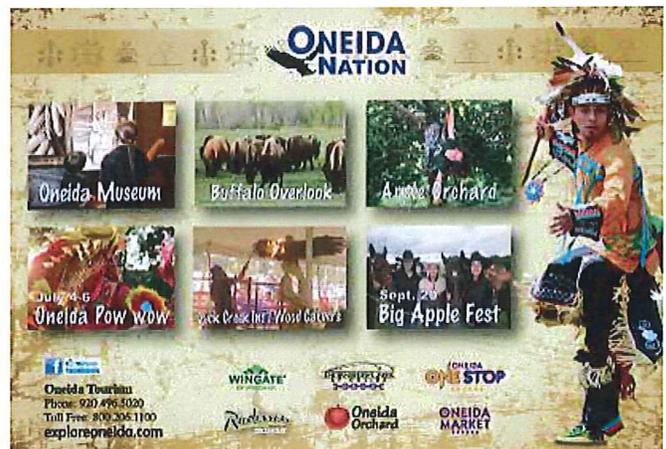
- Hosting Harley Davidson/Visit Milwaukee in December to create a possible motorcycle route. (original date was set for November and was cancelled due to a meeting cancellation)
- Set date for upcoming events. (GB Film Fest, Apple Fest, Woodcarving will be eliminated)
- Skenandoah Complex used for a Zombie/Grandma shoot for GB Film Festival – Oneida involved in each aspect of this short film.
- Participating in coordinating of the Ag Summit

Strategy #4: Maximize Media

The white corn story video is complete and will be sent on for review prior to publishing. The team worked hard with the storyline and the retakes. The end product will be introduced into the school system and shared with other tribes.

They are also working on a gaming video, and will continue to develop that skillset so that they can evolve into a multimedia center.

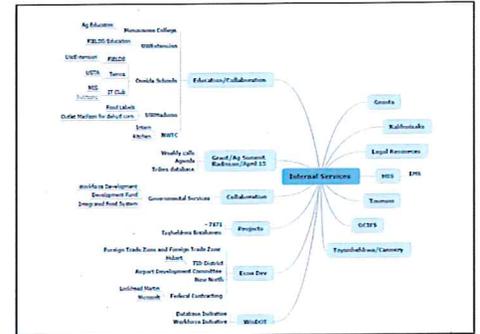
They continue to seek new programs to increase traffic and revenue onto the reservation, such as a bus program, and to continue to work with the Harley Davidson organization on a bike tour.



INTERNAL SERVICES

Aside from providing the overall leadership for the team through strategic planning, and supporting them with business expertise, there have been additional initiatives that have been taken on in order to promote growth and development.

These initiatives are long term projects, and most are collaborations across Divisions – denoting team approaches for outcomes.



Economic Development - Airport Development Committee: This

committee which was formed by the Brown County Executive looks at various lands surrounding the airport to seek opportunities for development. They made a presentation to the Community Development Committee in November to present the various tracks that they are exploring for development. Various departments and divisions were in attendance, including development and Planning Department to present their recommendations on the lands along Pine Tree which would adjoin tribal lands. Those lands do not have the infrastructure in place, and have an estimated cost for infrastructure of \$5M.

Workforce Development & Capacity Building NWTC: The quarterly NWTC committee (ISD/Planning/Higher Education & 3 senior staff NWTC) continues to promote collaboration with various projects: explore capacity building grants, share ideas for workforce development, and track tribal students for academic support and internships.

Cultural Heritage Campus – Asset Development: With the block plan completed, which was presented to CDPC at their November 7th meeting, it gives us an opportunity to use the document as we seek grants, or if bond financing becomes available as an option. Both Cultural Heritage and Tourism are seeking grants to develop the assets within the environment. They are also collaborating with Environmental for trails.

Grant – 7871 Not-for-Profit: The Youth Development Fund Initiative, which is funded by First Nations Development Institute, continues. The cross functional team (GSD, Higher Ed, Grants, ISD, Trust, Legal, and BC representation through T.King) continues to help with the framework to determine best approach for charitable contributions for a Youth Development Fund. Monthly calls keep the initiative moving forward.

AGRICULTURAL INITIATIVES

Agricultural Summit: The planning continues for the Agricultural Summit, slated for April 14, 2014. This initiative is funded in part by a USDA outreach grant, and with additional funds from First Nations, and Intertribal Agricultural Council. The event will be held at the Radisson. We expect about 250 in attendance, representing tribes from across the country.

Agricultural Outreach: As part of the outreach component of the grant, we were scheduled to meet with tribes in the Northwest Region. We were invited by the Warm Springs Tribe (1 ½ hours south of Portland

