

# FY-2025 2<sup>nd</sup> Quarter Report

GENERAL MANGER / BIG BEAR MEDIA (PRINT/MAIL/TOURISM/KALI)

## Status report of Outcomes/Goals

1. High volume output through Printing/Mail Operations
2. Kalihwisaks working on new on-line platform to reduce printing costs & environmental impact of publication.
3. Tourism preparing for NFL Draft

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### Outcome/Goal # 1

Operational Sustainability BBM: Print Operation, Mail Center, Tourism & Kalihwisaks

STAFF: PRINT 5.5 - MAIL 3 - TOURISM 2 - KALI 2  
(DIRECTOR/ADMIN ASSISTS ALL AREAS)

YTD Sales Recap

FY2025 \$318,876 (474 jobs printed)

- **4.3M copies were printed in Q1& Q2.**

FY2024 \$722,713 (1,012 jobs printed)

Print productions are consistent with FY24 levels.

FY25 Q2 164,490 pieces of mail.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

Better staff planning around large print jobs.

GOAL CHALLENGES: Staffing options when production is challenged.

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### Outcome/Goal # 2

Advancing On^yote?a.ka Principles

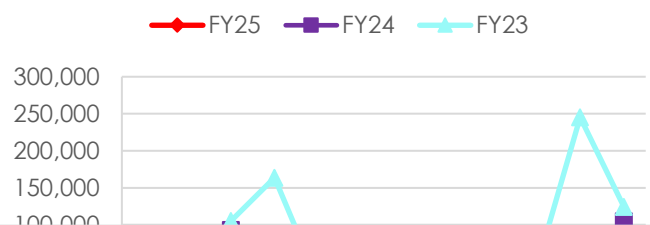
ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:  
Amelia Cornelius Culture Park

- Visitor Center – Design 50% completed. Project will move forward.
- Log Home Reconstruction – continue to seek grant after the draft.

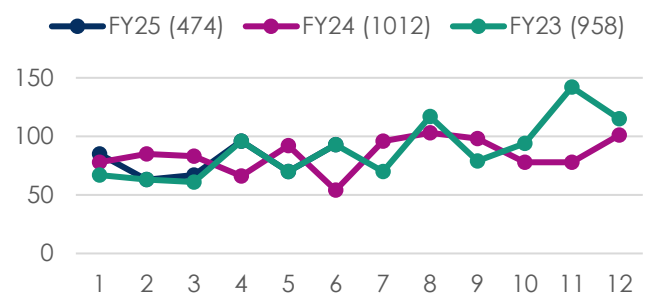
### 2025 Events

Winter Gathering Pow Wow – January 18 – Well attended.

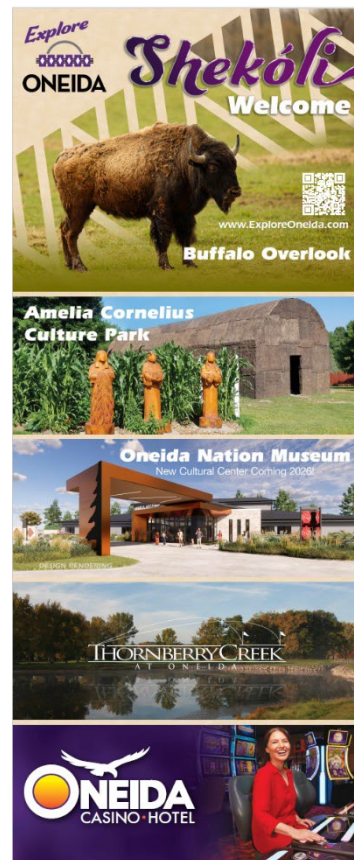
#### FY25 MONTHLY PRINT SALES



#### FY25 MONTHLY PRINT JOBS PROCESSED



NFL Green Tree Planting – April 21 2PM ACCP  
 NFL Draft – ACCP open M-F 9AM-2PM. Continue to work on signage around the reservation and collateral materials (Rack card/maps/pull ups)  
 Medicinal Garden reveal – May  
 Family Carnival – Cancelled.  
 Annual Pow Wow – June 27-29  
 Fall Traditional Harvest Pow Wow – cancelled. (Possible ideas to use Oneida Hotel space for another less expensive community gathering.)



Kalihwisaks continues its successful publication that is connecting Oneida. Monthly run 8,000 copies. Working with departments on their strategic communication throughout the summer.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL :

Continue to plan upcoming events for the Oneida community.

GOAL CHALLENGES: Continued challenges of staff ratio vs project plans.

### Outcome/Goal # 3

Advance Forward using Technology

MEASUREMENT:

ACCOMPLISHMENTS RELATED TO THE OUTCOME/GOAL:

- BC approved online platform ISSUU on 03.25.25 for the Kalihwisaks and GTC packets in 2025. However, we received word the company was acquired, and the new owners would not honor the 5-year contract/\$25,000. The new proposal honored year 1 at \$5,000 but final four years the price would increase to \$12-15,000 annually. We declined and will find another on-line service.

EXPECTATIONS/FUTURE PLANS REGARDING THE OUTCOME/GOAL:

Continue to try to expand media content that connects the Oneida community in a positive way.

GOAL CHALLENGES:

Number one challenge is having enough staff time to prioritize new initiatives.



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