

**`Ōlelo Community Media**  
**Minutes of the Regular Board of Director’s Meeting**  
**August 23, 2017**  
**5:30 p.m. – 7:30 p.m.**  
**1122 Māpunapuna Street**

**Present:**

Nelson Lau (Chair), Sanford Inouye, Allan Akamine, Keith Fujio, Leslie Hayashi, Shelee Kimura, Karl Okemura, Tyler Tokioka, and Derek Wong

**Excused:**

Ann Chung, Jason Fujita, Kalei Kailihiwa, Jack Legal, Larson Medina, and Dawn Morais Webster

**Staff:**

Hanalei Aipoalani, Wes Akamine, Angela Angel, Jack Bates, Greg Davis, Dawne DePonte, Chris Lam, Kuuipo Rossiter, and Rona Shibuya

**Call to Order:**

Board Chair Nelson Lau called the meeting to order at 5:31 p.m.

**Public Comment:**

Kathleen Connors. Ms. Connors restated her views on Kahuku Community Media Center (CMC) closure and asked if Kahuku CMC could be re-opened. She restated her concerns regarding video footage on hard drives found at Kahuku CMC.

**Approval of May 24, 2017, Minutes:**

Chair Lau asked for a motion to approve the May 24, 2017, minutes.

**Action:**

**After review, Mr. Karl Okemura moved to approve the minutes, Mr. Allan Akamine seconded, and the Board unanimously approved the May 24<sup>th</sup> 2017 minutes as presented.**

**Chair’s Report:**

Chair Lau introduced Mr. Greg Davis, Director of Community Media Centers and Mr. Wayne Yun, Māpunapuna CMC Manager to share information on Wahiawā and Māpunapuna’s center operations. Video presentations from both CMCs 2017 activities were presented to the Board.

**President/CEO Report:**

Mr. Sanford Inouye reported to the Board that an update on the 2017 Priority Focus and the milestones for each project would be provided at each board meeting. Mr. Inouye introduced `Ōlelo’s Management Team to present the second quarter milestones.

**2017 Priorities Focus and Projects Second Quarter Milestones**

**Government Partnerships**

Mr. Christopher Lam reported the second quarter milestones for the projects under the Government Partnerships initiative to the Board. The first project, to develop new government partnerships and programming, `Ōlelo trained 33 individuals from six state and city agencies in basic production, four of

which returned for advanced training. `Ōlelo received about 55 state government related programs outside of the Legislature programming, and the trainees submitted about 50% of these programs. Mr. Wes Akamine and Ms. Jennifer Nakamura received positive feedback on 100% of the surveys from everyone upon completion of their training with them.

Mr. Christopher Lam reported to the Board, the second project, create and deploy a linear channel for distribution of government programming is on track with rolling-out the channel. All of the equipment for master control and the graphics system has been installed. Mr. Christopher Lam also reported to the Board that Ms. Angela Angel, `Ōlelo's Chief Production Officer and Mr. Jack Bates, `Ōlelo's Marketing Manager, are working on a promotional plan for the Government Channels.

### **Volunteerism and Training**

Mr. Greg Davis provided the second quarter milestones to the Board on developing a volunteer program to build capacity and address recruitment, training, and retention of volunteers. The focus of the volunteer plan is to have our volunteers feel they are contributing to `Ōlelo and making a difference in their community. We want to recognize and acknowledge our volunteers engagement and appreciate how they further `Ōlelo's mission.

Mr. Wesley Akamine reported the second quarter milestones to the Board on designing and implementing training aligned to staff and client needs. Several of the CMCs began to offer production training workshops to clients on various topics to increase their level of production skills. The topics offered in the workshops were based on feedback received from client surveys and clients attending CMC Kaheas.

Mr. Wesley Akamine shared with the Board the second quarter milestone for the Innovative Media for Educators (IME), formally known as ToTs. Mr. Wesley Akamine reported that the Professional Development Educate, Empower, Excel (PDE3) program from the Department of Education (DOE) is currently included in `Ōlelo's educators' workshop. We can now offer the DOE teachers a way to increase their credits, while still engaging with `Ōlelo.

### **Youth Initiatives**

Mr. Hanalei Aipoalani reported to the Board, the second quarter milestones for youth initiatives. There are three programs under the Youth Xchange umbrella, Youth Capitol Commentary, Youth Xchange Statewide Student Video Contest, and Children and Youth Day. `Ōlelo's YXCE3 training program, which is the year-round after school program, is to have students who do not have any basic production training eventually become certified as `Ōlelo's client producers. Mr. Hanalei Aipoalani also reported that last year at year end, we had 1,800 participants; as of today, we are at 1,801 participants. We have yet to include numbers from our after-school program as well as the upcoming Children and Youth Day participation in October. We are on target to attain our goal of 1,890 participants.

### **Employee Development**

Mr. Hanalei Aipoalani reported the second quarter milestones for employee development to the Board. Human Resources sent out surveys to all of the staff after each training to receive feedback about their training, trainer, topic, etc. Measurable objective is based on employees favorable response to their individualized training plan. As of late June, we have a favorable rating of 85%. At this time, we are 5% shy of our target of 90%.

### **Community Relations and Marketing**

Ms. Angela Angel reported the second quarter milestones for the projects under the Community Relations and Marketing initiative to the Board. Ms. Angela Angel reported to the Board, the first project, developing and implementing an `Ōlelo relationship toolkit has been completed. Ms. Angela Angel reported to the Board that each CMC identified their six outreach target groups to stabilize center activity. Each CMC will provide a report on the relationship development progress with each of their six target groups. Ms. Angela Angel also reported that a data inputting process was created on SharePoint.

Ms. Angela Angel reported to the Board, the second project, developing a speakers pool has been completed. The CMC Managers are currently working with an outside consultant who specializes in presentations. They had their first of three trainings and a total of 18 staff are scheduled to be trained. Ms. Angela Angel reported a list is being formulated for potential bookings with organizations, conferences as well as presentations at our CMCs. The goal is to complete 40 presentations by the end of the year.

Ms. Angela Angel reported to the Board, the third project, re-vamp, and update website design and content. `Ōlelo's website update has been completed and we are currently tracking the number of hits on our website with a goal to increase hits by 30%. Ms. Angela Angel shared with the Board the new company video and an orientation video.

Mr. Sanford Inouye reported to the Board, `Ōlelo's newsletter is completed and will be distributed to stakeholders. The newsletter focuses on our clients and services we offer to the community.

### **Program Committee Report:**

Mr. Sanford Inouye provided a report to the Board on behalf of Program Committee Chair, Mr. Jason Fujita. The Program Committee met on August 2, 2017. At this meeting, the Committee discussed three topics, Viewership vs. Free Speech, `Ōlelo's Marketing/Promotion Grid, and School Pride. Mr. Sanford Inouye provided an overview of `Ōlelo's Marketing/Promotion Grid that Mr. Jack Bates, has been working on for the past year. The grid includes promotion and advertising components, as well as the different types of media used to promote our services, brand, and programming.

### **Intro of Viewership vs. Free Speech**

Mr. Jack Bates provided a background on the creation of Public, Education, and Government (PEG) access and the establishment of `Ōlelo to the Board. Mr. Jack Bates shared that `Ōlelo is not a traditional television station where viewership is the goal. `Ōlelo is the steward of free speech and to enable access to everyone to share their message on cable channels.

### **Marketing/Promotion Grid**

Mr. Jack Bates presented a Marketing and Promotion Grid to the Board. `Ōlelo focused on long-term strategies instead of short-term strategies. Messaging is primarily the value of what `Ōlelo and our clients do. Mr. Jack Bates talked about the different mediums used to promote the value of `Ōlelo and our clients. We have bonus spots on KGMB and 1000 spots a year on Spectrum to run ads. We also have eight 10-30 second spots, six of which are new spots promoting services, demonstrating accessibility and value. Six 10-second station IDs and three new testimonial IDs are to run on all of `Ōlelo's channels. Mr. Jack Bates reported to the Board that `Ōlelo also has print ads in the Star-Advertiser and Hawai'i Business Magazine.

`Ōlelo also posts on social media an average of three activities per business day reflecting the activity of `Ōlelo and our clients. `Ōlelo has one of the highest followings on social media amongst Hawai`i nonprofits and is generally in the top five. Mr. Jack Bates provided an overview of two videos currently in the making to the Board. A training video and a youth services video will be used in presentations by our community relations team.

Mr. Jack Bates reported to the Board `Ōlelo's website had 27,000 visits in the first two weeks of the launch date and 40% of visitors to the website are looking at programming information.

Mr. Jack Bates reported to the Board `Ōlelo's marketing initiative, empowering your voice focuses on why `Ōlelo is here. Mr. Jack Bates presented to the Board sample T-shirt ideas that staff, students, and clients could wear in support of the empowering your voice initiative. Mr. Sanford Inouye reported to the Board that we are considering concepts to depict the empowerment message.

**Committee Pilot Project – “School Pride”**

Ms. Leslie Hayashi provided an overview and the goal of the pilot project “School Pride” to the Board. Ms. Leslie Hayashi reported that she started researching about schools and shared a template on subjects and facts that `Ōlelo could consider for the school project. The target date to begin the pilot program is May 2018. Ms. Leslie Hayashi reported that a small committee is working on determining the best way to segue into the `Ōlelo existing youth programs.

**Finance Committee Report:**

Mr. Tyler Tokioka reported that the Finance Committee met on August 9, 2017. At this meeting, the Committee reviewed and accepted the second quarter financials through June 30, 2017.

Mr. Tyler Tokioka reported that the Committee is required to have an annual review of `Ōlelo's Investment and Banking Policy and Account Review and the Committee complied with both requirements. The Committee met with First Hawaiian Bank (FHB), who manages `Ōlelo's investment portfolios and reviewed the accounts. All of the accounts are in order, and we were advised to keep a long-term perspective when investing.

Mr. Tyler Tokioka reported that the Committee reviewed the Insurance Renewal Policy Proposal for the policy period of July 1, 2017 – July 1, 2018, and everything is in order and no significant changes in rates.

Mr. Tyler Tokioka reported that the Committee reviewed the Capital Budget and `Ōlelo spent about \$230,000.00 or 30% of the budget and approximately \$250,000.00 is earmarked for camera purchasing later in the year.

**Nominations Committee Report:**

Mr. Allan Akamine reported that the Nominations Committee met to discuss recruitment of new board members to replace one member who resigned from the board and other members whose terms expire on December 31, 2017.

**Executive Session:**

Chair Lau called for a motion to move into Executive Session to review proprietary information.

Confidential – Unapproved Pending Board Approval

**Action:**

**Mr. Karl Okemura moved, and Mr. Allan Akamine seconded, and the Board unanimously approved to move into Executive Session.**

The Board recessed at 6:55 p.m. to go into Executive Session.

**Reconvene:**

Chair Lau reconvened the meeting at 7:35 p.m.

**Adjournment:**

There being no further business before the Board, the meeting adjourned at 7:36 p.m.

**Respectfully Submitted,**

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Leslie Ann Hayashi, Secretary