

‘Ōlelo Community Media
Minutes of the Regular Board of Director’s Meeting
May 24, 2017
5:30 p.m. – 7:30 p.m.
1122 Mapunapuna Street

Present:

Nelson Lau (Chair), Sanford Inouye, Allan Akamine, Everett Kaneshige, Jack Legal, Larson Medina, Karl Okemura, Tyler Tokioka

Excused:

Ann Chung, Keith Fujio, Jason Fujita, Leslie Hayashi, Kalei Kailihiwa, Shelee Kimura, Dawn Morais Webster and Derek Wong

Staff:

Hanalei Aipoalani, Wes Akamine, Angela Angel, Jack Bates, Greg Davis, Dawne DePonte, Chris Lam, Eloise Harris, Kuuipo Rossiter, Donna Ylen, 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 concerns regarding video footage on tapes from Kahuku Community Media Center (CMC), and restated her request for assistance from ‘Ōlelo.

Approval of February 17, 2017 Minutes:

Chair Lau asked for a motion to approve the February 17, 2017 minutes.

Action:

After review, Mr. Everett Kaneshige moved to approve the minutes, Mr. Tyler Tokioka seconded, and the Board unanimously approved the February 17th, 2017 minutes as presented.

Finance Committee Report:

Mr. Tyler Tokioka reported that the Finance Committee met on May 15, 2017. At this meeting, the Committee reviewed the first quarter financials through March 31, 2017; the 2016 Financial Audit; and the 2016 Form 990 Tax Return. The audit report and tax return are fairly presented.

The Finance Committee accepted the 2016 Financial Audit and 2016 Form 990 Tax Return as presented and approved to forward to the full board for action.

Action:

Mr. Tyler Tokioka asked for a motion to approve the 2016 Financial Audit and 2016 Form 990 Tax Return, Mr. Allan Akamine seconded, and the Board voted unanimously to approve the 2016 Financial Audit and 2016 Form 990 Tax Return.

Mr. Tokioka reported the first quarter financials through March 31, 2017, are accurate and aligned with the budget.

Mr. Tokioka asked for a motion to approve the first quarter financials through March 31, 2017.

Action:

Mr. Allan Akamine moved, Chair Lau, seconded, and the Board voted unanimously to approve the first quarter financials through March 31, 2017.

Kahuku Community Media Center Update:

Mr. Greg Davis reported to the Board that he met with Ms. Kathleen Connors to discuss and address her concerns about certain video footage when Kahuku CMC closed. 'Ōlelo provided a list of contents on the hard drives to Ms. Connors. Mr. Davis shared with the Board that he has encouraged Ms. Connors to have the owners of the videos contact him directly and 'Ōlelo will be happy to work with them.

Mr. Davis reported that he met with Ms. Donna Lindsey, the Principal at Kahuku High and Intermediate School, and gave her videos of school activities. Ms. Lindsey remains open to engaging with 'Ōlelo. Mr. Davis reported that 'Ōlelo has been sharing with the community, our commitment to having a presence and services available to cover events in their area. Mr. Davis reported that 'Ōlelo worked with the Kahuku Public and School Library in covering the 2017 "Battle of the Books" event and hosting 'Ōlelo's service, "PSA for NPOs" where community non-profits can videotape a 30-second message for their organization and have it aired on our channels.

Chair's Report:

Chair Lau presented staff to share updates and presentations.

National Association of Broadcasters (NAB) Update

Mr. Christopher Lam shared with the Board highlights from the 2017 National Association of Broadcasters (NAB) conference held in April. The NAB conference is an annual trade show featuring over 1,800 companies, showcasing areas in broadcast, digital media, film, post-production, information technology (IT) and much more.

Mr. Lam reported to the Board that industries are moving toward IT/IP (internet protocol) and cloud type infrastructures. Many broadcasters are taking advantage of the efficiencies of sending video via internal networks or the Internet while utilizing software solutions instead of traditional local studios. We see this trend in our local news stations. As local television studios are being acquired by mainland firms, 'Ōlelo's local community content becomes more relevant.

Mr. Lam shared with the Board the different types of wireless video systems, cameras, streaming devices, closed captioning solutions and lighting equipment 'Ōlelo is exploring and considering.

Windward Community Media Center Video

Windward Community Media Center's Manager, Ms. Donna Ylen shared highlights of Windward's CMC 2017 activities and presented a video 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 first quarter milestones.

2017 Priorities Focus and Projects First Quarter Milestones

Government Partnerships

Mr. Christopher Lam reported the first quarter milestones for the projects under the Government Partnerships initiative to the Board. The first project, to develop new government partnerships and programming, 'Ōlelo completed its first training class with state agencies and started to receive content from the Department of Commerce and Consumer Affairs (DCCA) and the Department of Land and Natural Resources (DLNR). 'Ōlelo is currently working with the Department of Hawaiian Home Lands (DHHL) to also receive content from them.

Mr. Lam reported to the Board the second project, to create and deploy a linear channel from the distribution of government programming, is on track with rolling-out the channel. We installed all of the automation and storage. The promotional plan has been delayed because we do not have a launch date for the channel. However, we are targeting the fourth quarter for the launch.

It was asked how the Neighbor Islands would get their program aired on the channel. Mr. Lam reported the neighbor islands could submit programs on the Statewide linear or VOD Channel. 'Ōlelo asked the neighbor islands if they would like to submit any programs, but so far, we have not received any programs from them.

Volunteerism and Training

Mr. Greg Davis provided the first quarter milestones to the Board on developing a volunteer program to build capacity that addresses recruitment, training, and retention. The volunteer insurance waiver form has been completed. 'Ōlelo is currently working on creating a position description document and handbook for volunteers, and finalizing a plan on volunteer recruitment, training, and retention. Research and purchase of a volunteer database are a little delayed due to discussion with the Community Relations department about integrating a product with a customer management tool and facility management functions.

It was asked if each CMC will oversee the volunteers in their center. Mr. Davis reported that the volunteer database would allow each CMC to oversee their volunteers and allow access to volunteers from other CMCs. The database will be for all types of volunteer services that people may want to offer to 'Ōlelo.

Mr. Wesley Akamine reported the first quarter milestones to the Board on designing and implementing training aligned to staff and client needs. The training plan for AmeriCorp members has been completed. 'Ōlelo visited and engaged with each school and AmeriCorp member to confirm they understand the year-round after-school program and projects. A few of the AmeriCorp members have selected their projects and have students engaged.

Mr. Akamine shared with the Board the first quarter milestone for the Innovative Media for Educators program, formally known as Teaching of Teachers (ToT) has completed two classes at Leilehua High School for the Professional Development Educate, Empower, Excel (PDE3) training component for the

Department of Education (DOE). 'Ōlelo is waiting for approval of the PDE3 training curriculum from the DOE before introducing the training program islandwide. Mr. Akamine reported to the Board that 'Ōlelo offers the same training program to public and private schools without a media program to give them an opportunity to integrate media into all curriculum such as science, physical education, and history as a vehicle for communication.

Youth Initiatives

Mr. Hanalei Aipoalani reported to the Board that the first quarter milestones for youth initiatives were achieved. Youth Capitol Commentary is a program that schools and students participate in on the opening day of the Legislative session. We did not have any data to compare but will benchmark next year's data against this year's data regarding teachers and students who participated. Mr. Aipoalani shared with the Board that Mr. Akamine was able to incorporate all of the youth initiatives into the curriculum that is currently being taught to the students participating in the after-school program. Mr. Aipoalani reported to the Board that the Youth Xchange Statewide Video Contest highlights would be shared in 'Ōlelo's upcoming newsletter.

Employee Development

Mr. Hanalei Aipoalani reported the first quarter milestones for employee development to the Board. Human Resources met with each employee and their supervisor to gather input and insight on their developmental interests and needs. Individual training plans were developed, and staff received their training plan in March. The roll-out of the individualized training plan was delayed by one month and the first quarter report deferred to the second quarter.

Community Relations

Ms. Angela Angel reported to the Board the first quarter milestones for the projects under the Community Relations and Marketing initiative. The first project, developing and implementing an 'Ōlelo relationship toolkit has been completed. The Relationship-Building Toolkit is a handbook that was created for the CMC Managers to provide guidelines and directions to plan, strategize, develop and maintain consistent, impactful, and relevant client relations. Ms. Angel reported to the Board that they identified six outreach target groups to stabilize center activity. The Community Relations team is visiting each center to help them with the exercises in the toolkit.

Ms. Angel reported to the Board, the second project, developing an 'Ōlelo's Speakers Pool is almost complete. The CMC Managers will be the first trainees in the Speakers Pool because they are currently conducting presentations on 'Ōlelo services to small and large groups. The Speakers Pool projects goal is to achieve message cohesiveness. Ms. Angel reported to the Board the first three main presentations that the CMC Managers will be concentrating in the second quarter is 'Ōlelo's orientation, services, and training.

Ms. Angel reported to the Board the third project, re-vamp, and update website design and content will launch shortly. Ms. Angel reported that a promotional plan of on-air video, social media, and printed promos are being developed to promote 'Ōlelo's website.

Program and Marketing Committee Report:

Committee Pilot Project – "School Pride."

Mr. Sanford Inouye shared with the Board Ms. Leslie Ann Hayashi's idea of a pilot program, called "School

Pride,” to work with schools to create a program showcasing their school’s successes. Mr. Inouye reported to the Board that the Program and Marketing Committee met with staff to ascertain if the School Pride project can be integrated into an existing ‘Ōlelo service. They determined the project would be a good fit for one of the Youth Xchange current programs, the year-round after-school program. The committee is looking at launching the pilot project in May 2018. Mr. Inouye reported to the Board, a sub-committee comprised of Ms. Hayashi, who will be the chair, Mr. Jason Fujita, and Mr. Allan Akamine will be developing the pilot project. (Mr. Larson Medina has subsequently joined the sub-committee.)

Island Focus

Mr. Greg Davis updated the Board on locations ‘Ōlelo has filmed for Island Focus, as well as the tentative locations considered for future shows.

A video clip of the Kawaiha‘o Church Island Focus was presented to the Board.

Youth Xchange Banquet

Mr. Hanalei Aipoalani reported to the Board that ‘Ōlelo had a successful Youth Xchange Awards Banquet this past April. This year, we received 904 entries with 83 participating schools and 145 teachers. A small ad-hoc committee will consider ways to evolve and streamline the event. Mr. Aipoalani shared with the Board that Mr. Inouye was able to get commitments from all three neighbor island Public, Education and Government (PEG) centers to assist ‘Ōlelo with future Youth Xchange programs.

Marketing/Promotions Update

Mr. Jack Bates reported to the Board ‘Ōlelo’s strategy to build value for ‘Ōlelo by showing how our services can impact the community. Mr. Bates shared with the Board the “Day in the Life of ‘Ōlelo” video (created by Mr. Dane Neves) and how it illustrates ‘Ōlelo’s diversity and how ‘Ōlelo serves the entire island.

Executive Session:

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

Action:

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

The Board recessed at 5:51 p.m. to go into Executive Session.

Reconvene:

Chair Lau reconvened the meeting at 7:04 p.m.

Adjournment:

There being no further business before the Board, the meeting adjourned at 7:05 p.m.

Respectfully Submitted,

Leslie Ann Hayashi, Secretary