

Unapproved – Pending Board Approval

**‘Ōlelo Community Media**  
**Minutes of the Annual Board of Director’s Meeting**  
**February 23<sup>rd</sup> 2018**  
**4:30 p.m. – 6:00 p.m.**  
**The Plaza Club**  
**900 Fort Street Mall, 20<sup>th</sup> Floor**

**Present:**

Nelson Lau (Chair), Sanford Inouye, Allan Akamine, Keith Fujio, Leslie Hayashi, Kalei Kailihiwa, Shelee Kimura, Jack Legal, Larson Medina, Linda Nakaima, and Karl Okemura

**Excused:**

Ann Chung, Jason Fujita, Steve Sombrero, Tyler Tokioka, and Derek Wong

**Staff:**

Hanalei Aipoalani, Wes Akamine, Angela Angel, Jack Bates, Dawne DePonte, Deron Kamisato, Chris Lam, Scott Nordquist, Mark Oldenburg, and Rona Shibuya

**Call to Order:**

Board Chair Nelson Lau called the meeting to order at 4:40 p.m.

**Public Comment:**

Kathleen Connors. Ms. Connors restated her views on Kahuku Community Media Center closure and certain unclaimed video material she would like to be edited.

**Approval of October 24<sup>th</sup>, 2017 Minutes:**

Chair Nelson Lau asked for a motion to approve the October 24<sup>th</sup>, 2017 minutes.

**Action:**

**After review, Leslie Hayashi moved to approve the minutes, Ms. Shelee Kimura seconded, and the Board unanimously approved the October 24<sup>th</sup>, 2017 minutes as presented.**

**Chair’s Report:**

Chair Nelson Lau welcomed and recognized two new Board members, Ms. Linda Nakaima, and Mr. Steve Sombrero.

**Nominations Committee Report:**

Chair Nelson Lau reported to the Board on behalf of Nominating Committee Chair Mr. Allan Akamine that Ms. Donna Mun was recommended to fulfill Ms. Shelee Kimura’s remaining term on ‘Ōlelo’s Board, which expires on December 31<sup>st</sup>, 2018.

**Action:**

**Chair Nelson Lau asked for a motion to appoint Ms. Donna Mun to Ōlelo’s Board of Director’s effective February 23<sup>rd</sup>, 2018, for Ms. Shelee Kimura’s remaining term, which expires on December 31<sup>st</sup>, 2018, Ms. Leslie Hayashi seconded, and the Board unanimously passed the motion.**

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### **Election of Officers**

Chair Nelson Lau presented the following slate of officers for Ōlelo’s Board: Board Chair, Mr. Nelson Lau; Vice Chair, Mr. Derek Wong; Treasurer, Mr. Tyler Tokioka; Secretary, Ms. Leslie Ann Hayashi. This slate of officers shall serve until replacements are named at the 2019 annual meeting.

#### **Action:**

**Chair Nelson Lau moved to approve the slate of officers, Mr. Karl Okemura seconded, and the Board unanimously passed the motion.**

### **Designation of Board Committees**

Chair Lau announced the 2018 Board Committees.

### **Announcement of Committees**

#### **Finance Committee**

**Chair:** Mr. Tyler Tokioka

**Members:** Ms. Ann Chung, Mr. Nelson Lau, Mr. Jack Legal, Mr. Derek Wong, Mr. Steve Sombrero, Mr. Keith Fujio

#### **Nominations Committee**

**Chair:** Mr. Allan Akamine

**Members:** Ms. Kalei Kailihiwa, Mr. Nelson Lau, Mr. Tyler Tokioka

#### **Program and Marketing Committee**

**Chair:** Mr. Jason Fujita

**Members:** Mr. Allan Akamine, Mr. Keith Fujio, Ms. Leslie Ann Hayashi, Ms. Kalei Kailihiwa, Mr. Larson Medina, Ms. Linda Nakaima, Mr. Karl Okemura, Ms. Donna Mun

#### **Strategic Planning Committee**

**Chair:** Mr. Derek Wong

**Members:** Mr. Nelson Lau, Mr. Tyler Tokioka, Mr. Steve Sombrero

#### **Executive Committee**

**Chair:** Mr. Nelson Lau

**Members:** Mr. Tyler Tokioka, Mr. Derek Wong, Ms. Leslie Hayashi

#### **Governance/Bylaws Sub-Committee**

**Chair:** Mr. Nelson Lau

**Members:** Mr. Jack Legal, Ms. Leslie Ann Hayashi

#### **Program and Marketing Report:**

Mr. Sanford Inouye provided a report to the Board on behalf of Program Committee Chair, Mr. Jason Fujita. The Program Committee met on February 8, 2018. At this meeting, the Committee was introduced to Ōlelo’s new program, Live at the Legislature, launched in January 2018. The program is a live half-hour weekly news series that focuses on the issues, legislation, and topics of importance emerging from this

year's legislative session. Live at the Legislature airs live on Mondays at 8:30 a.m. on `Ōlelo's channel 49.

Mr. Scott Nordquist, a crew member on the Live at the Legislature program provided an overview of what audiences can expect from watching Live at the Legislature. A short video clip of the Live at the Legislature program was presented to the Board.

**Marketing Report:**

Mr. Jack Bates reported to the Board that a new marketing initiative is set to launch in 2018. Mr. Bates provided an update on "Earned Media" opportunities pursued by `Ōlelo. Beginning next month, stories that highlight the Community Media Centers (CMCs), and prolific community producers and their impact will be in community newspapers and publications. Mr. Bates reported to the Board that `Ōlelo is currently pursuing opportunities to work with radio stations, and will share an update at the next Board meeting.

**Finance Committee Report:**

Chair Nelson Lau provided a report to the Board on behalf of Finance Committee Chair, Mr. Tyler Tokioka. The Finance Committee met on February 13, 2018. At this meeting, the Committee reviewed the 2017 Year End Unaudited Financials, 2017 Carried Forward Capital Projects, and the 2017 Audit Schedule.

**Action:**

**Chair Nelson Lau presented the 2017 Carried Forward request and asked for a motion to approve the 2017 Carried Forward Request, Ms. Leslie Hayashi seconded, and the Board unanimously approved the 2017 Carried Forward Request.**

Ms. Dawne DePonte reported to the Board that the access lift would be installed this month.

**President/CEO Report:**

**Welcome New Staff:**

Mr. Sanford Inouye introduced Mr. Mark Oldenburg, `Ōlelo Community Media's new Director of Media Services to the Board.

**Charter (Spectrum) Channel Relocation Update:**

Mr. Sanford Inouye updated the Board on the Charter Spectrum channel relocation. Over the last few months, there was a lot of public meetings and hearings held on Charter Spectrum's relocation of Public, Education, Government (PEG) Access channels. Mr. Sanford Inouye reported to the Board, the Senate Committee Chair of the Consumer Protection and Health Committee, Rosalyn Baker, held a hearing on Senate Bill 36 (SB36) yesterday. The bill would give the Department of Commerce and Consumer Affairs (DCCA) the authority to regulate the placement of PEG access channels on cable operator's cable system. The Senate Bill will need to pass the Senate, then crossover to the House of Representatives.

Mr. Sanford Inouye thanked the Board members for their support and acknowledged `Ōlelo staff for their efforts to stop Charter Spectrum from relocating our channels.

**2018 Priorities Focus and Projects Overview:**

Mr. Sanford Inouye reported to the Board `Ōlelo's 2018 Priorities Focus and Projects were purposely designed to continue to build capacity for the future of `Ōlelo. Mr. Sanford Inouye introduced `Ōlelo's Management Team to present the 2018 Priorities Focus and Projects overview.

### **Client Marketing Campaign**

Ms. Angela Angel presented an overview of the project under Community Relations and Marketing. The Client Marketing Campaign will emphasize `Ōlelo's mission by spotlighting clients who create and support PEG Access. The objective of the project is to foster strong, positive relations with `Ōlelo's clients by promoting their programs, and through their impact stories, demonstrate the value of access. Ms. Angela Angel reported to the committee that `Ōlelo will develop a clear and strategic marketing plan highlighting diverse and strategic client productions, and produce and distribute 20 stories and videos in 2018.

### **GOVERNMENT PARTNERSHIPS**

Mr. Christopher Lam reported to the committee the Government Partnerships project is a carryover from 2017. The objectives of the project are to foster strong and positive relations with government agencies, expand relevant government programming on `Ōlelo channels for the community, and to increase community awareness and value of `Ōlelo through the distribution of government programming. Mr. Christopher Lam reported to the committee that `Ōlelo will work with the Outreach Department to create service packages and outreach to government agencies, with the goal of contacting at least 100 agencies to utilize `Ōlelo's services. `Ōlelo will continue to work with the training and Media Services (MS) group to have at least 20 government agencies utilize our services or submit programs for air by the end of the year.

### **FACIL REPLACEMENT AND PERFORMANCE IMPROVEMENTS**

Mr. Christopher Lam reported to the committee, that the Facil Replacement and Performance Improvements project will integrate and transition to a new database system that improves companywide reporting. Mr. Christopher Lam reported to the committee that `Ōlelo will create a committee to research and design the database based on the needs of each department, purchase and implement a virtual test environment, migrate a clean database into the production environment, and scheduled to go live in December.

### **FINANCIAL SUSTAINABILITY PLAN**

Ms. Dawne DePonte provided an overview of the Financial Sustainability Plan (FSP) project. The FSP project is a two-year project, and the objective is to develop a plan for financial sustainability that will help `Ōlelo to thrive over the long-term. Ms. Dawne DePonte reported to the committee that over the next two years, `Ōlelo will develop a draft financial sustainability plan, establish a for-profit arm of `Ōlelo, create a business plan for the for-profit arm, and by December 1<sup>st</sup> 2018, and identify potential funding source(s) from the business community.

### **EMPLOYEE DEVELOPMENT PROGRAM**

Mr. Hanalei Aipoalani reported to the committee that the Employee Development Program is in its' third-year, and will continue to focus on strengthening `Ōlelo's workforce. The objective of the Employee Development Program is to increase the inventory of staff acquired skills and improve their work efficiency and productivity. Mr. Hanalei Aipoalani reported to the committee, the Human Resources department will assist supervisors with drafting and finalizing plans to measure training effectiveness for each staff member and to conduct organizational surveys twice in 2018.

### **YOUTH INITIATIVES**

Mr. Hanalei Aipoalani provided an overview of the Youth Initiatives project. The Youth Initiatives project focuses on building capacity for `Ōlelo's future. The objective of the Youth Initiatives project is to increase youth participation in Youth Xchange (YXC) programs and expand and enhance `Ōlelo's visibility,

awareness, and relevance in the communities. The Youth Initiatives project includes the YXC Video Competition and Award Banquet, YXCE<sup>3</sup> After-School Program, Youth Capitol Commentary (YCC), and Children and Youth Day (CYD). Mr. Hanalei Aipoalani reported to the committee that the YXC Video Contest would do targeted outreach to minimally 100 prospective (Newcomer Awards finalists) first-time participants. The YXC Award Banquet will form a steering committee of stakeholders to outline the primary objectives and program design for 2020 YXC, and the YXCE<sup>3</sup> After-School Program will increase the number of student and teacher awareness of and participation in the program. CYD will engage minimally 90% of YXCE<sup>3</sup> student participants in pre- event and post-18CYD activities and YCC will engage minimally 90% of 60 YXCE<sup>3</sup> student participants in pre- event and post-18YCC activities.

**IME EDUCATORS WORKSHOP**

Mr. Wesley Akamine provided an overview of the IME (Innovative Media for Educators) Educators Workshop project. The objective of the IME Educators Workshop project is to increase teachers and students involvement with `Ōlelo's Youth Initiatives. Mr. Wesley Akamine reported to the committee `Ōlelo will update the current structure and curriculum to incorporate innovative technologies, `Ōlelo's mission and overt ties to YXC. `Ōlelo will also increase IME participation with a focus on the Hawai'i Association of Independent Schools (HAIS), and develop and implement a plan to expand the Department of Education's Professional Development, Educate, Empower and Excel (PDE3) to a larger audience.

**Executive Session:**

Chair Nelson Lau called for a motion to move into Executive Session to review personnel matters and proprietary information.

**Action:**

**Ms. Shelee Kimura moved, and Mr. Larson Medina seconded, and the Board unanimously approved to move into Executive Session.**

The Board recessed at 5:15 p.m. to go into Executive Session.

**Reconvene:**

Chair Nelson Lau reconvened the meeting at 6:18 p.m.

**Adjournment:**

There being no further business before the Board, the meeting adjourned at 6:18 p.m.

**Respectfully Submitted,**

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Leslie Ann Hayashi, Secretary