

Approved

**‘Olelo Community Media  
Minutes of the Regular Board of Director’s Meeting  
October 25, 2017  
5:30 p.m. – 7:30 p.m.  
1122 Mapunapuna Street**

**PRESENT:**

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

**EXCUSED:**

Ann Chung, Jason Fujita, Kalei Kailihawa, Larson Medina, Tyler Tokioka and Dawn Morais Webster

**STAFF IN ATTENDANCE:**

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

**CALL TO ORDER:**

Board Chair Nelson Lau called the meeting to order at 5:37 p.m.

**PUBLIC COMMENT:**

No public comment

**APPROVAL OF AUGUST 23, 2017 MINUTES:**

Chair Lau asked for a motion to approve the August 23, 2017 minutes.

**Action:**

**After review, Mr. Keith Fujio moved to approve the minutes, Ms. Shelee Kimura seconded, and the Board unanimously approved the August 23<sup>rd</sup>, 2017 minutes as presented.**

**CHAIR’S REPORT:**

Chair Lau introduced Mr. Jon Wong, Studio@Capitol Manager to share information on Studio@Capitol’s operations and to present a video to the Board.

**PRESIDENT/CEO REPORT:**

Mr. Sanford Inouye reported to the Board that this is the last update for the year on the 2017 Priority and Focus Projects, therefore ‘Olelo’s Management Team will provide an update and measurable for each project to understand where we are regarding deliverables for each project. Mr. Inouye introduced the Management Team to present the third quarter milestones.

**2017 PRIORITIES FOCUS AND PROJECTS THIRD QUARTER MILESTONES**

**GOVERNMENT PARTNERSHIPS:**

Mr. Christopher Lam reported the third quarter milestones and measurable for the projects under the Government Partnerships initiative to the Board. The first project, to develop new government partnerships and programming, ‘Olelo trained 42 individuals from 10 state and city agencies in basic production. ‘Olelo received about 60 state government related programs, and the trainees submitted about 50% of these programs. Mr. Wes Akamine and Ms. Jennifer Nakamura, the

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trainers, received 100% positive feedback on the surveys taken by trainees upon completion of the course. `Olelo will continue to work with the Department of Commerce and Consumer Affairs to create and improve government partnerships.

Mr. Lam reported to the Board, the second project, to create and deploy a linear channel for distribution of government programming has been delayed until the beginning of next year. Mr. Lam reported to the Board that `Olelo is working with Spectrum and Hawaiian Telcom to test the connectivity and should have the linear channel ready by the first of 2018.

**VOLUNTEERISM AND TRAINING:**

Mr. Greg Davis provided the third quarter milestones and measurable to the Board on developing a volunteer program to build capacity and retention that addresses recruitment, training and retention. The preliminary volunteer plan is completed and has been shared with staff. `Olelo will share the plan with clients in 2018, and a follow-up assessment will be conducted. Mr. Davis reported to the Board that `Olelo is expressing the importance of volunteers and the critical role they play in building capacity for the future. Mr. Davis reported to the Board that the volunteer database is postponed until the first quarter in 2018.

Mr. Wesley Akamine reported the third quarter milestones and measurable to the Board on designing and implementing training aligned to staff and client needs. The training department had a unique opportunity to be involved in all arms of the Public, Education, and Government (PEG) sectors of training. Mr. Akamine reported to the Board that the training department added 12 new classes to the existing training roster, providing year-round pre-scheduled classes for the government sectors and the Innovative Media for Educators (IME) program.

Mr. Akamine reported to the Board that the training department is developing a new class called, "Production Pass" within the volunteer program. The goal of the Production Pass is to increase the depth of involvement with `Olelo for the volunteer. The Production Pass shortens the current basic production class from 24 hours to two hours of training and would allow the volunteer to go out into the field and become immediately engaged. The volunteer will be able to experience hands-on training, learn production vernacular and increase the speed of engagement with `Olelo.

Mr. Akamine reported to the Board the training department is on track to accomplish all of their 2017 targets.

**YOUTH INITIATIVES**

Mr. Hanalei Aipoalani reported to the committee the third-quarter milestones and measurable for youth initiatives. There are three initiatives under the Youth Xchange umbrella, Youth Capitol Commentary, Youth Xchange Statewide Student Video Contest, and Children and Youth Day. Mr. Hanalei Aipoalani reported to the committee that `Olelo has surpassed the measurable of 1,890 unique participants by six.

Mr. Aipoalani reported to the Board that 100% of the students in the After School program trained in the first trimester is certified. Mr. Aipoalani also shared with the Board that all of the Community Media Centers (CMC) are holding a parent/teacher orientation to encourage the parents to engage with their child and `Olelo.

**EMPLOYEE DEVELOPMENT**

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Mr. Hanalei Aipoalani reported the third quarter milestones and measurable for employee development to the Board. It was reported to the Board that `Ōlelo achieved both measurables: (1) 92% of `Ōlelo's staff completed their training plans; and (2) we currently have a favorable rating of 94%

Mr. Aipoalani reported to the Board that, in 2018, the focus would be on individual training, but will also provide the yearly mandatory group training. `Ōlelo is working closely with managers and staff to clarify everyone's training plan to align with `Ōlelo's strategic initiatives, their specific work, and to identify areas of growth and development for everyone.

#### **COMMUNITY RELATIONS AND MARKETING**

Ms. Angela Angel reported the third quarter milestones and measurable for the projects under the Community Relations and Marketing initiative to the committee. Ms. Angela Angel reported to the committee, the first project, developing and implementing an `Ōlelo relationship toolkit has been completed and shared with staff. Ms. Angel reported to the committee that the outreach department is working closely with each CMC to develop a strong partnership with at least one targeted organization from the CMCs list. This measurable is completed, although it will be an on-going process.

Ms. Angel reported to the committee, the second project, developing a speakers pool is complete. The 17 CMC Managers and staff have all been trained. `Ōlelo's managers and staff earmarked 59 speaking engagements. We completed 11 presentations to date and are trying to accomplish our target goal of 40 speaking engagements by the end of the year.

Ms. Angel reported to the committee, the third project, re-vamp/update website design and content have been completed. `Ōlelo is currently tracking the number of hits on our website through analytics, with a goal to increase hits by 30%. Ms. Angel reported between June and September, total users to our website increased from 2,400 to 4,400, and the total page views increased from 8,400 to 17,100. Mr. Jack Bates promotion on scheduling helped with the increase of total page views. `Ōlelo has surpassed the goal to increase hits by 30%.

#### **PROGRAM AND MARKETING COMMITTEE REPORT:**

Mr. Jack Bates reported to the committee that `Ōlelo worked with an agency to research the types of registered publications available that supports messaging. Mr. Jack Bates shared with the committee several examples of registered publications that are available throughout O'ahu's communities and reported there are a lot more publications out there.

Mr. Bates shared with the committee `Ōlelo's plan to target two stories a year in each of the registered publications about CMCs engaging in their community. `Ōlelo will also provide advertising showcasing the community activities that our CMCs are engaged in and invite the community to these activities. `Ōlelo's goal is to implement this plan in early 2018.

Mr. Bates reported to the committee that `Ōlelo is also researching opportunities to advertise on radio and should have a report or recommendation available at the next committee meeting in early 2018.

#### **FINANCE COMMITTEE REPORT:**

Chair Lau provided the Finance Committee report on behalf of Finance Chair Mr. Tyler Tokioka. The Finance Committee met on October 11, 2017. At this meeting, the Committee reviewed and accepted the financial statements through August 31, 2017.

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**APPROVAL OF 2018 OPERATING BUDGET**

Chair Lau presented the 2018 Operating Budget as recommended by the Finance Committee to the Board.

**Action:**

**After review, Chair Nelson Lau moved, and Ms. Shelee Kimura seconded, and the Board unanimously approved the 2018 Operating Budget.**

**APPROVAL OF 2018 CAPITAL BUDGET**

Chair Lau presented the 2018 Capital Budget as recommended by the Finance Committee to the Board.

**Action:**

**After review, Chair Nelson Lau moved, and Mr. Keith Fujio seconded, and the Board unanimously approved the 2018 Capital Budget.**

**NOMINATING COMMITTEE REPORT:**

The Nominating Committee Report discussion moved to Executive Session because it relates to personnel matters.

**EXECUTIVE SESSION:**

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

**Action:**

**Chair Nelson Lau moved, and Mr. Keith Fujio seconded, and the Board unanimously approved to move into Executive Session.**

The Board recessed at 6:50 p.m. to go into Executive Session.

**RECONVENE:**

Chair Lau reconvened the meeting at 7:55 p.m.

**ADJOURNMENT:**

There being no further business before the Board, the meeting adjourned at 7:56 p.m.

RESPECTFULLY SUBMITTED,

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Leslie Ann Hayashi, Secretary