

‘Ōlelo Community Media
Minutes of the Board of Director’s Meeting
May 30, 2018
5:30 p.m. – 7:30 p.m.
1122 Mapunapuna Street

Present:

Nelson Lau (Chair), Sanford Inouye, Allan Akamine, Keith Fujio, Leslie Hayashi, Kalei Kailihiwa, Jack Legal, Donna Mun, Linda Nakaima, Steve Sombrero, Tyler Tokioka, and Derek Wong

Excused:

Ann Chung, Jason Fujita, Larson Medina, and Karl Okemura

Staff:

Hanalei Aipoalani, Wes Akamine, Angela Angel, Dawne DePonte, Cherisse Ferreira, Todd Yamamoto, and Rona Shibuya

Call to Order:

Board Chair Nelson Lau called the meeting to order at 5:43 p.m.

Public Comment:

Kathleen Connors. Ms. Connors restated her views on Kahuku Media Service Center (MSC) closure and certain video footage that she would like to have claimed and edited.

Ben Schafer. Mr. Schafer provided comments on the closing of Kahuku MSC. Mr. Schafer would like to see closure in having the unclaimed video material edited.

Approval of February 23, 2018 Minutes:

Chair Nelson Lau asked for a motion to approve the February 23, 2018 minutes.

Action:

After review, Mr. Tyler Tokioka moved to approve the February 23, 2018 minutes, Mr. Keith Fujio seconded, and the Board unanimously approved the February 23, 2018 minutes as presented.

President/CEO Report:

Live at the Legislature Wrap-Up:

Mr. Sanford Inouye reported to the Board that `Ōlelo filmed 17 programs of *Live at the Legislature* from its' launch date on January 17th to its' last episode on May 7th. Mr. Sanford Inouye provided a brief description of `Ōlelo's new live half-hour weekly news series that focuses on the issues, legislation, and topics of importance emerging from this year's Legislative Session. Each week, State Senators and Representatives provide a variety of perspectives on the issues from both sides of the aisle. Mr. Sanford Inouye reported to the Board that *Live at the Legislature* was designed to discuss current events and issues.

Mr. Sanford Inouye reported to the Board that `Ōlelo hopes to continue *Live at the Legislature* in 2019, provided the Senate and House leadership will be supportive and would want to continue the live half-hour weekly news series.

2018 Priorities Focus and Projects 2Q Milestones and Updates:

Mr. Sanford Inouye introduced `Ōlelo's Management Team to present the highlights of the 2018 Priorities Focus and Projects second quarter milestones and updates.

Client Marketing Campaign:

Ms. Angela Angel presented an overview of the project under Community Relations and Marketing. Ms. Angela Angel reported to the Board that the Client Marketing Campaign draft plan was submitted, but final approval is postponed because it is under revision. Ms. Angela Angel mentioned that `Ōlelo received two stories and completed one video in the first quarter and are on schedule to complete six stories and two videos in the second quarter. Ms. Angela Angel provided an overview of the process to produce and distribute the stories and videos.

GOVERNMENT PARTNERSHIPS:

Mr. Todd Yamamoto, `Ōlelo's IT and Playback Manager provided the Government Partnerships project report to the Board on behalf of Mr. Christopher Lam. Mr. Todd Yamamoto reported to the Board that the Government Partnerships project is a carryover from 2017 which focused on providing training to government agencies. However, in 2018, in addition to recruiting agencies for our training services, the focus is to outreach and educate these agencies on the other type of services `Ōlelo provides.

Mr. Todd Yamamoto mentioned to the Board that the focus for the first six months of 2018 was to create an outreach package consisting of a video and brochure to share with government agencies to peak their interest in our services, create a list of 100 government agencies with current contact information, and outreach to all of the government agencies on the list. The second half of 2018 will focus on connecting government agencies with `Ōlelo's Media Service Centers (MSC) to engage in our services and eventually create partnerships.

Mr. Todd Yamamoto reported to the Board that all of the milestones in the first quarter have been completed, and the second quarter milestones are on schedule, with a few of them already completed.

FACIL REPLACEMENT AND PERFORMANCE IMPROVEMENTS:

Mr. Todd Yamamoto provided an overview of the Facil Replacement and Performance Improvements project to the Board. Mr. Todd Yamamoto reported to the Board that the first half of 2018 was concentrated on forming a transition team, identifying all of the database needs of each department to transition into the new database system, working with Aloha United Way, for a Volunteers in Service to America (VISTA) member, and researching new database software systems. Mr. Todd Yamamoto mentioned that all of these milestones were completed, except for acquiring a VISTA member.

Mr. Todd Yamamoto reported that the transition team identified a software system called Software as a Service (SAAS), which is an online system that increases `Ōlelo's capability and provides many of the things we are looking for in a database system. Mr. Todd Yamamoto mentioned that nationally, other public access organizations have been using SAAS for several years.

FINANCIAL SUSTAINABILITY PLAN:

Ms. Dawne DePonte provided the first and second quarter updates for the Financial Sustainability Plan (FSP) project to the Board. Ms. Dawne DePonte mentioned to the Board the difficulty in finding an outside consultant to assist with the Financial Sustainability Plan and the FSP Committee would be reassessing the need for an outside consultant.

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Ms. Dawne DePonte reported that a planning meeting with the FSP Committee is being scheduled. At the meeting, the FSP committee will focus on potential ideas for non-profit fundraising, ideas for generating revenues for `Ōlelo's for-profit arm, and ideas for the business plan.

Ms. Dawne DePonte mentioned to the Board that the name of `Ōlelo's for-profit arm is called Pipeline Media Hawaii, LLC.

Ms. Dawne DePonte reported to the Board that she is working with `Ōlelo's Communications and Marketing department to identify potential businesses as funding sources and to identify underwriting and sponsorship products. Ms. Dawne DePonte also reported that the implementation plan to contact identified businesses is postponed to August 30.

EMPLOYEE DEVELOPMENT PROGRAM:

Mr. Hanalei Aipoalani mentioned to the Board that the Employee Development Program is in its' third-year, and will continue to focus on strengthening `Ōlelo's workforce. Mr. Hanalei Aipoalani reported to the Board that the Employee Development Plans are prepared and the supervisors will conduct the actual assessments in August. The assessments and report to the Board will be provided at the meeting in October 2018.

Mr. Hanalei Aipoalani reported to the Board that `Ōlelo decided to meet with an outside consultant who focuses on organizational rebranding and reimagining with an emphasis on corporate culture to assist us with the 2018 Organizational Survey.

Mr. Hanalei Aipoalani reported to the Board that the 2018 Organizational Survey was sent out a few weeks ago to staff. Mr. Hanalei Aipoalani mentioned that the results of the survey to `Ōlelo's management team and to the staff will be postponed until June & July 2018.

YOUTH INITIATIVES:

Mr. Hanalei Aipoalani provided updates to the Board on the Youth Initiatives project, which includes the YXC Video Competition and Award Banquet, YXCE³ After-School Program, Youth Capitol Commentary (YCC), and Children and Youth Day (CYD). Mr. Hanalei Aipoalani reported to the Board for this year's YXC Video Competition, `Ōlelo had 101 schools participate in the video competition, and of that, 26 were newcomer schools, meaning that the school was either a first-time participant or was participating after a three or more years hiatus.

Mr. Hanalei Aipoalani reported to the Board that a YXC steering committee follow-up meeting is scheduled for September to obtain feedback on how `Ōlelo can redesign and improve the YXC Competition and Award Banquet in 2020.

Mr. Hanalei Aipoalani reported to the Board that they are working on getting the YXCE³ After-School Program aligned with the upcoming fall trimester. Mr. Hanalei Aipoalani mentioned to the Board that they will be tracking the engaging and on-boarding of the youth participants and considering how they can become certified and eventually become an `Ōlelo client who produces content for our channels.

Mr. Hanalei Aipoalani reported to the Board that the CYD event would be on October 7th 2018 and this year `Ōlelo will be working in the keiki zone.

Mr. Hanalei Aipoalani mentioned to the Board that in October, the students who are in the After-School Program would conduct research on their elected officials, and create questions for them to answer at

the 2019 Opening Day of the Legislature (Youth Capital Commentary program). Mr. Hanalei Aipoalani reported that potentially, students will return to the Legislature to conduct mid-session interviews with their elected officials, followed by a wrap-up of the 2019 YCC season.

Mr. Sanford Inouye reported to the Board that `Ōlelo is looking at dedicating a block of time on one of our channels to showcase all of the different and unique programs that students are creating. These programs will also be showcased on `Ōlelo's other platforms. Mr. Sanford Inouye mentioned that `Ōlelo will be promoting and informing the community about the new student programs featured on our channels to attract more viewers to `Ōlelo.

IME EDUCATORS WORKSHOP:

Mr. Wesley Akamine provided the first-quarter update to the Board on the IME (Innovative Media for Educators) Workshop project. The objective of the IME Workshop project is to increase teachers and students engagement with `Ōlelo's Youth Initiatives.

Mr. Wesley Akamine reported that `Ōlelo completed a Hawaii Association of Independent Schools (HAIS) teaser event with 15 educators in attendance. Mr. Wesley Akamine provided an overview of the three-hour HAIS event to the Board. Mr. Wesley Akamine also reported that the HAIS event will be followed by a June 19th and 20th class, and kicks-off `Ōlelo's full cycle of classes in July, August, and September. Mr. Wesley Akamine mentioned to the Board that the focus of these facilitated classes is to integrate media into the classroom.

Mr. Wesley Akamine mentioned that the Department of Education (DOE) is restructuring the current Professional Development, Educate, Empower and Excel (PDE3) plan. Mr. Wesley Akamine provided an overview to the committee of the changes to the way the DOE will be managing the PDE3 plan. Mr. Wesley Akamine reported to the committee that `Ōlelo is still on target to complete the second PDE3 class.

Finance Committee Report:

Mr. Tyler Tokioka reported that the Finance Committee met on May 16, 2018. At this meeting, the Committee reviewed the financials through March 31, 2018; the 2017 Financial Audit; and the 2017 Form 990 Tax Return. Mr. Tyler Tokioka mentioned that there were no structural changes and no significant changes from 2016 to 2017 Form 990, except for a Schedule J that was added to this year's tax return. The audit report and tax return are fairly presented.

Mr. Tyler Tokioka mentioned to the Board that the Finance Committee accepted the 2017 Financial Audit and the 2017 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 2017 Financial Audit and 2017 Form 990 Tax Return, Mr. Keith Fujio seconded, and the Board voted unanimously to approve the 2017 Financial Audit and 2017 Form 990 Tax Return.

Mr. Tyler Tokioka reported the financials through March 31, 2018 are accurate and aligned with the budget.

Program and Marketing 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 May 10, 2018. At this meeting, Mr. Jack Bates, `Ōlelo's Marketing

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Manager, reported to the Committee that the last awareness and viewership survey was taken in 2015. `Ōlelo is conducting a new survey in 2018 to gather new information from the public about their perception of `Ōlelo and viewership of our programming that we provide to the community. We should be receiving the results of the survey in mid-July.

Marketing Report:

Ms. Angela Angel provided the Marketing Report to the Board on behalf of Mr. Jack Bates. Ms. Angela Angel reported to the Board the advertising and promotion campaign that `Ōlelo executed for this year's Youth Xchange Student Video Competition. Ms. Angela Angel updated the Board on "Earned Media" opportunities being pursued by `Ōlelo.

Ms. Angela Angel mentioned to the Board that `Ōlelo received three Western Access Video Excellence (WAVE) Awards in this year's annual Western Alliance for Community Media (ACM) video contest. The WAVE Awards were for the "*Day in the Life*" video, the "*2018 Youth Capital Commentary*" video and the "*Island Focus*" video. Ms. Angela Angel reported to the Board that `Ōlelo also received a National Alliance for Community Media Hometown Video Award for the "*2018 Youth Capital Commentary*" video. The Hometown Video Award will be announced at the National ACM Conference in July.

Youth Xchange Video Competition and Awards Banquet Report:

Mr. Hanalei Aipoalani reported to the Board that this year's Youth Xchange (YXC) Video Competition saw record-breaking numbers. `Ōlelo's YXC competition received 983 entries from 2,076 unique students. The student participants were from 101 schools from five different islands.

Adjournment:

The next Board meeting will be on Wednesday, August 29, 2018. There being no further business before the Board, the meeting adjourned at 6:18 p.m.

Respectfully Submitted,

Leslie Ann Hayashi, Secretary