

Unapproved – Pending Board Approval

‘Ōlelo Community Media
Minutes of the Board of Director’s Meeting
August 29, 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, Donna Mun, Linda Nakaima, Karl Okemura

Excused:

Ann Chung, Jason Fujita, Jack Legal, Larson Medina, Steve Sombrero, Tyler Tokioka, Derek Wong

Staff:

Wes Akamine, Angela Angel, Jack Bates, Dawne DePonte, Chris Lam, Garrett Mueller, and Rona Shibuya

Call to Order:

Board Chair Nelson Lau called the meeting to order at 5:36 p.m.

Kahuku Update:

Ms. Angela Angel reported to the Board that a final effort by ‘Ōlelo’s community relations team to reconnect with almost 400 clients in Kahuku culminated in ‘Ōlelo receiving 14 responses, and was able to locate footage for six responses. The six claimed over 80% of all footage. Ms. Angela Angel mentioned to the Board that most of the remaining 20% footage are from students, and the principal from Kahuku High/Intermediate School agreed to claim and sign for the student footage.

Public Comment:

No public comment.

Approval of May 30, 2018 Minutes:

Chair Nelson Lau asked for a motion to approve the May 30, 2018 minutes.

Action:

After review, Ms. Leslie Hayashi moved to approve the May 30, 2018 minutes, Mr. Keith Fujio seconded, and the Board unanimously approved the May 30, 2018 minutes as presented.

Chair’s Report:

Board Election:

Chair Nelson Lau provided an overview of the Board Election Process to the Board. Chair Nelson Lau reported to the Board that Mr. Larson Medina’s term ends on December 31, 2018. The voting period for the election of the new Board member begins September 27 until October 9, 5:00 p.m. The term will run from January 1, 2019, to December 31, 2021.

Bylaws Review Update:

Chair Nelson Lau reported to the Board that the Bylaws Committee has been meeting to review and

update the bylaws, and a draft copy of the amended bylaws was distributed to the Board for their review.

President/CEO Report:

ACM National Conference:

Mr. Sanford Inouye reported to the Board that `Ōlelo was the recipient of the Hometown Award, a national award for the overall excellence in educational access for `Ōlelo's Youth Capitol Commentary video.

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 reported to the Board that the Communications and Marketing Department has finished producing `Ōlelo's seven client impact videos and is on target to finish the 20 client impact stories by the end of 2018.

Ms. Angela Angel mentioned to the Board the high cost and difficulty in getting `Ōlelo's client stories published in community newspapers. However, Mr. Jack Bates, `Ōlelo's Marketing Manager and our consultant Ms. Deborah Sharkey are continuing to explore getting `Ōlelo's stories distributed in an earned media platform.

GOVERNMENT PARTNERSHIPS:

Mr. Christopher Lam provided the second-quarter update for the Government Partnerships initiative to the Board. Mr. Christopher Lam reported to the Board that `Ōlelo has contacted and outreached to 150 government agencies, and trained and certified 15 individuals in basic production. Mr. Christopher Lam also reported that Mr. Wes Akamine and Ms. Jennifer Nakamura, the instructors, received positive feedback on 100% of the surveys taken by trainees upon completion of the course. Mr. Christopher Lam mentioned that 17 individuals from different agencies submitted programs, used `Ōlelo's mini studio or our Public Service Announcements (PSAs) services.

FACIL REPLACEMENT AND PERFORMANCE IMPROVEMENTS:

Mr. Christopher Lam provided a brief overview of the Facil Replacement and Performance Improvements project to the Board. Mr. Christopher Lam reported that the Facil replacement is on track and the transition date to the new database system is December 2018.

Mr. Sanford Inouye mentioned to the Board that `Ōlelo's volunteer program's goal is to assist the administrative and production areas of the organization. Mr. Sanford Inouye reported to the Board that it is cumbersome to keep track of our volunteers and to connect the right individuals with our departments as well as with other clients. Mr. Sanford Inouye expects the Facil replacement software will address these issues.

FINANCIAL SUSTAINABILITY PLAN:

Ms. Dawne DePonte provided the second quarter updates for the Financial Sustainability Plan (FSP) Project to the Board. Ms. Dawne DePonte mentioned to the Board that the FSP Committee met several times to brainstorm potential ideas for non-profit fundraising, ideas for generating revenues for `Ōlelo's for-profit arm, and ideas for the business plan.

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Ms. Dawne DePonte reported to the Board that the FSP Committee arrived at three possible long-term and three possible short-term solutions to explore for the non-profit and for-profit arm of `Ōlelo. Ms. Dawne DePonte shared with the Board that the FSP Committee will reconvene in November to review the findings and create a business plan for the for-profit arm of `Ōlelo. Ms. Dawne DePonte reported to the Board the target date for completing the business plan is early 2019.

Ms. Dawne DePonte mentioned to the Board that the underwriting and sponsorship plan is being finalized and implemented next month.

EMPLOYEE DEVELOPMENT PROGRAM:

Mr. Sanford Inouye provided the Employee Development Program second quarter update on behalf of Mr. Hanalei Aipoalani. Mr. Sanford Inouye reported to the Board that the results of the 2018 Organizational Survey were reviewed and discussed by management and managers. Mr. Sanford Inouye informed the Board that `Ōlelo has created benchmarks to measure year-to-year growth. Mr. Sanford Inouye mentioned to the Board that Mr. Hanalei Aipolani would be providing feedback from the assessment at the end of September to the Management Team.

YOUTH INITIATIVES:

Mr. Sanford Inouye provided the Youth Initiatives update on behalf of Mr. Hanalei Aipoalani. Mr. Sanford Inouye reported to the Board the second-quarter update for the Youth Initiatives project, which includes the YXC Video Competition and Awards Banquet, YXCE³ After-School Program, Youth Capitol Commentary (YCC), and Children and Youth Day (CYD).

Mr. Sanford Inouye mentioned to the Board that the goal of the YXCE³ After-School Program is to have 60 students for the school year participate in CYD and YCC. Mr. Sanford Inouye reported to the Board that the students from the After-School Program will be participating in this year's CYD, which is at the State Capitol on October 7th. `Ōlelo will teach the students how to improve upon the quality of their video production in preparation for CYD where these students will conduct interviews with participants attending CYD.

Mr. Sanford Inouye shared with the Board that the 2019 YCC will be different. In the Fall of this year, the students participating in the After-School Program would be researching their elected officials in preparation for the 2019 season of YCC. The students will conduct interviews on the opening day of the Legislature, return mid-session to conduct follow-up interviews, and visit the legislators at the end of the session to conduct wrap-up interviews.

Mr. Sanford Inouye reported to the Board that `Ōlelo is finalizing all of the information and category sponsors for next year's YXC video competition and should be able to disseminate all of the information in early September. Mr. Sanford Inouye mentioned to the Board that the YXC Committee is looking at ways to refresh the YXC banquet for 2020.

IME EDUCATORS WORKSHOP:

Mr. Wesley Akamine provided the second-quarter update to the Board on the Innovative Media for Educators (IME) Workshop project. Mr. Wesley Akamine reported to the Board that through the Hawai'i Association of Independent Schools (HAIS) teaser event in April, he was able to follow-up with the principal at Maryknoll Schools and with the librarians at Kamehameha Elementary and Middle Schools

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Kapalama to explore training opportunities for their instructors. Mr. Wesley Akamine mentioned to the Board that `Ōlelo will be included in Maryknoll Schools' professional development tracks to share with all of their instructors how media can integrate into their curriculum. Mr. Wesley Akamine shared with the Board that an instructor from Kaimukī Middle School will be taking production classes with `Ōlelo because the school is very interested in having a morning broadcast program.

Mr. Wesley Akamine reported to the Board that `Ōlelo will also be working with educators at Maryknoll Schools, Kamehameha Schools Kapalama and Kaimukī Middle School to gather and provide context to their students' b-roll and eventually air their programs on `Ōlelo's channels. This will provide the students with an opportunity for the public to view their programs, provide positive relations for the schools, and provides programming on our channels to be viewed by our greater community. Mr. Wesley Akamine also reported to the Board that `Ōlelo will be launching a block on our channel for all of the programs we receive from students and educators.

Welcome New Staff:

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

Program and Marketing Committee Report:

Chair Nelson Lau provided the Program and Marketing Committee report on behalf of the Program and Marketing Committee Chair, Mr. Jason Fujita. Chair Nelson Lau reported to the Board that the Program and Marketing Committee met on August 9th 2018, to discuss `Ōlelo's Awareness and Viewership Survey.

Mr. Jack Bates shared with the Board the results of `Ōlelo's Awareness and Viewership Survey.

Finance Committee Report:

Chair Nelson Lau provided the Finance Committee report on behalf of the Finance Committee Chair, Mr. Tyler Tokioka. Chair Nelson Lau reported that the Finance Committee met on August 15, 2018. At this meeting, the Committee reviewed `Ōlelo's Investment and Banking Policy and Investment Accounts, and reviewed `Ōlelo's insurance renewal policy. Chair Nelson Lau reported to the Board that the Committee also reviewed the financials through June 30, 2018, and there were not many changes in the second quarter of 2018.

Adjournment:

The next Board meeting will be on Wednesday, October 24, 2018. There being no further business before the Board, the meeting adjourned at 6:40 p.m.

Respectfully Submitted,

Leslie Ann Hayashi, Secretary