

Unapproved – Pending Board Approval

‘Ōlelo Community Media
Minutes of the Annual Board of Director’s Meeting
February 22nd 2019
4:30 p.m. – 6:00 p.m.
The Plaza Club
900 Fort Street Mall, 20th Floor

PRESENT:

Nelson Lau (Chair), Sanford Inouye, Allan Akamine, Keith Fujio, Jason Fujita, Melanie Horikami, Jack Legal, Alexandra Mergenschröer-Livingston, Donna Mun, Linda Nakaima, Karl Okemura, and Derek Wong

EXCUSED:

Ann Chung, Leslie Hayashi, Kalei Kailihiwa, and Steve Sombrero

STAFF:

Hanalei Aipoalani, Angela Angel, Jack Bates, Dawne DePonte, Garrett Mueller, Scott Nordquist, and Rona Shibuya

CALL TO ORDER:

Board Chair Nelson Lau called the meeting to order at 4:39 p.m.

PUBLIC COMMENT:

No public comment.

APPROVAL OF OCTOBER 27TH 2018 MINUTES:

Chair Nelson Lau asked for a motion to approve the October 24th, 2018 minutes.

Action:

After review, Mr. Derek Wong moved to approve the minutes, Mr. Jack Legal seconded, and the Board unanimously approved the October 24th, 2018 minutes as presented.

CHAIR’S REPORT:

Chair Nelson Lau welcomed and recognized new Board member, Ms. Melanie Horikami.

NOMINATIONS COMMITTEE REPORT:

Chair Nelson Lau provided the Nominating Committee report to the Board on behalf of Nominating Committee Chair Mr. Allan Akamine.

ELECTION OF OFFICERS

Chair Nelson Lau presented the following slate of officers for Ōlelo’s Board: Chair, Mr. Nelson Lau; Vice Chair, Mr. Derek Wong; Treasurer, Mr. Keith Fujio; Secretary, Ms. Leslie Ann Hayashi. This slate of officers shall serve until replacements are named at the 2020 annual meeting.

Action:

Chair Nelson Lau asked for a motion to approve the slate of officers, Mr. Derek Wong moved, and Mr. Jack Legal seconded, and the Board unanimously passed the motion to approve the slate of officers.

Unapproved – Pending Board Approval

DESIGNATION OF BOARD COMMITTEES:

Chair Lau announced the 2019 Board Committees and Board Chairs.

GOVERNANCE SUB-COMMITTEE REPORT:

Chair Nelson Lau reported to the Board the updated and restated by-laws.

Action:

Chair Nelson Lau asked for a motion to approve the updated and restated by-laws, Mr. Jason Fujita moved, and Mr. Jack Legal seconded and the Board unanimously passed the motion to approve the updated and restated by-laws.

PROGRAM AND MARKETING REPORT:

Mr. Jason Fujita reported to the Board that the Program Committee met on February 7, 2019. At this meeting, the Committee discussed possible ideas to contribute to `Ōlelo's growth as well as possible solutions to `Ōlelo's challenges.

LIVE AT THE LEGISLATURE:

Mr. Sanford Inouye provided an overview of *Live at the Legislature* to the Board. Mr. Inouye reported to the Board that *Live at the Legislature* is in its' second-year and continues to have the support of the Senate and House leadership.

LEGISLATIVE BROADCAST PROJECT:

Mr. Sanford Inouye reported to the Board that `Ōlelo was the successful bidder for the Legislative Broadcast Project (LBP) Contract. Mr. Inouye shared with the Board that the LBP Contract's purpose is to provide public access to the legislative process by broadcasting selected legislative proceedings to O`ahu and the neighbor islands via public access cable television services.

MARKETING REPORT:

Mr. Jack Bates provided the Marketing Department year-end highlights to the Board. Mr. Bates shared with the Board that `Ōlelo won two video awards, for best commercial, and best youth promotion at the Alliance for Community Media (ACM) West Regional Conference.

FINANCE COMMITTEE REPORT:

Chair Nelson Lau reported to the Board that the Finance Committee met on February 13, 2019. At this meeting, the Committee reviewed the 2018 Year End Unaudited Financials, the 2018 Capital Budget Summary, 2019 Operating Budget Revision and the 2018 Audit Schedule.

Action:

Chair Nelson Lau asked for a motion to approve the 2019 operating budget revision, Mr. Jason Fujita moved, and Dr. Alexandra Mergenschröer-Livingston seconded, and the Board unanimously passed the motion to approve the 2019 operating budget revision.

Ms. Dawne DePonte provided the Board with the 2018 Audit Schedule.

PRESIDENT/CEO REPORT:

WELCOME NEW STAFF:

Mr. Sanford Inouye introduced `Ōlelo's new staff to the Board.

FCC NPRM – CABLE FRANCHISING:

Mr. Sanford Inouye provided an update to the Board about the Federal Communications Commission (FCC) Notice of Proposed Rulemaking (NPRM) on cable franchise fees. Mr. Inouye reported to the Board that the timing of the FCC release of its rules is unknown at this time.

OVERVIEW OF STRATEGIC INITIATIVES:

Mr. Sanford Inouye provided an overview of `Ōlelo's strategic initiatives and objectives to the Board. Mr. Inouye reported to the Board that the priority projects that `Ōlelo has been working on for the past two years has a direct relationship with the strategic initiatives.

2018 PRIORITIES FOCUS AND PROJECTS YEAR-END SUMMARY:

Mr. Sanford Inouye introduced `Ōlelo's Management Team to present the 2018 Priorities Focus and Projects year-end summary.

CLIENT MARKETING CAMPAIGN

Ms. Angela Angel presented an overview of the project under Community Relations and Marketing. The Client Marketing Campaign emphasized `Ōlelo's mission by spotlighting clients who create programs and support PEG Access. The objective of the project was to foster strong, positive relations with `Ōlelo's clients by promoting their programs, and through their impact stories, demonstrate the value of access. Ms. Angel reported to the Board that her department exceeded its goal in finishing the 20 client impact stories and seven videos in 2018.

GOVERNMENT PARTNERSHIPS

Mr. Sanford Inouye provided an overview of the Government Partnerships project to the Board. The objectives of the project were 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. Inouye reported to the Board that `Ōlelo surpassed all of the objectives and measurements for the Government Partnerships project.

FACIL REPLACEMENT AND PERFORMANCE IMPROVEMENTS

Mr. Sanford Inouye provided an overview of the Facil Replacement and Performance Improvements project to the Board. Mr. Inouye reported to the Board that `Ōlelo attained its' goal of transitioning from Facil to the new database management system and launched it at the end of 2018. The new database management system has been operational since January 2019.

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. DePonte reported to the Board that `Ōlelo will create a business plan for the for-profit arm, and identify potential funding source(s) from the business community.

EMPLOYEE DEVELOPMENT PROGRAM

Mr. Hanalei Aipoalani provided an overview of the Employee Development Program. The objective of the Employee Development Program was to increase the inventory of staff acquired skills and improve their

work efficiency and productivity. Mr. Aipoalani reported to the Board that the Employee Developmental Program would continue as a part of the Human Resources department operations.

Mr. Hanalei Aipoalani reported to the Board that the second part of the Employee Development Program was to conduct an organizational survey to assist `Ōlelo with rebranding the corporate culture. Mr. Aipoalani provided a summary of the organizational survey results to the Board.

YOUTH INITIATIVES

Mr. Hanalei Aipoalani provided an overview of the Youth Initiatives project. 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 Awards Banquet, YXCE³ After-School Program, Youth Capitol Commentary (YCC), and Children and Youth Day (CYD). Mr. Aipoalani provided a summary of the youth initiatives results to the Board.

IME EDUCATORS WORKSHOP

Mr. Garrett Mueller reported to the Board that the IME Educators Workshop project would be an operational project going forward. Mr. Mueller mentioned that `Ōlelo had successfully trained 22 teachers and these teachers certified 18 of their students. Mr. Mueller reported to the Board that `Ōlelo will offer facilitated training to teachers.

2019 PRIORITIES FOCUS AND PROJECTS OVERVIEW:

INNOVATIVE MEDIA ROAD SHOW:

Ms. Angela Angel provided an overview of the 2019 Innovative Media Road Show Priority Project to the Board. The objective of the project is to raise awareness of `Ōlelo's mission, tools, and resources through hands-on interaction. Ms. Angel reported to the Board that the project is designed to visit community gathering places to showcase `Ōlelo's services and engagement in the community.

MOBILE APP & ON-LINE DISTRIBUTION:

Mr. Sanford Inouye provided an overview of the 2019 Mobile App and On-Line Distribution Priority Project to the Board. The objective of the Mobile App is to improve and strengthen `Ōlelo's engagement with the public and provide better awareness of `Ōlelo's programming and services. Mr. Inouye highlighted key features of the Mobile App.

FINANCIAL SUSTAINABILITY PLAN (FSP):

Ms. Dawne DePonte provided an overview of the 2019 Financial Sustainability Plan (FSP) to the Board. Ms. DePonte reported to the Board that the FSP project is in its' second year and summarized the areas that `Ōlelo will focus on in 2019.

VOLUNTEERISM:

Mr. Hanalei Aipoalani provided an overview of the 2019 Volunteerism Priority Project to the Board. Mr. Aipoalani reported to the Board that the project would focus on providing volunteer support in the following areas: Production Services (Executive Productions Support), Developmental Projects (Youth Xchange), Media Services (center operations), and General Support Services.

Unapproved – Pending Board Approval

YOUTH INITIATIVES:

Mr. Hanalei Aipoalani provided an overview of the 2019 Youth Initiatives Priority Project to the Board. Mr. Aipoalani reported to the Board that the project is designed to increase youth participation in `Ōlelo's video production-orientated activities.

EXECUTIVE SESSION:

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

Action:

Chair Nelson Lau asked for a motion to move into Executive Session, Dr. Alexandra Mergenschröer-Livingston moved, and Mr. Jason Fujita seconded, and the Board unanimously approved to move into Executive Session.

The Board recessed at 6:01 p.m. to go into Executive Session.

Reconvene:

Chair Nelson Lau reconvened the meeting at 6:47 p.m.

Adjournment:

There being no further business before the Board, the meeting adjourned at 6:47 p.m.

Respectfully Submitted,

Leslie Ann Hayashi, Secretary