

`Ōlelo Community Media
Minutes of the Board of Director’s Meeting
May 27th, 2020
5:30 p.m. – 7:30 p.m.
1122 Mapunapuna Street
Via Zoom

PRESENT:

Nelson Lau, Allan Akamine, Keith Fujio, Melanie Horikami, Kalei Kailihiwa, Jack Legal, Alexandra Mergenschroer-Livingston, Donna Mun, Linda Nakaima, Steve Sombrero, and Derek Wong

EXCUSED:

Ann Chung, Michael Contreras, and Karl Okemura

STAFF IN ATTENDANCE:

Angela Angel, Jack Bates, Alyssa Coloma, Sanford Inouye, Garrett Mueller, Kimi Takazawa, Todd Yamamoto, and Rona Shibuya

CALL TO ORDER:

Board Chair called the meeting to order at 5:39 p.m.

APPROVAL OF MAY 27th, 2020 MINUTES:

Chair Nelson Lau asked for a motion to approve the May 27th, 2020 minutes.

Action:

After review, Mr. Derek Wong moved to approve the minutes, Mr. Keith Fujio seconded, and the Board unanimously approved the May 27th, 2020 minutes as presented.

PRESIDENT’S REPORT:

LIVE AT THE LEGISLATURE

Mr. Sanford Inouye reported to the Board that since the shutdown of the Legislature because of COVID-19, `Ōlelo has been doing a great job providing coverage of Live at the Legislature virtually for the past several weeks.

LEGISLATIVE BROADCAST PROJECT

Mr. Inouye mentioned to the Board that since the shutdown of the Legislature, `Ōlelo has been broadcasting the live Senate and House weekly special COVID-19 committee meetings virtually.

VIRTUAL BROADCASTS – ISLAND FOCUS AND LEGISLATIVE PROGRAMS

Mr. Sanford Inouye reported to the Board that Island Focus, one of `Ōlelo’s signature programs, continues to be filmed virtually. Mr. Inouye also reported to the Board that `Ōlelo and House Majority Leader Della Au Belatti kicked-off a new program called, Talk Story with House Majority.

OPERATIONS UPDATE – COVID-19

Mr. Sanford Inouye provided an update to the Board on protocols that `Ōlelo has in place to protect staff and clients should they utilize our services on a contact-free basis. Mr. Inouye mentioned to the Board that `Ōlelo requires everyone to wear a mask while in the building, common areas are cleaned daily, departments and employees are equipped with PPEs and cleaning supplies and signs are posted throughout the building to remind everyone to be safe as to prevent spread of COVID-19 while in the building.

2020 PRIORITY FOCUS AND PROJECTS SECOND QUARTER UPDATES

2Q VOLUNTEERISM PRIORITY PROJECT UPDATE

Mr. Garrett Mueller provided the 2Q updates for the 2020 Volunteerism Priority Project to the Board. Mr. Mueller reported to the Board that since the beginning of this year, 36 volunteers contributed 290 hours of their time to help `Ōlelo in various capacities. Mr. Mueller mentioned to the Board that `Ōlelo informed our volunteers about Kanu Hawai`i events that were happening during volunteer week.

2Q YOUTH INITIATIVES PRIORITY PROJECT UPDATE

Mr. Garrett Mueller provided the 2Q updates for the 2020 Youth Initiatives Priority Project to the Board. Mr. Mueller reported to the Board that `Ōlelo's training department is virtually connecting, supporting, and working with the Department of Education (DOE) teachers. Mr. Mueller provided the 2Q milestone numbers for the Internship Program, Youth Capitol Commentary, Youth Xchange, and the After-School program.

2Q 30TH ANNIVERSARY - EXTERNAL PRIORITY PROJECT UPDATE

Ms. Kimi Takazawa provided the 2Q updates for the 2020 30th Anniversary External Priority Project to the Board. Ms. Takazawa reported to the Board that because of COVID-19, `Ōlelo's 30th Anniversary Big Bash was canceled. Ms. Takazawa mentioned to the Board that `Ōlelo was able to get 112 downloads for `Ōlelo's Mobile App after the Bishop Street Road Show at Tamarind Park.

2Q FINANCIAL SUSTAINABILITY PRIORITY PROJECT UPDATE

Mr. Sanford Inouye provided the 2Q updates for the 2020 Financial Sustainability Priority Project to the Board. Mr. Inouye mentioned to the Board that `Ōlelo is participating in Hawaii Energy's "EmPower Hawaii" program. Through this program, `Ōlelo is eligible for replacement of interior fluorescent light bulbs with LED lighting at no cost to us.

Mr. Inouye reported to the Board that `Ōlelo is working with a consulting firm in assisting with finding alternate sources of revenue such as a fee for production services and rental of `Ōlelo's main studio, as well as looking for potential business opportunities.

2Q COMMUNITY DEVELOPMENT CAMPAIGN PRIORITY PROJECT UPDATE

Ms. Angela Angel provided the 2Q updates for the 2020 Community Development Campaign Priority Project to the Board. Ms. Angel mentioned to the Board that the dates and events for town hall meetings are temporarily on hold, and `Ōlelo will re-start the mailout and follow-up to community businesses after assessing the climate post-COVID-19. Ms. Angel reported to the Board that the Communications Department created and developed the Giving Voice Campaign which gave organizations and businesses a voice to share a message of hope or appreciation to the community.

2Q MOBILE APP & ON-LINE DISTRIBUTION PRIORITY PROJECT UPDATE

Mr. Todd Yamamoto provided the 2Q updates for the 2020 Mobile App and On-Line Distribution Priority Project to the Board. Mr. Yamamoto reported to the Board that the Mobile App has been deployed to the IOS and Google Play stores. Mr. Yamamoto also reported to the Board that `Ōlelo's marketing department launched a promotional campaign of ads for the Mobile App on social media, in newspapers, on `Ōlelo's channels and website, and at our Media Service Centers. Mr. Yamamoto mentioned to the Board that to date 675 devices have installed `Ōlelo's mobile app. Mr. Yamamoto also mentioned that `Ōlelo discussions for a monetization strategy and timeline are continuing.

FINANCE BOARD REPORT:

Mr. Keith Fujio reported to the Board that the Finance Committee met on May 14th, 2020. At this meeting, the Board reviewed and accepted the financial statements through March 31st, 2020. It was reported that there was not much of a difference between March 31st of 2020 and the same period for 2019.

Mr. Keith Fujio mentioned to the Board that the 2019 Financial Audit has been extended because of the COVID-19 pandemic and its impact on our auditors and `Ōlelo. Mr. Fujio mentioned to the Board that `Ōlelo's draft 2019 Financial Audit and 2019 tax return will be available at the next Board of Directors meeting in August.

Ms. Kimi Takazawa provided an overview of the recommendations to purchase `Ōlelo's current PV systems – PV Unit 1 and PV Unit 2. Ms. Takazawa highlighted the background and options for the two PV system recommendations to the Board.

Action:

Chair Nelson Lau asked for a motion to authorize the purchase of the PV system as recommended and draw upon capital reserve fund for the purchase. Mr. Steve Sombrero moved, and Mr. Derek Wong seconded, and the Board unanimously approved acceptance to purchase of the PV system as recommended and draw upon capital reserve fund for the purchase.

PROGRAM/MARKETING BOARD REPORT:

MARKETING OPPORTUNITIES DURING COVID-19

Ms. Kimi Takazawa provided an update to the Board on `Ōlelo's marketing opportunities during COVID-19. Ms. Takazawa shared with the Board a summary of `Ōlelo's five different campaigns that were created and implemented since COVID-19 started: `Ōlelo's response campaign to brand what we are doing for the pandemic, `Ōlelo's YXC 2020 event that transformed from an in-person banquet into a broadcast awards ceremony on cable, `Ōlelo's Giving Voice campaign which gave organizations and businesses a voice to share a message of hope or appreciation to our community, `Ōlelo's Grad 2020 Initiative campaign was launched to support and give public, charter, and independent high schools a platform to broadcast their graduation, and `Ōlelo's Annual Giving Campaign kicking off in 3rd quarter 2020.

MARKETING REPORT

Mr. Jack Bates provided the 2Q Marketing Department report to the Board. Mr. Bates mentioned to the Board that `Ōlelo's CEO was featured as the cover story in the April 8th edition of *MidWeek*. Mr. Bates reported to the Board that during the COVID-19 shutdown, the Marketing Department posted numerous social media posts during the Legislative and other government hearings.

ADJOURNMENT:

There being no further business before the Board, the meeting adjourned at 7:04 p.m.

RESPECTFULLY SUBMITTED,

Linda Nakaima, Secretary