

**‘Ōlelo Community Media  
Minutes of the Board of Director’s Meeting  
August 26, 2020  
5:30 p.m. – 7:30 p.m.  
1122 Māpunapuna Street**

**Present:**

Nelson Lau (Chair), Keith Fujio, Melanie Horikami, Kalei Kailihiwa, Jack Legal, Alexandra Mergenschröer-Livingston, Donna Mun, Linda Nakaima, Karl Okemura, Steve Sombrero, Derek Wong

**Excused:**

Allan Akamine, Ann Chung, and Michael Contreras

**Staff:**

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

**Call to Order:**

Board Chair Nelson Lau called the meeting to order at 5:32 p.m.

**Public Comment:**

No public comment.

**Approval of May 27, 2020 Minutes:**

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

**Action:**

After review, Mr. Steve Sombrero moved to approve the May 27, 2020 minutes, Mr. Jack Legal seconded, and the Board unanimously approved the May 27, 2020 minutes as presented.

**President/CEO Report:**

**Legislative Broadcast Project (LBP)/Virtual Broadcasts/Island Focus Updates:**

Mr. Sanford Inouye reported to the Board that since the shutdown of the Legislature, ‘Ōlelo has been broadcasting the live Senate and House Board meetings (LBP) virtually. Mr. Inouye mentioned to the Board that ‘Ōlelo received positive feedback and comments from legislative personnel.

Mr. Inouye reported to the Board that Live at the Legislature is in its fourth year and completed its last episode of the Legislative session in May. Mr. Inouye mentioned to the Board that during the debrief meeting ‘Ōlelo received positive comments and the legislators and their staff were appreciative of ‘Ōlelo’s services.

Mr. Inouye reported to the Board that doing LBP and Live at the Legislature in virtual format enabled ‘Ōlelo to bond closer with our partners at the State Capitol.

Mr. Inouye reported to the Board that ‘Ōlelo and House Majority Leader Della Au Belatti kicked-off a new program called, Talk Story with House Majority during the legislative session and shared highlights of the program.

*Confidential – Unapproved*

Mr. Inouye reported to the Board that Island Focus, one of `Ōlelo's signature programs, continues to be filmed virtually.

**End of Year Giving Campaign:**

Ms. Kimi Takazawa reported to the Board `Ōlelo's End-of-Year Giving Campaign. Ms. Takazawa reported to the Board that `Ōlelo will be doing a "Say it Loud" Streamathon, which will be a live fundraising event in October to kick-off Free Speech Week. Ms. Takazawa provided a summary of the "Say it Loud" Streamathon to the Board.

**2020 Priorities Focus and Projects 3Q Milestones and Updates:**

Mr. Sanford Inouye introduced `Ōlelo's Management Team to present the highlights of the 2020 Priorities Focus and Projects' third quarter milestones and updates.

**30<sup>th</sup> Anniversary – External Priority Project Update:**

Ms. Kimi Takazawa provided the 3Q 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 will be focusing on the End-of-Year Giving Campaign. Ms. Takazawa reported to the Board that the Town Hall meetings have been reimagined into virtual `Ōlelo Kakou. The first town hall meeting will be in September.

**Volunteerism Priority Project Update:**

Mr. Garrett Mueller provided the 3Q updates for the 2020 Volunteerism Priority Project to the Board. Mr. Mueller reported to the Board that there are currently limited executive production opportunities for new members, but `Ōlelo continues to have some of our experienced volunteers assist with productions. Mr. Mueller mentioned to the Board that `Ōlelo has been meeting with several organizations to partner with for volunteer opportunities.

**Youth Initiatives Priority Project Update:**

Mr. Garrett Mueller provided the 3Q 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) administrators and teachers. Mr. Mueller mentioned to the Board that `Ōlelo has three interns engaged with us virtually and are continuing to find new methods to virtually engage with interns. Mr. Mueller reported to the Board that the JAM youth program is currently on hiatus until which time `Ōlelo receives more information on how the DOE will operate once schools are re-opened.

**Financial Sustainability Plan (FSP) Project Update:**

Mr. Sanford Inouye provided the 3Q Financial Sustainability Plan Priority and Focus Project update to the Board. Mr. Inouye reported to the Board that `Ōlelo purchased a PV unit in June 2020 which was previously leased monthly. `Ōlelo expects to recover capital cost for purchase in 2022 or early 2023 through savings from discontinued lease payments. Mr. Inouye mentioned to the Board that Hawaii Energy provided LED lights for `Ōlelo Māpunapuna building for the interior and exterior lights. Mr. Inouye reported to the Board that `Ōlelo anticipates reduced energy consumption costs by more than 10% by December 31, 2020 and beyond.

**Community Development Campaign Project Update:**

Ms. Angela Angel provided the 3Q updates for the 2020 Community Development Campaign Priority Project to the Board. Ms. Angel mentioned to the Board that the Community Giving message will be updated to reflect free speech campaign talking points. Ms. Angel reported to the Board that letters will be sent out to businesses connected to `Ōlelo's Media Service Centers (MSCs) and at least two `Ōlelo Kakou events will be conducted in a creative, interesting, and safe manner.

**Mobile App & On-Line Distribution Project Update:**

Mr. Todd Yamamoto provided the 3Q updates for the 2020 Mobile App and On-Line Distribution Priority Project to the Board. Mr. Yamamoto reported to the Board that the launch for the Mobile App was completed in March. Mr. Yamamoto mentioned to the Board that `Ōlelo continues to promote the Mobile App in on-air and social media promos and ads. The landing page for the Mobile App is constantly updated with featured content. Mr. Yamamoto reported to the Board that as of August, `Ōlelo's Mobile App has 1,146 downloads.

**Finance Board Report:**

Mr. Keith Fujio reported to the Board that the Finance Committee met on August 13, 2020. Mr. Fujio reported that the Committee is required to have an annual review of `Ōlelo's Investment and Banking Policy and Investment Accounts, and the Committee complied with both requirements.

Mr. Fujio mentioned to the Board that the Finance Committee also reviewed `Ōlelo's insurance renewal policy. Mr. Fujio reported to the Board that the Committee also reviewed and accepted the financials through June 30, 2020 as presented and approved.

Chair Nelson Lau reported to the Board that the Finance Committee will meet at a future date to review `Ōlelo's investment strategies and policies.

**Marketing Report**

Mr. Jack Bates provided the 3Q Marketing Department report to the Board. Mr. Bates reported to the Board that during the COVID-19 shutdown, the Marketing Department provided the community timely and vital information of `Ōlelo's programs. Mr. Bates reported to the Board that `Ōlelo's public relations efforts were focused on government hearings and our on-demand programming devoted to the COVID-19 pandemic.

Mr. Bates reported to the Board that `Ōlelo's website viewers almost doubled in May, our Facebook followers increased by 1,000 in May and `ŌleloNet on-demand programming service which averages around sixty thousand visitors a month, increased to over 196,000 in June. The top shows requested were House and Senate COVID-19 sessions.

**Nominations Board Report:**

Chair Nelson Lau reported to the Board on behalf of Nominating Committee Chair Allan Akamine that the Nominations Board met to discuss the recruitment of new Board members to replace those whose terms expire on December 31, 2020.

**Adjournment:**

The next Board meeting will be on Wednesday, October 28<sup>th</sup> 2020. There being no further business before the Board, the meeting adjourned at 6:37 p.m.

**Respectfully Submitted,**

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Linda Nakaima, Secretary