

‘Ōlelo Community Media  
Minutes of the Board of Director’s Meeting  
October 28<sup>th</sup> 2020  
5:30 p.m. – 7:30 p.m.  
1122 Māpunapuna Street

**Present:**

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

**Staff:**

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

**Call to Order:**

Board Chair Nelson Lau called the meeting to order at 5:33 p.m.

**Public Comment:**

No public comment.

**Approval of August 26<sup>th</sup>, 2020 Minutes:**

Chair Nelson Lau asked for a motion to approve the August 26<sup>th</sup>, 2020 minutes.

**Action:**

After review, Mr. Steve Sombrero moved to approve the August 26, 2020 minutes, Mr. Karl Okemura seconded, and the Board unanimously approved the August 26, 2020 minutes as presented.

**2019 Form 990 Tax Return:**

Finance Chair Keith Fujio reported to the Board that there were no changes to the structure and contents in the return. Mr. Fujio reported that ‘Ōlelo continues to maintain a public support percentage rate above the minimum of 33 1/3%.

**Action:**

Mr. Allan Akamine moved to accept the draft 2019 Form 990, Dr. Alexandra Mergenschröer-Livingston seconded, and the Board unanimously approved acceptance of the draft 2019 Form 990.

**Investment Policy (Updated):**

Finance Chair Keith Fujio introduced Mr. Dean Murakami from First Hawaiian Bank to present ‘Ōlelo’s new investment policy and banking policy to the Board.

**Action:**

Ms. Kalei Kailihiwa moved to accept the Investment Policy and Banking Policy, Ms. Melanie Horikami seconded, and the Board unanimously approved the Investment Policy and Banking Policy.

**President/CEO Report:**

**Studio 1122, FCC NPRM, LBP RFP 2021 Updates:**

Mr. Sanford Inouye reported to the Board that `Ōlelo's main studio is being branded as *Studio 1122*. `Ōlelo completed production for a well-known local artist in the main studio with lighting, audio, and recording.

Mr. 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 `Ōlelo submitted a proposal to Furnish Services to Plan, Execute, and Evaluate the 2021 Legislative Broadcast Project. The posting of the Notice of Award will be in a few weeks.

**Free Speech Week/End of Year Giving Campaign:**

Ms. Kimi Takazawa reported to the Board `Ōlelo's Free Speech Week and 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 this month to kick-off Free Speech Week. Ms. Takazawa provided a summary of the "Say it Loud" Streamathon to the Board.

A short video of `Ōlelo's Free Speech Week featuring the Board of Directors was presented.

**2020 Priorities Focus and Projects 4Q Milestones and Updates:**

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

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

Ms. Kimi Takazawa provided the 4Q updates for the 2020 30th Anniversary External Priority Project to the Board. Ms. Takazawa reported to the Board that the Island Focus PEG show will run during Free Speech Week. Ms. Takazawa mentioned to the Board that `Ōlelo's streamathon for the End-of-Year Giving Campaign launched on September 28th. Ms. Takazawa reported to the Board that the inaugural annual giving campaign will be reviewed at the end of the year.

**Volunteerism Priority Project Update:**

Mr. Garrett Mueller provided the 4Q updates for the 2020 Volunteerism Priority Project to the Board. Mr. Mueller reported to the Board that 61 volunteers contributed 658 hours of their time to help `Ōlelo in various capacities. Mr. Mueller reported to the Board that due to COVID-19 restrictions, there are limited volunteer opportunities for new members, but `Ōlelo continues to have some of our experienced volunteers assist with productions. Mr. Mueller mentioned to the Board that each department has a standardized Volunteer Intake, Release and Waiver form sign-off for each volunteer to ensure a consistent experience. Mr. Mueller reported to the Board that each volunteer completed an exit interview to evaluate their experience and identify future volunteer opportunities.

**Youth Initiatives Priority Project Update:**

Mr. Garrett Mueller provided the 4Q updates for the 2020 Youth Initiatives Priority Project to the Committee. Mr. Mueller reported to the Committee that `Ōlelo's Media Services staff are using alternative ways to connect with students in JAM youth program. Currently `Ōlelo is working with returning students to create youth-targeted COVID-19 related Public Service Announcements (PSAs.)

Mr. Mueller mentioned to the Committee that two schools are looking to place interns with `Ōlelo in October. Mr. Mueller reported to the Committee that `Ōlelo has partnered with Kāpilí Oihana for the Spring Semester to place interns with `Ōlelo and Campbell High School starts recruiting for interns in October

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

Mr. Sanford Inouye provided the 4Q 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. Mr. Inouye reported to the Board that financial forecast will be operational, and reviewed and updated by the Accounting Manager and CEO.

**Community Development Campaign Project Update:**

Ms. Angela Angel provided the 4Q updates for the 2020 Community Development Campaign Priority Project to the Board. Ms. Angel mentioned to the Board that 'Ōlelo is considering virtual introductory town hall meetings or a limited attendance at gathering due to COVID-19 restrictions. Ms. Angel reported to the Board that working with Media Service Centers to identify and approach businesses that can support 'Ōlelo's mission was postponed concentrating on outreach efforts connected to the Free Speech campaign.

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

Mr. Todd Yamamoto provided the 4Q 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 is currently working on developing in-app analytics to assist with tracking trends and insights. 'Ōlelo is working to have this launched with updated graphics by the end of the year.

**Marketing Report**

Mr. Jack Bates provided the 4Q 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 and services. 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 the Marketing Department promoted 'Ōlelo's popular election year feature, Candidates in Focus with advertising and frequent posts on social media.

**Finance Board Report:**

**2020 Q3 Financials:**

Mr. Keith Fujio reported to the Board that the Finance Board met on October 15, 2020. At this meeting, the Committee reviewed and accepted the financial statements through September 30, 2020. It was reported that there was not much of a difference in the third quarter of 2020 compared to 2019, except for a slight decline in revenues which was due to a decrease in franchise fees.

**Approval of 2021 Operating Budget:**

Mr. Keith Fujio presented the 2021 Operating Budget as recommended by the Finance Committee to the Board.

**Action:**

**After review, Mr. Steve Sombrero moved to accept the 2021 Operating Budget, and Ms. Kalei Kailihiwa seconded, and the Board unanimously approved the 2021 Operating Budget.**

*Confidential – Unapproved*

**Approval of 2021 Capital Budget:**

Mr. Keith Fujio presented the 2021 Capital Budget as recommended by the Finance Committee to the Board.

**Action:**

After review, Mr. Steve Sombrero moved to accept the 2021 Capital Budget, and Ms. Kalei Kailihiwa seconded, and the Board unanimously approved the 2021 Capital Budget.

**Nominations Board Report:**

The Nominating Committee Report discussion moved to Executive Session because it relates to proprietary matters.

**Executive Session:**

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

**Action:**

Dr. Alexandra Mergenschröer-Livingston moved and Mr. Karl Okemura seconded, and the Board unanimously approved to move into Executive Session.

The Board recessed at 6:35 p.m. to go into Executive Session.

**Reconvene:**

Chair Nelson Lau reconvened the meeting at 6:58 p.m. Chair Lau called for a motion to forward the names of the new Board members and the Slate of Officers for approval at the 2021 Board of Director's Annual Meeting.

**Action:**

Mr. Derek Wong moved, and Mr. Keith Fujio seconded, and the Board unanimously approved to forward the names of the new Board members and the Slate of Officers for approval at the 2021 Board of Director's Annual Meeting.

**Adjournment:**

The next Board meeting to be determined. There being no further business before the Board, the meeting adjourned at 7:01 p.m.

Respectfully Submitted,

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Linda Nakaima, Secretary