

`Ōlelo Community Media
Minutes of the Annual Board of Director's Meeting
May 26th 2021
5:30 p.m. to 7:30 p.m.
Via Microsoft Office Teams

PRESENT:

Nelson Lau, Ann Chung, Keith Fujio, Melanie Horikami, Kalei Kailihiwa, Jack Legal, Alexandra Mergenschroer-Livingston, Donna Mun, Linda Nakaima, Bill Ogawa, Karl Okemura, and Derek Wong

STAFF IN ATTENDANCE:

Roger McKeague, Angela Angel, Jack Bates, Alyssa Coloma, Kimi Takazawa, Todd Yamamoto, and Rona Shibuya

CALL TO ORDER:

The board Chair called the meeting to order at 5:35 p.m.

`ŌLELO AWARENESS SURVEY

Chair Nelson Lau introduced Ms. Barbara Ankersmit, Partner and Senior Advisor from Anthology Marketing Group to present `Ōlelo's Awareness Survey to the Board.

Ms. Barbara Ankersmit reviewed the results of a quantitative survey on awareness and perceived value of `Ōlelo to the Board. Using a mixed methodology of landline/mobile phones and online survey, 405 residents were sampled.

INTRODUCTION OF `ŌLELO'S NEW PRESIDENT/CEO:

Chair Nelson Lau introduced Mr. Roger McKeague, `Ōlelo's new President/CEO to the Board.

APPROVAL OF FEBRUARY 19TH, 2021 MINUTES:

Chair Nelson Lau asked for a motion to approve the February 19th, 2021 minutes.

Action:

After review, Mr. Derek Wong moved to approve the minutes, Ms. Ann Chung seconded, and the Board unanimously approved the February 19th, 2021 minutes as presented.

PRESIDENT/CEO REPORT:

Legislative Broadcasts Update

Mr. Roger McKeague reported to the Board that due to the COVID-19 pandemic, the 2021 Legislative Session was broadcast in-house by the Legislature, and `Ōlelo provided our services on an as-needed basis. Mr. McKeague reported to the Board that he met with the House Leadership, and they mentioned that they will be looking for more ways to utilize `Ōlelo's services.

Mr. McKeague shared with the Board that surveys have shown that viewers prefer watching the legislative hearings on `Ōlelo stations versus online streaming.

Productions Update

Ms. Angela Angel provided a summary of the different types of free production services that `Ōlelo provides to the community to the Board. Ms. Angel shared a brief description of the signature programs that `Ōlelo has produced, such as Live at the Legislature, Island Focus, Mele A'e, and Youth Xchange to the Board. Ms. Angel shared a summary with the Board of `Ōlelo's fee for purpose productions, contracts, and facilitated productions.

FCC NPRM – Cable Franchising Update

Mr. Roger McKeague provided an overall summary to the Board about the Federal Communications Commission (FCC) Notice of Proposed Rulemaking (NPRM) on cable franchise fees. Mr. McKeague reported to the Board that a decision on the rule should be coming in June or July and will keep the Board apprised of the decision.

2021 PRIORITY FOCUS AND PROJECTS FIRST AND SECOND QUARTER UPDATES

REMI – REMI Integration Model

Mr. Todd Yamamoto provided the 1Q and 2Q updates for the 2021 Remi Integration Model Priority Project to the Board. Mr. Yamamoto reported to the Board that the initial testing for the remote production was successful. Mr. Yamamoto shared with the Board that `Ōlelo is currently identifying potential opportunities to utilize more remote productions.

OTT – Over-the-Top

Mr. Todd Yamamoto provided the 1Q and 2Q updates for the 2021 Over-the-Top (OTT) Priority Project to the Board. Mr. Yamamoto reported to the Board that `Ōlelo is currently re-evaluating the OTT priority project to determine if it is feasible for `Ōlelo to pursue.

On-the-Job-Mentoring

Ms. Angela Angel provided the 1Q and 2Q updates for the 2021 Production On-the-Job Training Project to the Board. Ms. Angel reported to the Board that the On-the-Job-Mentoring (OJM) materials have been created and distributed and the first OJM session with 12 staff participants began on May 6th. Ms. Angel also reported to the Board that volunteer participants are pending until COVID safety practices are established. Ms. Angel shared with the Board that the prescreening criteria have been established for each basic level entry skill position. Ms. Angel mentioned to the Board that testing and debriefing are included in the mentoring process.

Fee for Service Productions

Ms. Angela Angel provided the 1Q and 2Q updates for the 2021 Fee for Service Productions Project to the Board. Ms. Angel reported to the Board that the Fee for Service Production 2021 internal rate sheet and the calculating tool is completed. Ms. Angel shared with the Board that the Giving Voice Pro was launched in March.

Training and Client Media Services

Ms. Kimi Takazawa provided the 1Q and 2Q updates for the 2021 Training and Media Service Centers Project to the Board. Ms. Takazawa reported to the Board that a newly condensed Basic Media Production (BMP) training has been implemented and 36 new members have already taken the new BMP class since January 2021. Ms. Takazawa shared with the Board that `Ōlelo's equipment usage through May is 81,751 hours and we received 1,404 hours of first-run programming. Ms. Takazawa mentioned to the Board that `Ōlelo's new animation class is slated to begin in June 2021.

Aloha Response (AR) 2021

Ms. Kimi Takazawa provided the 1Q and 2Q updates for the 2021 Aloha Response (AR) Project to the Board. Ms. Takazawa reported to the Board that the creation of a departmental engagement journey plan with touchpoints is in development and tracking and measuring the engagement journey and touchpoints is in progress.

BEST (Baseline Essential Skills Training) Program

Ms. Kimi Takazawa provided the 1Q and 2Q updates for the 2021 BEST (Baseline Essential Skills Training) Program Project to the Board. Ms. Takazawa reported to the Board that the BEST skills needs, training path, and timeline for the attainment of skills are in progress.

FINANCE BOARD REPORT:

Mr. Keith Fujio reported to the Board that the Finance Board met on May 13, 2021. At this meeting, the Board reviewed and accepted the financial statements through March 31, 2021. It was reported that there wasn't much of a difference between March 31st of 2021 and the same period for 2020.

PROGRAM AND MARKETING REPORT:

Marketing Opportunities

Ms. Kimi Takazawa reported to the Board that the Fee-For-Purpose is a 2021 Priority Project and the project is based on a standard commercial production house model to create a new income source structure for `Ōlelo. Ms. Takazawa reported to the Board that `Ōlelo will be announcing to the public via our website and brochures that we are open for business.

Mr. Roger McKeague reported to the Board that `Ōlelo will also be looking at marketing "Fee with the Same Purpose." Mr. McKeague shared with the Board that there are potential new clients who also share `Ōlelo's belief in freedom of speech and `Ōlelo will start making efforts to market to these types of potential clients.

YXC 2021

Ms. Kimi Takazawa shared highlights of the Youth Xchange (YXC) 2021 video competition with the Board. Ms. Takazawa reported to the Board that due to COVID-19, `Ōlelo was not able to attain their sponsorship goal. However, `Ōlelo was able to showcase the YXC videos on five different platforms and it was very successful.

Graduation Week

Ms. Kimi Takazawa reported to the Board that last year because of COVID-19, the high school graduations were all virtual, and `Ōlelo was able to air the pre-recorded graduations over an entire week. Ms. Takazawa shared with the Board that Governor Ige recently announced that the Department of Education will be allowed to have in-person graduations, thus `Ōlelo will modify graduation week and Livestream four graduations to support different high schools.

Giving Voice Pro

Ms. Kimi Takazawa reported to the Board that Giving Voice Pro is part of the Fee-For-Service production that `Ōlelo will offer to organizations. Ms. Takazawa shared with the Board that the organizations would be able to utilize `Ōlelo's main studio and we would work with the organization to create a professional recording and assemble a Public Service Announcement package for the organization.

2Q Marketing Report

Mr. Jack Bates provided the 2Q Marketing Department report to the Board. Mr. Bates reported to the Board that they continued to market and promote `Ōlelo's new signature program, Mele A'e. Mr. Bates provided a summary of the PR efforts that the Marketing Board executed for this year's Youth Xchange video competition to the Board.

Mr. Bates announced to the Board that `Ōlelo submitted nine entries to the Alliance for Media Western Division Wave Awards and six were selected as finalists and one, our Streamathon show was a winner.

Executive Session

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

Action:

Mr. Karl Okemura moved, and Mr. Keith Fujio seconded, and the Board unanimously approved to move into Executive Session.

Confidential – Pending Board Approval - Unapproved

The Board recessed at 7:30 p.m. to go into Executive Session.

RECONVENE:

Chair Nelson Lau reconvened the meeting at 8:10 p.m.

ADJOURNMENT:

There being no further business before the Board, the meeting adjourned at 8:11 p.m.

RESPECTFULLY SUBMITTED,

Linda Nakaima, Secretary