



‘Ōlelo Community Media
Minutes of the Annual Board of Director’s Meeting
August 26th, 2021
5:30pm to 6:30pm
Via Microsoft TEAMS

Members in Attendance: Nelson Lau, Melanie Horikami, Alexandra Mergenschroer-Livingston, Donna Mun, Linda Nakaima, Bill Ogawa, Karl Okemura, Grant Tanimoto and Steve Sombrero

Excused: Ann Chung, Michael Contreras, Keith Fujio, Kalei Kailihiwa, Jack Legal and Derek Wong

Staff in Attendance: Roger McKeague, Jack Bates, and Doni Chong (Recorder)

Call to Order:

The meeting was called to order by Chair Nelson Lau at 5:37pm

Public Comment:

Chair Nelson Lau introduced a member of the public, Ms. Kapua Segool, who requested to participate in the virtual meeting. Ms. Segool shared her interest to attend as an observer and did not have any comment to share.

Approval of August 26th, 2021, Annual Board of Director’s Meeting Minutes:

August 26th, 2021, Board meeting minutes were reviewed and approved.

Action:

Chair Nelson Lau asked for a motion to approve the minutes, Ms. Melanie Horikami moved to approve and Mr. Karl Okemura seconded, and the Committee unanimously approved the August 26th, 2021, Board of Directors minutes as presented.

Chair’s Report

Chair Nelson Lau welcomed all to the meeting.

CEO Update

Mr. Roger McKeague reported to the Committee the status of the tenant and lease negotiations with the prospective tenants. Mr. McKeague reported that the prior tenant is still under the current lease and is legally bound to all provisions of the lease. As such, Mr. McKeague will continue to pursue collection of back rent and enforcement of penalties.

Mr. McKeague reported to the Committee that a new in-house property and facilities management company will be in effect September 1st, 2021. They will be on-site intermittently for the next six months. They will provide a greater cost savings and do a bundled accounting billable services to eliminate the burden of billing separate vendors for the accounting department.

‘Ōlelo Employee ID Protection

Mr. McKeague reported to the Committee that 46 employees signed up for ID protection services due to employee’s concerns about identity theft. Mr. McKeague reported that the feedback has been positive. The offered coverage is for one year and costs \$5.20 per employee per month.

FY 2020 Audit



Mr. McKeague reported that AOK Auditors are on-site and conducting an audit between August 16th through August 27th, 2021.

Merina Visit

Mr. McKeague reported that ʻŌlelo received notification from DCCA advising of the upcoming onsite visit by Merina for an external and internal review. Mr. McKeague further clarified that the review is not a formal audit but rather a consultation agreement which allows Merina to ensure that internal controls are in place. The review will take place between September 13th to September 24th, 2021

Finance Committee Report

Chair Nelson Lau provided the Finance Committee report on behalf of Finance Chair Mr. Keith Fujioka who was excused and absent. The Finance Committee met on August 5th, 2021. At this meeting, the Committee reviewed and accepted the financial statements through June 30th, 2021. It was reported that there wasn't much of a difference between June 30th, 2021, and the same period 2020.

Program and Marketing Committee Report

Mr. Jack Bates highlighted the Marketing Department second quarter efforts.

Mele A'e: Mr. Bates reported that the show continues to gather momentum and *MidWeek* frequently features the artists appearing in their regional editions. Billy V of *Hawaii News Now – Sunrise*, is going to feature the show on his entertainment feature and an extended version on his popular weekly blog.

Graduation coverage: Mr. Bates reported that two graduation ceremonies were covered in May, Kaimuki and Hawaii Technology Academy. Based on social media numbers, audiences were well into the hundreds.

Production: Mr. Bates reported that in addition to several programming promos, the department produced in-house an O'ahu Free Speech commercial, in support of the overall corporate "'Ōlelo Stands for Free Speech" brand positioning.

Advertising: Mr. Bates reported on the conversion to HD on Hawaiian Telcom. Included in the conversion were ads supporting training, *Island Focus*, *Live at the Legislature*, Kamehameha Day celebration and ʻŌlelo's mobile app.

Media: Mr. Bates reported the continual support of Hawaiian Telcom who provided TV commercials, averaging over 1,000 free placements although they are only required to provide 1,000 a year. Mr. Bates extended his sincere appreciation for their support.

Looking ahead and current activities: Mr. Bates reported that promotions for *Free Speech Week* will begin October 18th.

Youth Xchange: Mr. Bates reported on the 2022 Youth Xchange theme, "Coming Together." Information on the 2022 Youth Xchange goes out to teachers next month. *Coming Together* is the theme for 2022.

Social media:

- Facebook followers are approaching 11,000.



- Twitter and Instagram followers are approaching 4,000 each.
- YouTube’s archive of ‘Ōlelo’s production is a highly active site, with viewership into the thousands on a monthly basis. The most popular show overall is, “*Getting to Know You – Konishki*” produced seven years ago, averaging over a thousand views a month. *Mele A’e* and *Island Focus* are the strongest of the current programming.

Adjournment:

The next Board meeting will be on Wednesday, October 27th, 2021. With no further business before the Committee, the meeting adjourned at 6:06 p.m.

Respectfully Submitted,

A handwritten signature in black ink that reads "L. Nakaima".

Linda Nakaima, Secretary