

‘Ōlelo Community Media
Minutes of the Board of Director’s Meeting
August 31, 2011
3:00 p.m. - 5:00 p.m.
Waianae Community Media Center
Waianae High School, 85-251 Farrington Hwy

Present:

Jim Boersema (Chair), Jill Takasaki Canfield, Lynette Cruz, Lubuw Falanruw, Pat Garvey, Rochelle Gregson, Ormond Hammond, Nelson Lau, Bennette Misalucha, Jon E. Murakami, Mike Rosenberg, John Williamson and Roy K. Amemiya, Jr.

Excused:

Diane Peters-Nguyen, Mario R. Ramil and Steve Sombrero.

Board Chair Jim Boersema called the meeting to order at 3:15 p.m.

Approval of May 25, 2011 Minutes:

Chair Jim Boersema asked for a motion to approve the May 25, 2011 minutes.

Action:

After thorough review, the Board moved, seconded and unanimously approved the minutes.

Program and Marketing Committee Report:

Ms. Meredith Nichols reported that the Committee met on August 10, 2011. At this meeting, the Committee reviewed the mid-year programming charts, Ms. Nichols highlighted a 33% increase in First Run local programming over a six year period from 2006 to 2011 (projected) followed by the 2011 goal for First Run Hours of Programs compared to actual, First Run Program Hours by Origin, Total First Run Programs, Local First Run Programs by Category and Non Local Hours of First Run by Category, Mini Studio Programming Trends, Programming Goals, Programming by Source, Executive Productions by CMC Compared to Goal, Training Certifications Compared to Goals and First Run Programming Trends by CMCs.

2012-2015 ‘Ōlelo Strategic Plan

Ms. Meredith Nichols presented the 2012-2015 Strategic Plan to the Board.

Approval of 2012-2015 ‘Ōlelo Strategic Plan:

Chair Boersema asked for a motion to accept the 2012-2015 Strategic Plan.

Action:

After thorough discussion, the Board moved, seconded and unanimously approved ‘Ōlelo’s 2012-2015 Strategic Plan.

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Finance Committee Report:

First Quarter Financials

Mr. Nelson Lau reported that the Finance Committee met on August 17, 2011. At this meeting, the Committee reviewed the financials through June 30, 2011. Mr. Lau noted that the organization was performing within budget and added that it was all due to management being fiscally responsible.

2010 Tax Return

Mr. Lau presented 'Ōlelo's 2010 Tax Return and stated that the return adequately provided for the necessary disclosures associated with the operations of 'Ōlelo as a non-profit organization.

Worker, Retiree, and Employer Recovery Act of 2008 (WRERA) Amendment to 'Ōlelo's Pension Plan

Mr. Lau reported that there was an amendment to 'Ōlelo's pension plan that needed the Board's approval. Although this particular amendment does not impact 'Ōlelo participants, the adoption and incorporation of such amendment is required by Law and requires Board action.

Approval of WRERA Amendment to 'Ōlelo's Pension Plan

Chair Boersema asked for a motion to approve the WRERA Amendment to 'Ōlelo's Pension Plan.

Action:

After thorough review, the Board moved, seconded, and unanimously approved the WRERA Amendment to 'Ōlelo's Pension Plan.

Acceptance of the 2010 Tax Return:

Chair Boersema asked for a motion to accept the 2010 Tax Return.

Action:

After thorough review, the Board moved, seconded, and unanimously accepted the 2010 Tax Return.

Tenant Lease Termination

One of 'Ōlelo's tenants have sent a notification that they will be vacating their space by the end of February 2012. Mr. Hank Leandro, Leandro Corporation will be assisting 'Ōlelo in finding a new tenant to fill the vacancy. Mr. Amemiya added that he has been in touch with REIT Management, the firm representing 'Ōlelo's landlord LTMAC Properties LLC, to obtain an extension on the fixed portion of the land lease as it would be difficult to negotiate rent with a new tenant without knowing what the land lease rate would be. Mr. Amemiya added that the Finance Committee would be posted on the progress of the negotiations with REIT as well as the full Board.

President/CEO Report:

Mr. Roy Amemiya started his report by thanking the Board for making time in their respective schedules to attend the Board meeting in Waianae. Mr. Amemiya also thanked the staff for preparing for the Board meeting and also for the Oli that the staff presented to the Board prior to the start of the Board meeting.

Mr. Amemiya announced that Mr. Donn Yabusaki, Director of Technology Services will be leaving 'Ōlelo and starting a new position at the DCCA as the new Cable TV Administrator. Mr.

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Amemiya thanked him for the years of service at 'Ōlelo. Mr. Yabusaki in turn thanked the Board for their work in support of 'Ōlelo's mission.

Mr. Amemiya also announced that Mr. Yabusaki's position will be filled by Mr. Chris Lam who is currently the IT/Playback Manager at 'Ōlelo and introduced Mr. Lam to the Board.

Mr. Amemiya also introduced Mr. Sparky Rodrigues, Manager of the Waianae Community Media Center.

Contract for PEG Access Services

Currently, staff is preparing 'Ōlelo's application to the DCCA to provide PEG Access services on Oahu. On a related note, Merina & Company has been contracted by the DCCA and will be on-site from September 6 through September 9 to conduct a management and financial audit per requirements in Act. 19

Capital Negotiations with Oceanic TWE

A hearing has been scheduled for the week of October 3 with the DCCA's Office of Administrative Hearings to determine the amount of capital funds that Oceanic TWE will pay to 'Ōlelo through 2014. This process was selected by the Deputy Director of the DCCA after 'Ōlelo and TWE reached an impasse on its negotiations.

Channel 49

On July 6, 2011, 'Ōlelo's FOCUS 49 moved to the digital only tier on Oceanic Cable. 'Ōlelo's efforts to communicate this change included:

- E-mail blasts sent to all active clients and key constituents
- Two on-air announcements created by Oceanic Time Warner (TWE) and 'Ōlelo, which aired at the top and bottom of the hour on all 'Ōlelo channels
- A text crawl displayed on all channels at regular intervals
- Announcements in our E-newsletter, Facebook and Twitter accounts and on the homepage of our website

Give Aloha

During the entire month of September, 'Ōlelo will be participating in Foodland's Give Aloha program. Give Aloha is an annual program through which Foodland directs its charitable giving to organizations. Maika'i customers will be able to make a donation of up to \$249 (per person, per organization) at checkout to a non-profit organization registered in Give Aloha. Foodland matches a portion of each donation. This year, Foodland and the Western Union Foundation will match each donation up to a total of \$300,000 for all organizations combined. 'Ōlelo's Give Aloha code is 78611.

HD Automation Project

After an extensive search, 'Ōlelo has reduced its software selection to two vendors-Crispin (first choice) and Evertz (second choice). The scope of work is in the process of being refined with Crispin.

Orientation Video Presentation

Mr. Amemiya stated that the video will be shown as part of the orientation process for new trainees and a shorter version of the video would be used as a promotional piece as well.

Public Comment:

Mr. Jim Boersema asked if there was anyone who would like to provide comments to the Board before the adjournment of the business portion of the meeting.

1. Lily Cabinata
2. Sparky Rodrigues
3. David Oclinarina
4. Don Hutton
5. Kellen Smith
6. Johnnie-Mae L. Perry

Waianae Summer Media Program Video Presentation:

A video on the Waianae Summer Media Program was shared with the Board.

Public Comment Continued:

7. Candy Suiso
8. W. Ken Koike
9. Leimamo Kapea

The Board adjourned the business portion of the meeting at 5:15 p.m.

Pule:

Mr. Hanalei Aipoalani was asked to provide the Pule to bless the food.

Board Introduction:

The Board members introduced themselves to the public attending the Board meeting.

Public Comment Continued:

10. Pat Patterson
11. Lori Nordlum
12. Dreena Kane
13. Kawika Nahoopii
14. Jack De Feo
15. Junior Ekau
16. Alice Greenwood
17. Luane Higuchi
18. Kaimana Machii
19. Toni Domingo-Oka
20. Spencer Harris
21. Maycee Miller
22. Ilana Santana
23. Elijah Kamiko
24. Dee Lum
25. Ms. Uesugi
26. Monique Temblor-Lee
27. Poka Laenui
28. Kamaki Kanahale
29. Jo Jordan
30. Fred Dodge
31. David E. Kalilikane

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32. Community Member

33. Sharlette Poe

Video Presentation:

A video of the 1998 Board meeting in Waianae was shared with the Board and community.

Mr. Jim Boersema thanked all those that attended the Board meeting in Waianae and adjourned the meeting.

The Board adjourned at 7:15 p.m.

Respectfully Submitted,

Diane Peters-Nguyen, Secretary