

DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM (DBEDT)
MINUTES OF THE COMMISSION ON THE 13TH FESTIVAL OF
PACIFIC ARTS & CULTURE (FESTPAC) MEETING

WEDNESDAY, JUNE 12, 2019, AT 9:00 A.M.

HAWAI'I CONVENTION CENTER
1801 KALĀKAUA AVE., BOARD ROOM A
HONOLULU, HAWAI'I 96815

Commission Members Present were:

J. Kalani English, Chair	-	Senate President's Designee
Māpuana de Silva	-	Community Member At-Large
Mehana Hind	-	Office of Hawaiian Affairs
Kalani Ka'anā'anā	-	Hawai'i Tourism Authority Designee
Misty Kela'i	-	City & County of Honolulu Designee
Mike McCartney	-	Department of Business, Economic Development & Tourism (DBEDT)

Guests:

Jacob Aki	-	Senator English's Office
Rebecca Crall	-	Rep. Decoite's Office
Honey Maltin-Wisot	-	Strategies 360
Shari Nishijima	-	Strategies 360
Michael Pili Pang	-	PA'I Foundation
Jay Rojas	-	PA'I Foundation
Kanoë Takitani-Puahi	-	Mayors Office of the Culture & Arts (MOCA)

Staff:

Gregg J. Kinkley	-	Attorney General's Office
Jamie Lum	-	DBEDT
Selma Malcolm (Recording)	-	DBEDT

Apologies:

Snowbird Bento	-	Community Member At-Large
Lynn DeCoite	-	House Speaker's Designee
Monte McComber	-	Governor's Designee

CALL TO ORDER:

The meeting was called to order by Chair English on Wednesday, June 12, 2019, at 9:17 a.m., who welcomed everyone present.

APPROVAL OF MAY 8, 2019 MEETINGS MINUTES:

Members were provided time to review the Minutes.

Minutes of the meeting held on Wednesday, May 8, 2019, were approved on a motion by Mr. Kalani Ka'anā'anā and seconded by Ms. Māpuana de Silva.

The motion was passed unanimously.

OLD BUSINESS:

A. Festival Director's Report:

In the absence of Ms. Takamine, Mr. Rojas presented the Festival Director's Report. He reported the following:

Fundraising:

- The National Endowment for the Arts (NEA) Our Town Grant for \$60,000 was approved and will be used for the Festival Village.
- A NEA Grant for \$50,000 is being submitted through the State Foundation of Culture and the Arts (SFCA) on 6/13/2019 to assist with displaying the native Hawaiian artworks and artworks that will be brought in for the Festivals by delegates at the Hawai'i Convention Center.
- SFCA biennial application for \$15,000 was submitted to assist with additional funding for FESTPAC.
- PA'I Foundation has not yet met with Ms. Beth Lum regarding fundraising.

Venues:

- No new venues were added since the last meeting.

Meetings with:

- Kanaeokana, Hawaiian Charter Schools and the Kamehameha Schools on 5/13/2019 to see if it is possible to hold any of the FESTPAC events at Kualoa Ranch.
- Mr. McComber 5/14/2019 regarding transportation.

- Ms. Sarah Kiel, University of Hawai'i (UH) Conference Housing on 5/29/2019, to confirm housing for delegates. PA'I Foundation was offered 1,800 beds from June 9-22, 2020, with additional roll-away beds for those rooms that can accommodate them. Approximately 2,500 beds are required for the Festivals but PA'I Foundation is trying to obtain additional accommodations on other campuses, including Hawai'i Pacific University (HPU) and the East-West Center. Regarding the meal plan, Mr. Rojas stated that two (2) meals per day (breakfast and a lunch box to go) will be provided for each resident with dinner being provided by host venues and that the estimated cost of catering is \$1.8 million and \$2.2 million for housing. He also stated that PA'I Foundation budgeted approximately \$3.2 million for both meals and housing and a deposit of \$258,000 (based on 2019 rates) was requested to hold the reservations for meals and accommodation. The contract is waiting for review and signature from administration. He noted that PA'I Foundation is still waiting for an updated contract from DBEDT to move forward and requested to invoice DBEDT directly for the reservation deposit. Mr. McCartney suggested that to expedite the process, DBEDT would arrange an interdepartmental (State-to-State) transfer of funds to UH for the reservation deposit of \$258,000. The Commissioners concurred.

Ms. de Silva indicated she will provide Mr. Rojas with contact information regarding housing at HPU.

Mr. Rojas stated that both the Bishop Museum and the Hawai'i State Art Museum were requested to provide at least one meal per day (preferably dinner) for the delegations that will be at their facilities during FESTPAC. Chair English pointed out that at a previous meeting, Ms. Takamine announced the New Zealand Delegation would cover their own costs for FESTPAC as well as the costs for Cook Islands and Niue. Hence, he asked if their rooms should be taken out of the UH count. Mr. Rojas responded that PA'I does not have any alternatives to offer them yet. This will be discussed further at the 29th Meeting of the Council of Pacific Arts and Culture (CPAC) in September 2019.

- Kapulani Landgraft, Ka'ili Chun and Drew Broderick 6/2/2019 regarding an art exhibition and installation at Hawai'i Convention Center (HCC). The discussion focused on native Hawaiian art exhibits, FESTPAC art exhibits, artist selection, art sales, volunteers, cultural demonstrations and performing arts spaces and equipment, etc. A quote is forthcoming.
- Denise Yamaguchi at Hawai'i Food and Wine on 6/3/2019 regarding Food and Wine fundraising potential.
- Representatives of the Ford Foundation in New York City on 6/5/19.
- NEA Folk and Traditional Culture meeting in Minneapolis on 6/11/19.

PA'I Planning Committee:

- The PA'I Planning Committee met on 5/14/2019 and formed three main committees with respective sub-committees that will report to the main committee in order to execute FESTPAC in a manner that the Commission expects, especially since it is only one year away. The PA'I Committees/Sub-committees are organized as follows: Finance (Mr. Rojas), sub-committees are Logistics, Marketing and Communication, Finance and Contracts, Legal and Fundraising; Programming (TBA), sub-committees are Events, Venues, Arts and Calendar; and Administration (Mr. Pili Pang), sub-committees are Security, Credentials, Arrival & Departure, Surveys, Volunteers, Protocol and Medical.

Update on the Number of Delegates Confirmed for FESTPAC:

- French Polynesia 100; Wallis & Futuna 50; Palau 100; Aotearoa 130; and Tonga 50 delegates.

The Commissioners reviewed and discussed the schedule for the 2020 Delegates Participation in the Artistic Programming. Mr. Rojas stated that the schedule would be updated when the delegates indicate the type activities they would participate in and that PA'I Foundation would use that information to assist with the logistics for housing, transportation, etc.

Liability: Mr. Ka'anā'anā asked who would assume responsibility for any loss or property damage at the facilities that the delegates will reside in during the Festivals, the Commission or the Delegations. Mr. Rojas stated that the Head of Delegations would accept responsibility, but certain procedures would be in place at UH for lost keys,

damages, etc. He also said they are considering requiring a security deposit from each delegation. PA'I Foundation holds liability insurance and would work out the logistics to sign the contract under their insurance cover. Further discussions to be held.

Software System re Credentialing: Mr. Rojas informed the Commissioners that PA'I Foundation identified a software system to contract with for the duration of the Festivals to gather data on the delegates and move them through the credentialing aspect of the process. The estimated cost is 0.99 cents per delegate, a cost not currently in the budget, but that could hopefully be absorbed given the anticipated savings from the accommodations and meals at UH.

Marketing and Communications - Strategies 360:

Ms. Maltin-Wisot of Strategies 360 provided the Communications update.

The ad created for the Prince Lot Hula Festival Program is pending Ms. Takamine's approval and is a personal donation from Mr. Pili Pang to FESTPAC. Chair English thanked Mr. Pili Pang for the donation and recommended that the State logo be included in the ad.

Newsletter:

Ms. Maltin-Wisot presented the first draft of the FESTPAC Newsletter for review. She stated that Strategies 360 was given the task of preparing a newsletter to publish on a quarterly basis starting June 2019, a year ahead of the Festivals, and then monthly beginning January 2020. The draft was with Ms. Takamine for review but was presented to the Commission due to the June 2019 deadline.

There was much discussion about purpose, audience and content. Ms. de Silva stated that the main purpose of the newsletter is to provide specific information for the participating nations. She also stated that for previous Festivals, the newsletters were basically one page and distributed electronically. She suggested that the information in this draft newsletter be spread out over several newsletters and that the first issue should be a welcome from Hawai'i and include links to locate information, etc.

Mr. Ka'anā'anā stressed the importance of style and branding guidelines for the Festival from its planning through to its completion in a consistent manner.

Chair thanked Ms. de Silva for clarification about the newsletter and noted that given the limited direction Strategies 360 received, they did a great job. He recommended that PA'I Foundation and Strategies 360 communicate with DBEDT on how they plan to proceed with the Newsletter, and DBEDT will provide Commissioners with the information.

FESTPAC Website Discussion:

Discussion was held regarding FESTPAC's new website printed on the draft newsletter. Mr. Rojas stated that he was not aware of the switch from www.festpac-hawaii2020.org to www.festpachawaii.org and that all their letterheads, emails, business cards, etc., at PA'I Foundation were printed with the www.festpac-hawaii2020.org website on them. Ms. Maltin-Wisot explained that at a previous meeting, Strategies 360 was advised to identify and purchase all the domains related to FESTPAC and to create one main domain at www.festpachawaii.org with all the other domains directed to that main website including www.festpac-hawaii2020.org. Chair English then requested a motion to accept www.festpachawaii.org as the official website for FESTPAC.

Motion was made by Mr. Mike McCartney and seconded by Mr. Kalani Ka'anā'anā to accept www.festpachawaii.org as the official website of FESTPAC and to have all the other websites re-directed to the main one. The motion was passed unanimously.

NEW BUSINESS:

- Commissioners' Retreat Held – May 20, 2019:

Chair English thanked everyone for attending the retreat. Special thanks to Mr. McCartney for organizing it. Mr. McCartney advised that Mr. Tanaka was in Washington, DC, and when he returns to Hawai'i they will continue to prepare notes from the retreat and a plan as a result of the discussions at the retreat, to present to the Commissioners for consideration.

- Request for Proposals for Fundraising & Logistical Services for the Festival:

Mr. McCartney reported that DBEDT issued two Requests for Proposal (RFPs) for fundraising and logistical services. The RFP deadline is June 14th.

Mr. Rojas said that PA'I Foundation contracted a destination management company (DMC), Island Information Strategies (IIS) for the logistics for housing and transportation and that they would bill PA'I Foundation for everything at cost. Mr. McCartney requested that PA'I Foundation send a copy of their contract with IIS to Jamie Lum at DBEDT. He stated that he was under the impression that DBEDT was going to do the RFP for the DMC. Mr. Rojas stated that the supplemental contract with DBEDT needs to be executed because as of now, PA'I only has the authority to spend \$450,000 on salaries. Ms. Lum pointed out that the estimated budget attached to the original contract was for \$24 million and while it contained a budget for salaries equal to \$450,000, the scope of services is very broad, and therefore DBEDT expected that PA'I

would move forward and engage sub-contractors to help accomplish everything that is in the scope.

Mr. McCartney said he would discuss the contract with Ms. Takamine. He stated that the supplemental contract was on his desk for review and signature.

▪ Pre-Festival Visit – September 9-13, 2019

Regarding the Pre-Festivals Visit, Ms. de Silva reported that there was no update on who will be attending the meetings in September. However, Ms. Keituala Kuiniselani and Ms. Louisa made reservations at Ala Moana Hotel (the price ranged below \$100 to \$250 per night.) Also, that the Pacific Community (SPC) indicated that they prefer to hold the meetings at the Hawai'i Convention Center (HCC) rather than at the Senate Chambers as certain equipment might be available at HCC that SPC would not have to bring with them. A dry-run of the facility was requested. During a brief discussion regarding meals, etc., Mr. Ka'anā'anā stated that the Hawai'i Tourism Authority (HTA) agreed to donate up to \$15,000 to cover costs for the pre-meeting in September. He requested that PA'I Foundation handle all the logistics with HCC including food and beverages, and he would handle the logistics on the back end, including the bills. The Senate Chambers will be held as back-up until HCC is reserved for the meeting.

Ms. Kela'i asked what kind of assistance the City and County of Honolulu could provide for the pre-meetings. She also noted that the assistance requested must be scheduled in July because Ms. Takitani-Puahi will be going on leave. Ms. de Silva will coordinate with Mr. Pili Pang to provide Ms. Kela'i with a schedule for security/transportation/Fire Chief, etc.

Ms. de Silva advised that the Pacific Ministers for Culture Meetings will not be held as initially indicated because Ms. Keituala Kuiniselani of SPC would like to dedicate more time on the agenda to discuss the 2020 FESTPAC. Ms. de Silva also advised that the official name of the Pre-Festival Visit is the 29th Meeting of the Council of Pacific Arts & Culture (CPAC).

Mr. Jacob Aki asked if we want 'Olelo to record the CPAC. Ms. de Silva will check with SPC to see if it's okay to broadcast the CPAC meeting on 'Olelo, even though it will be open to the public.

Hawai'i Delegation to the Festival:

Discussion was held regarding the Hawai'i delegation to the Festival. Ms. de Silva thought that selection of the Hawai'i delegation was a part of the Contract. Ms. Lum to

research and report at next meeting. Chair English said that he met with Ms. Keituala Kuiniselani when she visited Hawai'i and she advised that it was up to the Commission to choose their Head of Delegation (HOD). He noted that the Head of Delegation must be able to communicate effectively with all the different groups. Ms. de Silva gave a synopsis of the role of the Head of Delegation. She defined the roles of the Head of Delegation for the visiting country and for the host country. She also pointed out that for the host country, the Head of Delegation and the Festival Director have very different roles, and therefore cannot be the same person. Chair English thanked Ms. de Silva for the clarification. He also stated that he believes the Commission should approve/confirm whomever is selected as the HOD as the authority from the Statute was given to the Commission.

Mr. Pili Pang explained that the delegation is being organized by different communities of artists, and they are aware that there can only be one overall HOD for the Hawai'i delegation. Ms. de Silva requested PA'I Foundation provide the Commission with a timeline for this process. She also requested that the information be emailed to the Commission to review before the meeting. Mr. Rojas stated that he would submit the information requested on 6/28/2019 for the next meeting.

Chair English also requested a list of the country HODs so that if any of the Commissioners are contacted directly and asked questions, they know who to refer the request to.

PA'I shared that they view the festival planning efforts as a Commission versus PA'I and a State versus Community issue. Sen. English shared that it should be seen as one in the same. Chair English said he is looking to make the FESTPAC Commission a permanent body to support future participation of Hawai'i delegations in the Festival. Mr. McCartney stated that the return on investment for this project goes beyond the number of visitors and visitor experience, and we need to identify what that is as we move forward to try to get premanent support for the Festival.

DATE OF NEXT MEETING:

The next meeting is scheduled for Wednesday, July 3, 2019, at 10:00 a.m., at the Hawai'i Convention Center, Board Room A.

Chair English thanked everyone for attending the meeting.

ADJOURNMENT:

The meeting was adjourned at 11:39 a.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "J. Kalani English". The signature is written in a cursive, flowing style.

August 14, 2019

Senator J. Kalani English
Chair

Date