

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

**WEDNESDAY, NOVEMBER 13, 2019, AT 9:00 A.M.**

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

Commission Members Present were:

Māpuana de Silva	-	Community Member At-Large
Mehanaokalā Hind	-	Office of Hawaiian Affairs
Misty Kela'i	-	City & County of Honolulu Designee
Monte McComber	-	Governor's Designee
Richard Onishi	-	House Speaker's Designee
Randall Tanaka	-	Department of Business, Economic Development & Tourism (DBEDT) Designee

Guests:

Jacob Aki	-	Senator English's Office
Donalyn Dela Cruz	-	Strategies 360
Maka Casson-Fisher	-	Hawai'i Tourism Authority
Vicky Holt Takamine	-	PA'I Foundation
Jonathan Johnson	-	State Foundation on Culture and the Arts (SFCA)
Honey Maltin-Wisot	-	Strategies 360
June Matsumoto	-	Pacific Islands Institute
LorMona Meredith	-	Pacific Islands Institute
Michael Pili Pang	-	PA'I Foundation
Jay Rojas	-	PA'I Foundation
Kanoe Takitani-Puahi	-	Mayor's Office of the Culture and Arts (MOCA)
John White	-	Strategies 360
Pamela Young	-	KHON

Staff:

Margaret Ahn	-	Attorney General's Office
Dennis Ling	-	DBEDT
Jamie Lum	-	DBEDT
Selma Malcolm (Recording)	-	DBEDT

Apologies:

Snowbird Bento	-	Community Member At-Large
J. Kalani English, Chair	-	Senate President’s Designee
Kalani Ka‘anā‘anā	-	Hawai‘i Tourism Authority Designee

CALL TO ORDER:

The meeting was called to order by Representative Onishi on Wednesday, November 13, 2019, at 9:22 a.m., who welcomed everyone present.

APPROVAL OF OCTOBER 23, 2019 MEETING MINUTES:

Minutes of the meeting held on Wednesday, October 23, 2019, were approved on a motion by Ms. Māpuana de Silva and seconded by Ms. Kela‘i with the following amendments Representative Onishi proposed on behalf of Mr. Ka‘anā‘anā who was absent.

Page 1: Under Commission Members Present - The word “Commissioner” was removed from in front of Snowbird Bento.

Under Guests - “Holt” was added to Vicky Takamine’s name to read “Vicky Holt Takamine”.

Page 2: Under Call to Order – “Prayer” was replaced with “Moment of contemplation”

Under Approval of October 9, 2019 Meeting Minutes - “Amended by technical corrections” – Indication was that the amendments were more than technical corrections. Revise language to reflect that the minutes were approved with corrections.

Page 3: Under PA‘I Foundation Contract Renegotiation – second paragraph, third line down, “scheduled” was changed to “planning”. Same paragraph, nine lines down, “whether” replaced “requested that” and “will be making” replaced “fiscally sponsor the”.

The motion was accepted with amendments.

OLD BUSINESS:

A. DBEDT Report:

Mr. Tanaka reported on the following:

### **Accommodation:**

Mr. Tanaka reported that he and Ms. Matsumoto of Pacific Island Institute met with members of the University of Hawai‘i (UH) legal team to discuss the agreement for accommodation and meals for the delegates. He stated that the UH is currently working on an attachment, i.e., limitation of liabilities and the indemnification agreement that the head of delegations will be required to sign to secure the rooms. DBEDT is trying to obtain a Memorandum of Agreement (MOA) with the UH to disburse funds as the UH will not accept the funds without an agreement in place; also, UH is anxious to receive the funds to start buying certain prepaid services.

Mr. Tanaka advised the Commissioners that Ms. Matsumoto is working with the Ala Moana Hotel to secure additional rooms for the delegates. Representative Onishi inquired if a contract was established with the Ala Moana Hotel and what is the timeline to make the security deposit. Ms. Matsumoto stated that the hotel has not yet issued a contract, but they are holding 300 rooms (approximately 600 beds) for FESTPAC. The hotel has been flexible but indicated they would like to sign a contract by the end of this year. Representative Onishi stressed the importance of the timeline and that it should be communicated to the Commission so that they will understand when the funds are needed.

Mr. Tanaka stated that DBEDT has already received a commitment on the hotel rates and is trying to get a reduced rate but if they are not successful, they will try to get an attrition clause. He also stated that hotel rates will need to be posted on the website so that the non-delegates can identify and purchase their respective package.

### **Transportation:**

Mr. Tanaka informed the Commissioners that Ms. Matsumoto is currently working with Roberts Hawai‘i to negotiate the transportation requirements and that Roberts Hawai‘i requires a 50 per cent deposit once a contract is signed. During discussion, Representative Onishi asked Mr. Tanaka if he had a list of the proposed events for the Festivals. Mr. Tanaka stated that a partial list of the events is available. Representative Onishi requested that the Commission be provided with a basic schedule with the date, time, and place of the events as soon as possible, since FESTPAC is about six-months out. He understands some events may be dropped or venue changes, but he wants to make sure the events are locked in.

PA‘I Foundation is finalizing the schedule of events to present to the Commission.

### **Delegate Meals:**

Mr. Tanaka reported that the UH agreement covers food service and housing. He also stated that the meals are based on 2019 rates, but rates are expected to increase in 2020. The agreement covers two (2) meals per day (breakfast and a lunch box to go) per

delegate. Box lunches will also be provided for delegates staying at the East-West Center and Ala Moana Hotel. Breakfast arrangements for delegates at the Ala Moana Hotel are pending. Ms. Takamine stated that she has asked the venues to provide dinner for delegates. She also suggested that we provide food vendors at the Festival Village with a voucher system (exchange of ticket for meal) and each delegate will receive a limit of \$15.00 per day for dinner. Representative Onishi was concerned about food shortage or waste if we are contracting with the Hawai‘i Convention Center (HCC) to provide meals, but the delegates prefer to eat at the food vendors.

#### Hawai‘i State Art Museum Festival Event:

At Mr. Tanaka’s request, Mr. Jonathan Johnson of the State Foundation on Culture and the Arts (SFCA) made a PowerPoint presentation which outlined the services that they will offer in support of FESTPAC 2020. He stated that SFCA will be a host site for FESTPAC and that the Hawai‘i State Art Museum (HiSAM) will feature a curated exhibition in its interior galleries, provide an exterior stage and tents for the presentations and collaborative exterior and interior spaces for Hawai‘i cultural practitioners and practitioners from across the Pacific to share traditions. Mr. Johnson advised the Commission that the exhibits inside the galleries curated by Kapulani Landgraft, Drew Broderick and Kaili Chun will include work from their art collections and the SFCA’s Folk and Traditional Program. The traditional work that they have been focusing on include uluna‘ie basket weaving, cordage, ‘ukeke traditional stringed instruments, hula ki‘i traditional Hawaiian puppetry and hulu feather work and that they will be featured in the galleries and on-stage presentation. He also stated that their stages will open in the morning with protocol, a Hawai‘i hula hālau, folk and traditional presentations, and visiting national delegations. Event management at HiSAM includes stage, transportation, food, marketing, set-up, security, and sanitation. He indicated that the exhibits will be on display for one year. The Commissioners thanked Mr. Johnson for his impressive presentation.

#### **PA‘I Contract Renegotiation:**

Mr. Tanaka reported that DBEDT and PA‘I Foundation are still working on this. Representative Onishi urged the two sides to get together on this.

#### **Emergency Funding:**

The Commissioners discussed emergency funding and Representative Onishi explained that with the recommendation of DBEDT, the Commission could make a request to the Governor, but in terms of the availability of the funds, it may not be available until near FESTPAC or after the event. He also pointed out that the Governor would have to make a request for a specific purpose and the Legislature would have to agree to fund it. Even if the emergency funding passed, the Department of Budget & Finance could withhold the funds if they are not convinced that the situation is an emergency.

## Other Reports:

### PA'I Foundation

Ms. Takamine presented the Festival Director's report. She reported the following:

Ms. Takamine acknowledged Pamela Young from Mixed Plate/KHON-2.

Ms. Young was gathering logistical information to do a special on FESTPAC.

Ms. Takamine asked Strategies 360 to present their report. Ms. Maltin-Wisot presented an overview of the new website 2.0 which will be launched during the week of November 17, 2019. She stated that they are still working with Ms. Matsumoto of Pacific Island Institute to incorporate the hotel information on the site. The search features include date, location, type of event, nation, etc. Ms. Hind asked Strategies 360 if someone will be available during the conference to update the website if there are any changes. Mr. White stated that there is a functionality that is built in the website programing that allows for up-to-date editing and in the next step, they will talk about who will be responsible for the updating of the site. During discussion, Ms. Young asked if they do daily news coverage, and if there's a place on the website where their stories could be uploaded so that everyone who visits the website could see their coverage. Ms. Maltin-Wisot said they could post the link to become one of the highlighted stories and it could also be a featured event on the main page.

Regarding posting the sponsors' logos on the FESTPAC website, Ms. Ahn stated that the Ethics Commission said that the companies could be acknowledged as sponsors. PA'I Foundation requested that Ms. Ahn ask the Ethics Commission if the donors' logos on the website can contain a link to the donor's website and depending on the amount of the donation, whether the size and the placement of the donors' logos on the website could differ.

Mr. White of Strategies 360 also presented a high-level overview of the strategy and the plan components that they proposed to PA'I Foundation. It includes the brand development; audiences they are proposing to communicate to; the objectives of marketing communication strategy; the component of what the strategy should be; a timeline of how its designed to work and ultimately draft budgets with low, medium and high ranges. Mr. White stated that the paid media budget, broadcast and print advertising and the digital marketing budget proposed is in the range of \$75,000 - \$180,000 and designed to work in three (3) phases. Copies of the presentation were distributed to the Commissioners. During discussion, Ms. Takamine indicated that PA'I Foundation would like to continue the contract with Strategies 360 and that they have completed all outstanding deliverables.

Ms. Takamine presented the budget that they will be discussing with DBEDT as well as the FESTPAC organizational charts.

Ms. Takamine reported that Mr. Ka‘anā‘anā suggested the presentation to the Hawai‘i Tourism Authority take place in January 2020 instead of November 2019, and that she will be working out the presentation strategy with him and present it to the Commission at the next meeting.

DATE OF NEXT MEETING:

The next meeting is scheduled for Wednesday, November 27, 2019, at 9:00 a.m., at the Hawai‘i Convention Center, Executive Boardroom A.

ADJOURNMENT:

The Meeting adjourned at 11:38 a.m., on a motion by Ms. Māpuana de Silva and seconded by Misty Kela‘i.

Motion was passed unanimously.

Respectfully Submitted,

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Senator J. Kalani English  
Chair

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Date