

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

**MONDAY, JUNE 15, 2020 AT 2:00 PM**

VIA VIRTUAL APPLICATION ZOOM: VIDEO / AUDIO CONFERENCE

Commission Members Present were:

J. Kalani English, Chair	-	Senate President's Designee
Snowbird Bento	-	Community Member At-Large (arrived at 2:13pm)
Māpuana de Silva	-	Community Member At-Large
Kalani Ka'anā'anā	-	Hawai'i Tourism Authority (HTA) Designee
Misty Kela'i	-	City and County of Honolulu Designee
Dennis Ling	-	Department of Business, Economic Development and Tourism (DBEDT)
Monte McComber	-	Governor's Designee

Guests:

Jacob Aki	-	Senator English's Office
Amber Jacroux Bixel	-	Bishop Museum
Jackie Burke	-	Kahookole Art
Maka Casson-Fisher	-	Hawai'i Tourism Authority
Eric Chang	-	East-West Center
Donalyn Dela Cruz	-	Strategies 360
Jean-Emmanuel Frantz	-	--
T. Ilihia Gionson (NHHA)	-	Native Hawaiian Hospitality Association
Lynn Martin Graton	-	--
Mary Therese Hattori	-	--
Blaine Kia	-	Outrigger Resorts
Honey Maltin-Wisot	-	Strategies 360
Ngahiraka Mason	-	Representative for New Zealand Delegation
June Matsumoto	-	Pacific Island Institute (PII)
Michi Moore	-	Senate Communications Office
Benton Keali'i Pang	-	U.S. Fish and Wildlife Service
Kanoe Takitani-Puahi (MOCA)	-	Mayor's Office of the Culture and Arts
Chasmon Tarimel	-	--
Margo Vitarelli	-	--

Staff:

Margaret Ahn	-	Attorney General
Jamie Lum	-	DBEDT

Marlene Hiraoka	-	DBEDT
Selma Malcolm	-	DBEDT
Timothy Tiu	-	DBEDT

Apologies:

Mehana Hind	-	Office of Hawaiian Affairs (OHA) Designee
Richard Onishi	-	House Speaker's Designee

CALL TO ORDER

Call to order: The meeting was called to order by Chair English on Monday, June 15, 2020, at 2:08 p.m., who welcomed everyone present via Zoom and Facebook.

Chair English requested that Facebook Live begin once he calls the meeting to order and not before the meeting convenes.

APPROVAL OF JUNE 1, 2020 MEETING MINUTES

Minutes of the meeting held on June 1, 2020, were approved unamended on a motion by Mr. Ka'anā'anā and seconded by Mr. McComber.

A roll call vote was requested with the following Commissioners approving the motion: Chair English, Mr. McComber, Mr. Ka'anā'anā, Ms. de Silva, Ms. Kela'i and Mr. Ling.

The motion was unanimously approved.

REPORTS

A. DBEDT Report:

Mr. Ling reported that \$625 was encumbered for hosting of the FESTPAC website and \$10,475 was encumbered for Strategies 360 (S360) to update, maintain and manage the website until December 31, 2020. In addition, Mr. Ling stated that \$574,615.73 is in the process of being encumbered as a downpayment to the Hawai'i Convention Center and will be added to the downpayment of \$70,500 that has already been made.

Mr. Ling further reported that the appropriation balance of \$585,715.73 will be fully encumbered before June 30, 2020. He reminded the Commissioners that \$258,000 has already been deposited with the University of Hawai'i for room reservations. There is also a balance of \$7,050 on the Pacific Islands Institute (PII) contract that will be paid once a final report is received by June 30, 2020.

B. Marketing and Sponsorship Director's Report:

Mr. Ka'anā'anā reported that he stands on the written report that was included in the meeting packet.

NEW BUSINESS

Ms. de Silva reported that a letter was sent to the country ministers from the Pacific Community (SPC) Director General, Dr. Stuart Minchin, informing them that at the 30<sup>th</sup> Meeting of the Council of Pacific Arts and Culture (CPAC) held virtually on May 20, 2020, the proposal to postpone the 13<sup>th</sup> Festival in Hawai'i to 2024 was adopted. Ms. de Silva said she received an official notification on June 12, 2020, about the new date. The Commission is now able to begin planning for 2024. Chair English also confirmed that it would be allowable to post this information on social media. Ms. de Silva concurred and thanked everyone for their support.

Mr. Ka'anā'anā stated that he would like to meet with S360 as soon as possible to develop a communications strategy so that the Commission can take a comprehensive approach going forward. Ms. de Silva also added that although this Commission meeting is a public meeting, she asked that the public hold off on making any announcements to allow the Commission to roll out its social media platforms first. She stressed that there needs to be an order as to how information is disseminated, and she thanked the public for their cooperation.

Ms. Bento asked whether it is appropriate to begin discussions on planning blended activities prior to 2024. Ms. de Silva indicated that it would be best to consult with Ms. Kuiniselani about how much can be shared at the moment. Ms. de Silva reiterated the importance of Mr. Ka'anā'anā working with S360 to establish a communication strategy.

Mr. Ka'anā'anā said he thinks the next action the Commission needs to take is to set specific dates for the 2024 Festival so that this information can be included in the formal postponement announcement. He reported that Ms. Matsumoto of Pacific Islands Institute has been working with the University of Hawai'i (UH) to find workable dates in 2024. The dates they are looking at are June 6-16, 2024, which are workable for both UH and the Hawai'i Convention Center. Those dates fall on a Thursday to Sunday. Ms. Matsumoto indicated that the dates can be shortened or lengthened depending upon the length of the Festival. Ms. Matsumoto stated that she has blocked 10 days to allow the Commission the flexibility to adjust the dates. She indicated that calculations will be based on 10 days.

Ms. de Silva asked whether the Hawai'i Convention Center is available for use during the June 6-16, 2024 dates. Mr. Ka'anā'anā reported that the Hawai'i Lodging and Tourism Association (HLT) has the Convention Center booked for one day during that time period; however, because the event is so far out, there is time to negotiate with them. Mr.

Ka'anā'anā has requested the Hawai'i Convention Center to hold June 4-18, 2024 to give time for move in and move out.

Ms. Matsumoto indicated that UH is able to accommodate date changes as long as it is during the month of June.

Chair English said he likes the June 6-16, 2024 dates. Mr. Ka'anā'anā commented that the timeframe encompasses Kamehameha Day, something that was considered when choosing the original 2020 dates.

Ms. Bento pointed out that if the Festival is held from June 6-16, 2024 then we will have to have rooms available a few days before and after the event to accommodate groups that may have to come in early or leave late due to flight schedules. Ms. de Silva concurred that additional room nights before and after the event would be needed. She requested that Ms. Matsumoto obtain hard deadlines from UH as to when they need the room counts. Ms. Matsumoto said she will ask UH for guidance as to when they will allow us to make adjustments. Ms. de Silva stated we now have more than enough time to inform the delegations of the housing deadlines so that if they are not able to meet those deadlines, they know they will have to make their own arrangements for any accommodations needed before or after the Festival. Ms. de Silva also expressed her support for the June 6-16, 2024 dates and thinks 10 days is a good length of time for the Festival. Mr. Ka'anā'anā said he likes that the dates include two weekends.

It was moved by Ms. de Silva and seconded by Ms. Kela'i to designate June 6-16, 2024, as the new Festival dates. There being no further discussion, a roll call vote was requested with the following commissioners agreeing to the motion: Chair English, Ms. Kela'i, Mr. Ka'anā'anā, Ms. de Silva, Ms. Bento, Mr. McComber, and Mr. Ling.

The motion was unanimously approved.

#### PUBLIC TESTIMONY

Chair English invited members of the public to testify.

Ms. Bixel from the Bishop Museum stated on behalf of the Bishop Museum, that they are pleased to host events at the museum and will reserve the June 6-16, 2024 dates for the Festival. Chair English expressed his thanks to Ms. Bixel for the Bishop Museum's support.

#### CLOSING REMARKS

Chair English expressed his thanks to everyone for attending the meeting.

NEXT MEETING

The next meeting is scheduled for Monday, June 29, 2020, at 2:00 p.m.

ADJOURNMENT

The meeting was adjourned at 2:34 p.m.

Respectfully Submitted,



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Senator J. Kalani English  
Chair

June 26, 2020

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Date



**June 25, 2020**

**TO: Dennis Ling, DBEDT  
Kalani Ka'anā'anā, Commissioner**  
**FR: S360**  
**RE: FESTPAC Hawai'i Website & Social Media**

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This memo provides a brief overview of work performed from June 13-24, 2020. It details the project deliverables and next steps.

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## **OVERVIEW**

S360 has continuously maintained and updated the FESTPAC website and social media pages as Hawai'i navigates through this Covid-19 pandemic. We continue to monitor media and website inquiries and post on FESTPAC's social media platforms, as instructed.

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## **PROJECT DELIVERABLES**

- Social media posts across all platforms as approved by designated FESTPAC Hawai'i Commissioner
- Website
  - Continue receiving and monitoring email inquiries and volunteer submissions
- Respond or redirect inquiries via social media as directed
- Monitored social media and media for festival-related posts

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## **ONGOING COMMUNICATION**

- Continuing communication with designated FESTPAC Hawai'i Commission supervisor
- Created posts for official announcement of new FESTPAC Hawai'i dates, awaiting OK to post based on approval of SPC
- Social media calendar for June submitted, awaiting approval
- Awaiting content strategy meeting with Commissioner Ka'anā'anā

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## **ADDITIONAL DELIVERABLES**

- Drafted news release at the request of Commissioner Ka'anā'anā to announce new dates for FESTPAC Hawai'i

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## **WEBSITE & SOCIAL MEDIA ANALYTICS**

- Use, engagement, reach down across all social media platforms due to reduced number of posts as we await guidance and approval
- Facebook and Instagram Followers remain steady
- Slight increase in Twitter Followers

## **NEXT STEPS**

- Content strategy planning with Commissioner Ka'anā'anā
- Post announcement of new festival dates upon approval SPC and Commissioner Ka'anā'anā
- Continue to monitor website and social media pages
- Continue weekly posts on social media, as advised
- Continue to compile assets for FESTPAC Hawai'i promotion on social media