

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

TUESDAY, JULY 14, 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
Māpuana de Silva	-	Community Member At-Large (arrived at 2:03pm)
Mehana Hind	-	Office of Hawaiian Affairs (OHA) Designee (arrived at 2:04pm)
Kalani Ka'anā'anā	-	Hawai'i Tourism Authority (HTA) Designee (arrived at 2:07pm)
Misty Kela'i	-	City and County of Honolulu Designee
Jamie Lum	-	Department of Business, Economic Development and Tourism (DBEDT)
Monte McComber	-	Governor's Designee
Richard Onishi	-	House Speaker'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
Donald Christian-Reynold	-	--
Donalyn Dela Cruz	-	Strategies 360
T. Ilihia Gionson	-	Native Hawaiian Hospitality Association
Velsoni Hereniko	-	--
Melanie Ide	-	Bishop Museum
Blaine Kia	-	Outrigger Resorts
Tory Laitila	-	Honolulu Museum of Art
Honey Maltin-Wisot	-	Strategies 360
Ngahiraka Mason	-	Representative for New Zealand Delegation
June Matsumoto	-	Pacific Island Institute (PII)
Kanoe Takitani-Puahi	-	Mayor's Office of the Culture and Arts (MOCA)
Gloriana Teuira	-	--
Ricardo Trimillos	-	--
Margo Vitareli	-	--

Staff:

Margaret Ahn	-	Attorney General
Marlene Hiraoka	-	DBEDT
Selma Malcolm	-	DBEDT
Timothy Tiu	-	DBEDT

CALL TO ORDER

Call to order: The meeting was called to order by Chair English on Tuesday, July 14, 2020, at 2:01 p.m., who welcomed everyone present via Zoom and Facebook.

PUBLIC TESTIMONY ON AGENDA ITEMS

Chair English invited members of the public to testify. Hearing none, he continued with agenda items.

APPROVAL OF JUNE 29, 2020 MEETING MINUTES

Minutes of the meeting held on June 29, 2020, were approved, unamended on a motion by Rep. Onishi and seconded by Mr. McComber.

A roll call vote was requested with the following Commissioners approving the motion: Chair English, Rep. Onishi, Mr. McComber, Ms. Kela‘i, Ms. Bento, and Ms. Lum.

The motion was unanimously approved.

REPORTS

A. DBEDT Report:

Ms. Lum reported that DBEDT has been in discussions with PA‘I Foundation to close out their contract. The contract was scheduled to close out in March, however, the shutdown delayed final completion of the contract. PA‘I was contacted later in June and instructions were given to complete and close out all pending contract requirements.

Recently, Ms. Takamine sent an email to DBEDT explaining that since the contract was not closed out, there were ongoing monthly QuickBooks charges that totaled \$783.75. Commissioners questioned whether the QuickBooks charges were used for other Pai projects in addition to FestPAC.

Ms. Takamine had also indicated in her email that they would like to use \$12,000 from the contract to conduct an audit. Initially, \$32,000 was budgeted for this audit.

It was previously reported that the amount from PA'I to pay for venue expenses was \$738,677.04, however, with these requested adjustments related to QuickBooks and the audit, if approved by the Commission, the new total would be \$725,893.25.

Chair English suggested that these decisions be made in two parts: (1) \$783.75 for QuickBooks charges; and (2) approval of the audit. PA'I had recommended Jay Miyake, LLC to conduct the audit. Members were asked for comments.

Mr. Ka'anā'anā questioned about the scope of the audit and whether it was a financial audit. Ms. Lum indicated that she will seek clarification on this matter. Mr. McComber asked about the Commission's internal deadline for the audit to be completed.

Ms. de Silva suggested that the Commission conduct the audit but asked for clarification as to whether PA'I should conduct an audit separately or whether the Commission should conduct the overall audit and whether that would be acceptable.

Rep. Onishi suggested that the contract be closed out and all requirements completed. He commented that it would be proper to terminate the contract as soon as possible. He also asked the Commission members what they thought should be the scope of the audit.

Mr. Ka'anā'anā suggested that the audit include agreed upon procedures, validation of expenses, and a cash test. DBEDT can determine if all the deliverables of the contract were submitted.

Ms. Ahn asked whether the audit was included in the PA'I contract scope of services. The audit was confirmed to have been included as a budget item by PA'I. Ms. Ahn raised the question whether the contractor should be selecting the auditor. Commission members expressed the need for the Commission to select an auditor. Ms. Lum stated that there are no funds available to conduct an audit from DBEDT's budget.

Mr. Ka'anā'anā questioned where the funding for this audit would come from. Ms. Lum presented that question as well. There needs to be guidance on how to utilize PA'I's funds for this purpose. Mr. Ka'anā'anā stated that it is the Commission's audit and that the Commission would select the auditor. He suggested that the Commission develop the scope of services and that selection should be via a request for proposal or some type of bid process. He said that the Commission needs to be given the opportunity to understand the scope of the audit.

Ms. de Silva asked whether the contract can be closed prior to completing the audit so the monthly QuickBooks subscription charge does not continue to accumulate. Ms. Lum stated that DBEDT is processing final payment to PA'I in order to close the contract.

Rep. Onishi questioned how the PA'I contract can be closed when funds from the Contract would need to pay for the audit. He also asked how would PA'I be able to close out the contract and make venue payments.

Chair English commented that regarding the QuickBooks subscription, if PA'I used it for other projects, it should be pro-rated on a monthly basis. He requested for verification that the subscription has been cancelled.

Ms. Lum will provide additional information and report findings at the next Commission meeting.

Ms. de Silva asked if the Commission should vote to: (1) close the PA'I contract; and (2) determine that the selection of the auditor be made by the Commission. Ms. Ahn commented that the Commission may determine whether there needs to be a vote on these items.

Chair English asked Ms. de Silva if her suggestions could be postponed until the next meeting, and she agreed.

B. Commissioners Report:

Mr. McComber mentioned that since the last Commission meeting, he has received favorable comments from the Commission about 'Ulu'ulu: The Henry Ku'ualoha Giugni Moving Image Archive of Hawai'i ('Ulu'ulu). He reported that the 'Ulu'ulu archive is now located at the University of Hawai'i-West O'ahu (UHWO) in the media department. As the Commission has discussed documenting the 13th FestPAC, he believes there is a great opportunity to partner with the UHWO to make the Festival footage part of the 'Ulu'ulu archive. Mr. McComber said that he has asked the 'Ulu'ulu archive to make a presentation to the Commission at a future meeting.

Mr. Ka'anā'anā reported that the official press release announcing the new Festival dates in 2024 was issued on July 1, 2020 in three languages (English, French and Hawaiian).

Mr. Ka'anā'anā also reported that he met with PA'I Foundation/Ms. Takamine and picked up all the remaining 2020 FestPAC promotional merchandise. He will be conducting an inventory of those items. He further stated that one outstanding issue with PA'I is that he has been trying to gain access to another Facebook page that PA'I set up for the 13th Festival of Pacific Arts and Culture, separate from the official FestPAC Facebook page. Unfortunately, there was a post in May that was inappropriate and political. Mr. Ka'anā'anā has made efforts to secure the administrator rights to that account since February, 2020, and his most recent request was last month. To date he has received no response from PA'I. Chair English requested Ms. Ahn to draft a demand letter. Mr. Ka'anā'anā will be sending pertinent information to Ms. Ahn.

Chair English asked if the Pacific Community (SPC) announced the new Festival dates through any of their social media channels. Mr. Ka'anā'anā responded that the SPC issued the press release announcing the new dates but did not post it on their social

media. Chair English expressed his disappointment and asked Ms. de Silva to please convey that to the SPC. Ms. de Silva said she will discuss this matter with Ms. Kuiniselani Tago-Elisara and Ms. Luisa Mavoa from the SPC. She said there is a Working Group meeting scheduled on Thursday.

Mr. Ka'anā'anā reported that he has been in contact with staff of SPC's webmaster. He said the SPC website is not updated, and he will request that SPC update it.

Chair English reported that he was interviewed on Hawaii Public Radio. He also thanked Mr. Ka'anā'anā and Ms. Dela Cruz for coordinating the communication plan and sending it out in a timely manner on July 1.

Ms. de Silva also thanked the team who worked on the press release. She appreciated working with the team for the initial communication release. There are certain areas that require coordination, and she thanked Ms. Dela Cruz, Ms. Malton-Wison and Mr. Gionson

NEXT MEETING

The next meeting is scheduled for Monday, July 27, 2020 at 2:00 p.m.

Chair English requested that time be allotted to discuss the FestPAC theme, logo development and the pending audit.

CLOSING REMARKS

Chair English explained that the Office of Information Practices (OIP) has opined that public testimony should be taken before the Commission discusses or takes action on any agenda items. Therefore, public testimony has been moved to the beginning of the meeting agenda to be in compliance with OIP's opinion.

Ms. Ahn clarified that this does not preclude the Commission from hearing from the public again later in the meeting.

Ms. Hine shared that during the Office of Hawaiian Affairs (OHA) Board meetings, the general public has two opportunities to testify. The Board hears public testimony at the beginning of their meeting before decision making on agenda items. Toward the end of the meeting, the Board opens up for community concerns; however, no action can be taken on any issues raised during this portion of the meeting.

Chair English recognized comments in the Zoom chat from Margo Vitareli who asked when the Commission will be 1) connecting with local Pacific organizations; and 2) forming planning committees for different tasks, e.g., housing, meals, greeting, fundraising, opening, closing, etc.

Chair English thanked Ms. Vitareli for her comments and said the Commission will start addressing these things once the new theme is selected.

Chair English asked if there were additional public comments. Hearing none, the meeting was adjourned.

ADJOURNMENT

The meeting was adjourned at 2:38 p.m.

Respectfully Submitted,



Senator J. Kalani English
Chair

July 24, 2020

Date



July 23, 2020

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

This memo provides a brief overview of work performed from July 10-July 23, 2020. It details the project deliverables and next steps.

OVERVIEW

S360 has continuously maintained and updated the FestPAC website and social media pages as Hawai'i moves ahead with planning for the 2024 festival. We continue to monitor media and website inquiries and post on FestPAC's social media platforms, as approved.

PROJECT DELIVERABLES

- Website: Continue to monitor email inquiries and submissions from website email.
- Social media posts across all platforms as approved by designated FESTPAC Hawai'i Commissioner. Met with Commissioner Ka'anā'anā and his team to establish content calendar and subject matter.
- Respond or redirect inquiries via social media, as directed.
- Monitored social media and media for festival-related posts.

ONGOING COMMUNICATION

- Continuing communication with designated FESTPAC Hawai'i Commission supervisor.
- Content strategy meeting with Commissioner Ka'anā'anā. Awaiting approval to post Commissioner Bento's FestPAC story.

ADDITIONAL DELIVERABLES

- Worked with DBEDT regarding rogue festival Facebook account.
- Reviewed and provided three different reports provided to the former Festival Director and Commission to alert them about the additional page and suggested it be eliminated.

WEBSITE & SOCIAL MEDIA ANALYTICS

- Festpachawaii.org has seen a 155% increase in users in the last seven days. The number of sessions is up 105%.
- In the last 28 days, the official FestPAC Hawai'i Facebook page has reached nearly 13K people. It has 55 new followers. Engagement and page views are up, as well.
- Twitter: In the last 28 days, the number of tweets, impressions, and followers increased.
- Instagram: FestPAC Hawai'i has 510 followers.

NEXT STEPS

- Continued content strategy planning with Commissioner Ka'anā'anā.
- Await approval on posting of feature with link to website.
- Continue to monitor website and social media pages.
- Continue scheduled posts on social media, as advised.
- Continue to compile assets for FESTPAC Hawai'i promotion on social media.