

DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM (DBEDT)

MINUTES OF THE COMMISSION ON THE 13TH FESTIVAL OF
PACIFIC ARTS & CULTURE (FESTPAC) MEETING
WEDNESDAY, FEBRUARY 13, 2019, AT 9:00 A.M.
HAWAI'I CONVENTION CENTER
1801 KALĀKAUA AVE., BOARD ROOM A
HONOLULU, HAWAI'I 96815

Commission Members Present were:

Snowbird Bento	-	Community Member
Kamana'opono Crabbe	-	Office of Hawaiian Affairs
Māpuana de Silva	-	Community Member
Mehana Hind	-	Office of Hawaiian Language
Kalani Ka'anā'anā	-	Hawai'i Tourism Authority Designee
Misty Kela'i	-	City & County of Honolulu Designee
Mike McCartney	-	DBEDT
Monte McComber	-	Governor's Designee

Guests:

Jacob Aki	-	Senator English's Office
James Huang	-	TECO
Gregg Kinkley	-	Attorney General's Office
Michael Pili Pang	-	PA'I Foundation
Jay Rojas	-	PA'I Foundation
Vicky Takamine	-	PA'I Foundation

Staff:

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

Apologies:

J. Kalani English, Chair	-	Senate President's Designee
Lynn DeCoite	-	House Speaker's Designee

CALL TO ORDER:

The meeting was called to order by Mr. Kalani Ka'anā'anā on Wednesday, February 13, 2019, at 9:02 a.m., in the absence of Chair English. He welcomed everyone present and asked that they introduce themselves.

APPROVAL OF OCTOBER 10, 2018 & OCTOBER 26, 2018 MEETINGS MINUTES:

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Minutes of the meetings held on Wednesday, October 10, 2018, and Friday, October 26, 2018, were approved on a motion by Mr. Monte McComber and seconded by Ms. Snowbird Bento.

The motion was passed unanimously.

OLD BUSINESS:

A. Festival Director's/Vicky Takamine Report

Ms. Vicky Takamine reported the following:

Selection of Sub-contractor for Communications, Media and Marketing: Based on the Commission's past recommendations, PA'I sent out a Request for Proposals (RFP) for Communications and Marketing firms to assist with FESTPAC. A total of four (4) proposals were received from – 6-Pillars Marketing, Becker Communications, Bennett Group and Strategies 360 (S360). Ms. Takamine noted that the Bennett Group proposal arrived after deadline, and therefore was not considered. The review committee, comprised of Ms. Vicky Takamine, Mr. Michael Pili Pang and Ms. Kauai Burgess, reviewed the proposals and conducted interviews with each proposer. S360's proposal was selected, as the committee found their proposal to be the most comprehensive and in-depth.

S360's scope of work includes creating a new website and related social media infrastructure; assisting with developing sponsors benefit packages; creating an overarching brand narrative that defines FESTPAC to inform and guide all future communications and marketing strategies; developing crucial communications and engagement strategies to secure key funding from government officials and private sector donors; and building online media assets. A six-month contract was negotiated with S360 for \$50,000. The first Branding and Communications/Marketing workshop was held on Monday, February 11, 2019.

Proposal for Logistical Coordination for the Dignitaries and Heads of Delegations - Pacific Islands Institute (PII): Ms. Takamine presented, for the Commissioners' review, an agreement that PII submitted to provide logistical coordination and support for FESTPAC. Ms. Takamine stated that PII also indicated they could assist with developing packages for family and friends of the delegations, and assist with negotiating airfare rates. She also stated that PII would be a good fit for the Festival, as they are fully aware of the entire scope of the work that needs to be done and have been to previous Festivals and organized tour groups, etc. She also put them in touch with Kuiniselani Tago-Elisara and some of the delegations that reached out to her.

During discussion Mr. Ka'anā'anā stated that his understanding was that PII's scope was focused on logistics for the VIPs and heads of state for each of the 28 delegations, and

not the entire FESTPAC delegations. He recommended that a formal bid be opened-up, like the RFP for Communications/Media Marketing, because there are several Destination Management Companies (DMCs) in Hawai'i that are capable of performing this type of work. He also felt that consideration should be given to engaging a DMC to arrange all the logistics needs for all the delegations – VIPs, heads of state and delegates. He offered to provide a list of all the DMCs in Hawai'i. He asked Ms. Takamine to clarify PII's scope of work and report at the next meeting.

Proposal for a FESTPAC 2020 Economic Impact Study: Ms. Takamine presented a proposal from SMS Research and Marketing Services, Inc. to conduct an economic impact study of FESTPAC 2020. When asked if she had solicited other proposals, Ms. Takamine stated she had not and that she was told by DBEDT that she did not have to go out to bid. The question was raised as to whether PA'I Foundation needs to follow State procurement policies. Deputy AG Gregg Kinkley stated that Contractors are not bound by State procurement laws but should follow their own internal policies. Ms. Jamie Lum noted that the contract requires State approval of subcontracts. She further clarified that PA'I was advised that although the contract does not require them to go out to bid, it is a good practice to follow. Mr. Randy Tanaka, who coordinated the World Conservation Congress (WCC) in Hawai'i in 2016, offered to share the rules and guidelines WCC established with respect to issuing RFPs for subcontractors. He will share them with Ms. Lum for distribution to the Commissioners to discuss at the next meeting in March 2019.

Revenue and Expenses for Calendar Year 2018: Commissioners reviewed the revenue and expenses for CY 2018. Total revenue was \$336,593.59, and total expenses were \$196,614.14. Of the original \$275,000 disbursement from DBEDT, \$90,000 is remaining. Mr. Ka'anā'anā requested a breakdown of all the event-based items for the next meeting, (e.g., cost of the Council on Pacific Arts & Culture (CPAC) meetings in Fiji, the Hawai'i Launch at the Prince Hotel, etc.)

Marketing: \$25,000 (paid to S360) to be attributed to 2019 budget.

The 2018 appropriation total, less restriction and administrative costs, is \$755,000.
Meals/hosting of delegations in Fall 2019: \$10,000 is currently budgeted but amount needs to be increased. Ms. Takamine to prepare a revised budget for the next meeting.

Delegation to New Zealand: Ms. Takamine informed the Commissioners that Creative New Zealand is inviting a delegation from Hawai'i to participate in Te Matatini in Aotearoa from February 18-26, 2019. They committed to hosting 10 individuals and already expended funds in the amount of \$15,000 for hotel accommodations, food, and ground transportation. Delegation would pay their own airfare.

Ms. Takamine also informed the Commissioners that New Zealand will pay for all their delegation's expenses, and have also offered to cover expenses for some of the other delegations, thus helping to save us some money.

Mr. Ka'anā'anā requested a motion to approve the travel cost to New Zealand.

A motion was made by Mr. Monte McComber and seconded by Ms. Mehana Hind to approve the cost for travel and protocol gifts, not to exceed \$20,000, for a delegation of up to 10 individuals, approved by the Commission Chair, to attend meetings and events in New Zealand with the objective of securing New Zealand's commitment and participation in FESTPAC 2020 in Hawai'i, and attendance-building at Te Matatini.

The motion was passed unanimously.

Update on Grants:

- The National Endowment for the Arts (NEA) Our Town Grant application was submitted in August 2018 for \$200,000 for the Festival Village at Kaka'ako; notification will come out mid-March 2019.
- The Institute of Museum and Library Science (IMLS) Grant application for \$100,000 for partnering with Bishop Museum to cover meals and ground transportation is pending.

B. Discussion and Decision-making on fundraising, budget, venues, events, logistics, communications and marketing for FESTPAC and FESTPAC activities:

PA'I Meetings:

- Senator Taniguchi re FESTPAC – 2/19/2019
- Beth Lum, major fundraiser for International Union for Conservation of Nature (IUCN) regarding fundraising.
- Revised proposals with Daniel Nahoopii – 2/12/2019
- Group 70 Architects & Planning firm from Kauai regarding the architectural designs for the Festival Village – 1/30/2019
- City and County Parks – Mr. Pili Pang – 1/31/2019
- Tina Hiroki from Production Services regarding logistics – 3/2019
- Hawai'i Convention Center regarding rooms reserved for FESTPAC – 1/18/2019

Delegation Responses:

Ms. Takamine received responses from the following countries confirming the number of delegates that will be attending the Festivals: Taiwan – 100, French Polynesia – 100, Wallace & Futuna – 50, Palau – 100 and New Zealand. Approximately 38,060 rooms will be needed (3,060 for participating nations & VIPs & about 35,000 for additional

guests). Since the closing date to submit their responses has passed, Mr. Ka'anā'anā suggested a follow-up with the other countries.

Events/Venues:

- The Wa'a Arrival Ceremony will be at Magic Island on Wednesday, 6/10/2020 (Looking for sponsorship(s) for this event.)
- Opening Ceremony will be on the 'Iolani Palace Grounds, Thursday, 6/11/2020
- Lei Greeting will be during the period of Kamehameha Day celebrations
- Lei Draping and opening of the Festival Village, Friday, 6/12/2020
- Kamehameha Day Parade, Saturday, 6/13/2020 (possible floats for all countries)
- Ecumenical Service at the Hawai'i Convention Center (HCC) Exhibition Hall Sunday, 6/14/2020
- Festival Village at Kaka'ako Park; there will be two (2) main stages. Kaka'ako Park will be a marketplace for the food vendors, crafters, cultural exhibitors, etc.
- Closing Ceremony – looking at Waikīkī Shell as the venue
- Other venues being used during the Festival: Bishop Museum, Hawai'i State Art Museum and the Honolulu Museum of Art.

Concerns were raised about the delay in transferring Kaka'ako Gateway from the State to the City, and that this could impact building the Festival Village. Mr. Mike McCartney suggested that the Hawai'i Convention Center could be a backup site. Ms. Takamine reiterated that she and Mr. Pili Pang met with the HCC about putting a hold on the entire convention center during the Festival period. Other possible City venues mentioned as alternative sites included Thomas Sqaure and the Neal Blaisdell Center (NBC); however, NBC is expected to be under renovation during the Festival.

Mr. Ka'anā'anā inquired about the status of the rail project during the Festivals. He asked Ms. Kela'i to find out where the rail construction is projected to be in June 2020.

Ms. Takamine reported that she is on the agenda for the next Kaka'ako Neighborhood Board meeting.

Ms. Takamine requested that the Festivals be extended for one (1) more day, from June 10-21, 2020 to give our residents an opportunity to enjoy a second Saturday of Festival events. During discussion, the consensus was to extend the Festival one more day.

Motion was made by Mr. Monte McComber and seconded by Ms. Māpuana de Silva that the Commissioner approve the extension of FESTPAC 2020 by one (1) day so that the dates now are June 10-21, 2020.

The motion was passed unanimously.

Ms. Takamine will inform the host country/CPAC of the new dates for FESTPAC 2020.

Mr. Ka'anā'anā inquired if it was possible to organize future Festival Director's report by area, so that the Commissioners can focus on the main items that they have to address/hammer down. The Festival Director will start preparing her monthly report independent of the Agenda Items.

Mr. Ka'anā'anā requested a copy of the new URL for FESTPAC website.

Ms. Takamine will check with S360 and forward a copy to him and Ms. Lum when it is available. Mr. Ka'anā'anā also requested a copy of the Risk Management Plan for FESTPAC.

NEW BUSINESS:

A. Legislative Update on HB1072 and SB1493 (\$5 million appropriation for FESTPAC):

Mr. Jacob Aki reported that SB1493 is not going to be heard; the Senate is instead waiting for the House Bill to crossover. He further reported that HB1072, HD1, was waiting to be scheduled for hearing by the House Finance Committee.

B. Selection of the Head of Delegation for the 2020 FESTPAC Hawai'i Delegation
This item was deferred until the meeting in May 2019.

Mr. Aki advised that on Friday, February 15, 2019, at 12:30 p.m., the Senate will be hosting government officials from eight (8) Pacific Island countries through the United Nations Development Program. He invited the Commissioners to attend.

NEXT MEETING:

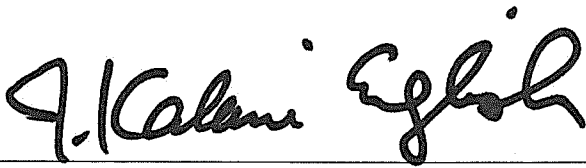
The next meeting is scheduled for Wednesday, March 13, 2019 at 9:00 a.m. Venue to be announced.

ADJOURNMENT:

The meeting was adjourned at 11:02 a.m. on a motion by Mr. McComber and seconded by Ms. Bento.

The motion was passed unanimously.

Respectfully submitted,

A handwritten signature in black ink that reads "J. Kalani English". The signature is written in a cursive style and is positioned above a horizontal line.

Senator J. Kalani English
Chair

A handwritten date in black ink that reads "12 March 2019". The date is written in a cursive style and is positioned above a horizontal line.

Date