

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 1, 2020 AT 1:00 PM**

VIA VIRTUAL APPLICATION ZOOM: VIDEO / AUDIO CONFERENCE

Commission Members Present were:

J. Kalani English, Chair	-	Senate President's Designee
Richard Onishi	-	House Speaker's Designee
Kalani Ka'anā'anā	-	Hawai'i Tourism Authority (HTA) Designee
Māpuana de Silva	-	Community Member At-Large
Snowbird Bento	-	Community Member At-Large
Mehana Hind	-	Office of Hawaiian Affairs
Monte McComber	-	Governor's Designee (arrived at 1:14pm)
Dennis Ling	-	Department of Business, Economic Development and Tourism (DBEDT)

Guests:

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
Marina George	-	--
Ilihia Gionson	-	Native Hawaiian Hospitality Association (NHHA)
Lynn Martin Graton	-	--
Marques Hanalei Marzan	-	Bishop Museum
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)

Staff:

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

Apologies:

Misty Kela'i	-	City & County of Honolulu Designee
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## CALL TO ORDER

Call to Order: The meeting was called to order by Chair English on Monday, June 1, 2020, at 1:05 p.m., who welcomed everyone present via Zoom and Facebook.

## APPROVAL OF MAY 22, 2020 MEETING MINUTES

Minutes of the meeting held on May 22, 2020, were approved unamended on a motion by Rep. Onishi and seconded by Mr. Ling.

Motion was unanimously approved.

## REPORTS

### A. DBEDT Report:

Mr. Ling reported that a teleconference was held between DBEDT and HTA/Mr. Ka'anā'anā with the agencies' respective attorneys general. The parties agreed that the remaining PA'I Foundation funds and DBEDT's FY20 appropriation will be deposited at the Hawai'i Convention Center (HCC/AEG) as a downpayment for the venue for the rescheduled FESTPAC. HCC/AEG is currently drafting an agreement for DBEDT's review. Mr. Ling stated that the draft agreement will be reviewed by the Deputy Attorneys General, and the agencies will proceed from there.

A question was raised whether the Commission needs to approve this matter. Ms. Ahn suggested that the Commission vote to transfer existing FESTPAC funds to the HCC/AEG. Mr. Ling made a motion to have DBEDT enter into a contract with HCC/AEG that includes the deposit of the existing funds for venue, facilities, and other meeting-related expenses. The funds will include \$738,677.04 from PA'I Foundation and \$585,715.73 from DBEDT's appropriation with a combined total of \$1,324,392.77.

Rep. Onishi seconded the motion.

A roll call vote was requested with the following Commissioners approving the motion: Chair English, Rep. Onishi, Ms. de Silva, Mr. Ka'anā'anā, Ms. Hind, Ms. Bento, and Mr. Ling.

Motion was unanimously approved.

### B. Artistic Director's Report:

Ms. Bento indicated that she is currently exploring options for blended Festival activities. At this point in time, no additional report was presented.

C. Festival Coordination Directors' Report:

Rep. Onishi reported that before the Legislature adjourned on March 17, 2020, both he and Chair English looked at several vehicles to extend the Commission. Senate Bill 3088 was the vehicle that was going to be used to extend the Commission. The bill was heard by the Committee and scheduled for decision making, but the Legislature shutdown before that occurred. As such, there is currently no vehicle to extend the Commission. Chair English and Rep. Onishi stated they will address this matter during the next Regular Session of the Legislature in 2021.

D. Marketing and Sponsorship Director's Report:

Mr. Ka'anā'anā reported that due to the current situation, there has been no further progress related to sponsorships. He indicated that he is still working on revising the logo and hopes to be able to present the artwork at the next meeting.

E. Administration Director's Report:

Mr. McComber reported that regarding the proposed film strand that was initially discussed, Kamehameha Schools and Pacific Islanders in Communication (PIC) partnered to present a scaled version and would like to be named as part of the Festival. They are seeking the Commission's approval regarding this request.

Chair English stated that the Commission needs to have a discussion related to partnerships under the new hybrid system that is being discussed.

Ms. de Silva asked whether the group wanted to present the film this year, to which Mr. McComber answered affirmatively. Ms. de Silva stated that the Festival's name cannot be used for this project because Hawai'i is still waiting for an official decision from the Pacific Community (SPC) confirming that the Festival has been postponed to 2024. This decision requires Council and country Ministers' approval to finalize plans and the Festival dates. Once the Director General of the SPC announces the new Festival dates, it will be officially posted by SPC.

Ms. Bento stated that at the last meeting there was some discussion about consideration of a theme change, and she asked Mr. Ka'anā'anā if that is having any impact on the Festival branding or public relations. Mr. Ka'anā'anā said right now he has just asked that guiding principles be developed in an effort to work toward a design charette. Once he is comfortable with that, he will make a presentation to the Commission.

Ms. de Silva asked Mr. Ka'anā'anā for clarification on whether he is working on a design or working on the process. He confirmed that he is currently working on developing a process. Ms. de Silva reiterated that it is not appropriate for the Commission to make any decisions on theme, logo design, etc., until we receive official notification from the SPC regarding the new Festival dates. The Chair asked Ms. de Silva if she knew how long

that would take. Ms. de Silva stated that she believes the SPC will be reporting back to Hawai'i soon. They are currently translating the minutes of the last meeting since they need to distribute the minutes to the French speaking countries all at the same time.

Mr. Ling commented that the Strategies 360 (S360) contract will end at the end of July 2020. They will not be doing any public relations work beyond that period. Mr. Ling reported that once DBEDT transfers the appropriated funds to the HCC/AEG, the department will not have any additional funds available for use. Mr. Ka'anā'anā asked what contracts DBEDT is currently managing and Mr. Ling reported that DBEDT has contracts with S360 and Pacific Islands Institute (PII).

Ms. Hind asked a question about the University of Hawai'i (UH) Housing. Initially, UH requested additional compensation attributable to the potential loss of a contract due to the initial housing needs of FESTPAC 2020. Ms. Hind asked whether UH will be charging us additional fees beyond the amount of \$258,000 already paid to them as a housing deposit. Mr. Ling stated that UH will not be charging any additional fees.

Chair English commented that he recalled that during a previous Commission meeting, it was agreed that S360's contract would be extended. It was mentioned that the amount of the contract extension for S360 was not factored into the balance that Mr. Ling provided in DBEDT's report. Mr. Ka'anā'anā emphasized that there is a need to maintain social media presence and the Festival website so as not to lose momentum. He assumed that S360's contract would be extended through the year and suggested that the contract be extended.

Ms. Ahn recommended that the Commission put the S360 contract extension on the next meeting agenda. Mr. Ling indicated that the total amount of funding that would be transferred to HCC/AEG will need to be amended if S360's contract is extended. Ms. Ahn advised that Mr. Ling's original motion be amended.

Mr. Ka'anā'anā made a motion that the originally reported amount of \$1,324,392.77 approved for the contract between HCC/AEG and DBEDT be reduced to reflect the contract extension amount the Commission will discuss at the next meeting. Rep. Onishi seconded the motion.

A roll call vote on this motion was requested with the following commissioners agreeing to the motion: Chair English, Rep. Onishi, Ms. Hind, Ms. de Silva, Mr. McComber, Mr. Ka'anā'anā, Ms. Bento, and Mr. Ling.

Motion was unanimously approved.

## NEW BUSINESS

Ms. de Silva reported that she was informed by Ms. Kuiniselani that a Hawai'i FESTPAC Facebook post on May 29, 2020, announced prematurely that FESTPAC would be

postponed until 2024. Ms. de Silva acknowledged that although she reported the new date during the May 29, 2020, FESTPAC Commission meeting, there should not have been a public announcement on social media. Ms. de Silva apologized to Ms. Kuiniselani about the misstep.

Ms. de Silva said that when this matter was brought to her attention, she requested the post be taken down immediately; however, it took two hours before the post was eventually removed from Facebook. She reiterated the fact that any announcement of the new FESTPAC dates must come from the SPC and not from Hawai'i. She also commented that the same mistake was made when the Festival was initially postponed to 2021. The only information that should be posted on social media is about Hawai'i's program plans. She further stated that even the overall programming regarding the Festival will be made by the SPC. She requested that Hawai'i be respectful of the process of the SPC.

The Chair commented that due to the worldwide access and viewership regarding the public FESTPAC Commission meetings, information that the Commission discusses during these public meetings is widely available. Ms. de Silva acknowledged that but requested that protocols be established regarding how information is disseminated in order to avoid this situation from happening again.

Ms. de Silva further commented that the SPC has not decided on how the next Festival will be presented. As such, the Commission should also refrain from these discussions. Once Hawai'i receives guidelines from the SPC, we can begin to move forward with our planning process. This is a reminder that Hawai'i can only follow the existing SPC manual and that discussions and decisions be made in line with the Festival Manual.

Mr. Ka'anā'anā stated that Hawai'i operates on a different system that is required of the Commission because of Sunshine Laws related to public meetings. He further acknowledged that the Commission also needs to follow SPC's guidelines and, unfortunately, the two systems are not aligned. Mr. Ka'anā'anā commented that we have a *kuleana* to the public as a State Commission. He suggested that the Commission consider using the process of Executive Sessions, within reason and as allowed by law, to discuss non-public matters.

## PUBLIC TESTIMONY

Chair English invited members of the public to testify. Hearing none, he asked members to discuss the date of the next meeting.

## CLOSING REMARKS

Chair English expressed his thanks to everyone for attending the meeting. As the Commission moves forward, he looks forward to developing a hybrid system for the next Festival.

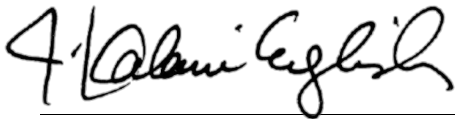
DATE OF NEXT MEETING

The next meeting is scheduled for Monday, June 15, 2020, at 2:00 p.m.

ADJOURNMENT

The meeting was adjourned at 1:44 p.m.

Respectfully Submitted,



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Senator J. Kalani English  
Chair

June 12, 2020

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Date



**June 13, 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 1-13, 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, responding to inquiries/comments, as needed
- Website
  - Continue receiving and monitoring email inquiries and volunteer submissions
- Respond or redirect inquiries via social media
- Monitored social media and media for festival-related posts

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## **ONGOING COMMUNICATION**

- Continuing communication with designated FESTPAC Hawai'i Commission supervisor
- Secured [www.festpachawaii.com](http://www.festpachawaii.com) and related domains through July 2021
- Social media calendar for June submitted, awaiting approval
- Inquiry regarding website posting content as we await official decision announcement from SPC

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## **WEBSITE & SOCIAL MEDIA ANALYTICS**

- Website (Last 7 days)
  - Decline in sessions and users
- Facebook: 2,500 Followers (last 7 days)
  - Three posts
  - Post reach: Up 86%
  - Engagement: Up 68%
  - Most popular post: 6/5/20 Aloha Friday rainbow post
- Instagram
  - 499 followers (13 new)
  - Majority of followers are ages 25-44
  - Biggest followings in Honolulu, Auckland, San Diego, Los Angeles

- Twitter (28 Day Summary)
  - 95 Followers (+2)
  - Tweet Impressions: Up 62%
  - Profile visits up 273%
  - Top Tweet: Retweet of Hawaii Senate on travel restrictions update

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## **NEXT STEPS**

- 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