

20 September, 2020

To: Commissioners of the 13th FestPac
From: Vilsoni Hereniko
Re: Testimony for meeting on 22 September, 2020

I wish to thank the Commissioners for inviting testimonies from the general public for consideration. Here's one from me:

The arts and cultures of Oceania has been my main interest and I have written about them, including the Festival of Pacific Arts, over my 40 years experience as an educator at the University of the South Pacific (10 years) and the University of Hawai'i (30years). My first festival was in 1972, when Fiji hosted the first. I was still a high school student then, but the experience is etched in my memory. I attended four others, and was a participant in one of them, when my film "The Land Has Eyes" screened at the one held in Palau and I was part of the Fiji delegation. As you can imagine, I am more than pleased that Hawai'i will be hosting the 13th festival in 2024.

After listening to the deliberations at the last meeting, I wanted to bring this idea for your consideration. It is inspired by the pandemic, which has thrown into stark relief the need for the residents of Hawai'i to the past to inform the future, especially in the area of food security.

Imagine that at the 13th Festival, we make **kalo, niu, and ulu** a central focus, from which other aspects of arts and cultures radiate. As well as the old, we encourage the creation of new songs, new choreographies and dances, new plays, new films, new artworks, etc. and we celebrate the importance of these three foods to sustain us now and into the future.

For example, in the case of niu, we encourage carvings from the trunks of niu, the weaving of baskets, fans and hats from its coconut fronds, the making of sennit/cordage, jewelry from the coconut shell, aloha shirt designs, slam poetry etc. inspired by niu, and more. In the case of kalo, we showcase how to make poi and we tell of the origin of taro as an older sibling and how connected Hawaiians were and are to the land, and we hold seminars on the different kinds of taro and their uses, we empower and honor the folks who have maintained our connections to the land, we show films about taro, and so on. We can do the same thing with ulu! We partner with local and non-profit organizations that are promoting the use of these three foods and we get them excited too. We get the different islands to showcase how they prepare these three foods for consumption and we share and eat with each other. We learn from them, and they learn from us too. And we think about how to get the message out to schools (some of this work is being done at the moment) and we get the school children and their teachers excited and involved so they would want to incorporate the festival's activities into their teaching and curriculum. The possibilities are endless.

I am merely planting a "seed" here, and from this seed, I am sure your esteemed commisioners can grow the forest.

I thank all of you esteemed commissioners for your commitment to hosting the 13th Festival of Pacific Arts and Cultures.



September 8, 2020

FestPAC Planning Retreat

Call to Order: 9:12am

Session 1: 9am-12am (with breaks built in)

- Welcome: Māpuana de Silva
- Introductions & Ground Rules: Kalani Ka'anā'anā
- Public Testimony: none given
- Welcome Remarks: Senator English (9:22am)
 - Rare opportunity to have a "take 2". Let's dive into the work on how to move forward. Let's build on what we have done, move forward, and move into virtual communication.
- Review of the Regional Cultural Strategy by Kalani Ka'anā'anā
 - Māpuana de Silva to align with the region's cultural strategy

Facilitators: Mahina Paishon-Duarte & 'Aukahi Austin Seabury

- Welcoming remarks & objectives:
 - Grounding Etiquette & Clarifying Questions
- Where are we now?
 - Anchors & Barriers to Success
 - Government & potential changes with upcoming elections
 - Uncertainty due to Pandemic
 - Availability of funding
 - What value does FestPAC provide?
 - How do we message & articulate the value of FestPAC?
 - Where is the overseeing agency at?
 - Perceived connectivity challenges
 - Our Work Now?
 - Any items that need to be addressed in order to move forward?
 - Everything we focus on today are things we can work on today- forward facing.
- Mission & Vision Statement
 - Slide: Vision + Mission ~ Guiding Planning & Implementation = Transformation
 - Vision = core ideology + envisioned future
 - Articulation of the future you want to create (in honor of our kūpuna, future generations & current context)
 - Target community
 - Products to targeting community
 - Why FestPAC exists
 - What makes 2024 special?
 - What is it not?
 - Not a brand image or logo
 - Slide: Setting Vision:
 - Who is the Vision intended for?

- For the world
- For us the commission & staff to keep track of why we are doing this. This is where we want to go.
- Framework to give guidance
- For us as a people to recognize who we are in the things that we do that set us apart from the Pacific. Who we are as all of Hawai'i and Kanaka 'Ōiwi. Hawai'i identity as a whole & Kanaka 'Ōiwi identity.
- Intergenerational vision
- Commissioners & general staff to contribute to discussion now & general public later on.
- Telling a story with community stakeholders; building engagement
- All of the delegates & participants
 - Intention can be far reaching (beyond fixed time period)
 - Vision to be for the 5 years we have to plan
 - Lifechanging experiences
- Paint the picture (Rep Onishi)
- Who is guiding it?
 - Starting small & staying small for now (M.M)
 - Commissioners & supporting staff (Rep Onishi)
 - We have to really believe in our vision before sharing it with others
 - Vision to be more broad (K.K.)
 - Mission narrows you
 - Then build out objectives & outcomes
 - If the vision drives the entire project? Doesn't it need to appeal to all the participants
 - Is this a vision for the commission, for the festival, or for both?
 - Agreed to focus on the commission for the vision. Which will in turn guide how the festival will go.
- What are their hopeful outcomes?
 - Commissioners
 - That it actually happens
 - Uncertainty of Funding & Pandemic
 - Safety, value, worth, continue to give to make better
 - The next mayor will see the vision, embrace the culture of the arts, & support
 - Funders will get on board
 - A vision so strong that it defines what FestPAC is all about
- For the world
 - Participant experience: That it was successful in the things we stated before. To have growth changing experiences. Experiences to dive deeper into the culture and traditional arts we share.
 - To make lifelong friendships. Tackle obstacles as they come along and use resources. To leave the festival feeling like I can't wait to go to the next festival.

- Breakout sessions to discuss questions
 - Hui A- PDF of Jam Board notes (See Attached)
 - Hui E- PDF of Jam Board notes (See Attached)
 - Hui I- PDF of Jam Board notes (See Attached)

LUNCH 12pm-1pm

Meeting Reconvened at 1:02pm

Session 2: 1pm-4pm

Facilitators: Mahina Paishon-Duarte & 'Aukahi Austin Seabury

- **Draft Vision + Mission Statement:**

Draft Vision

We envision Oceania united by our arts and culture, guided by our ancestral values and a heritage of innovation, rising to the challenges of an ever-changing world.

Draft Mission

Through hosting the 13th Festival of Pacific Arts & Culture, we will strengthen the physical and cultural resilience of our peoples and communities by forging connections throughout Oceania to share culture and practices, to learn and grow, to adapt to a changing climate, and to elevate our peoples together.

- Feedback for revising Vision & Mission drafts:
 - M.D.- question regarding balance between vision & Mission.
 - M.K- Who are “we”? The commission? We (commissioners) should not be like demi-gods to dictate the vision. “Envision” is too broad. Narrow it to the Festival. The vision is about the Festival of the Pacific.
 - Switch the word guided to the word grounded.
 - SB- what does the commission envision to pull us towards the goal of hosting the Oceanic wide festival.
 - Missing components:
 - What are we striving for?
 - If someone asked you to explain the festival in one or two sentences what would they be?
 - Where are we going?
- **Objectives & Outcomes**
 - Draft Key Objectives:
 - Zero waste carbon neutral
 - Deep and lasting network building
 - Produce a financially solvent, safe, successful and organized event
 - operations
 - Bring together
 - Share culture

- Provide a positive experience for all, inclusive of all abilities
 - operations & metric
 - Outreach
 - Feedback surveys to measure outcome
 - Spark curiosity, find out more about each other
 - Safe and healthy delegates and hosts
 - Showcase and share traditional and pure aspects of culture
 - strategy
 - Engage and provide experiences for special needs in our communities to include them
 - Write curricula for built-in learning experiences for public and private schools
 - Interdisciplinary opportunities to attend that aligns with festival
 - Promote leadership and community building for a regenerative Oceania
 - (dare to do more)
 - Sustainability throughout the Pacific
 - Personal growth and fulfillment
 - Professional development to grow and advance skills (non gig)
 - Expansion for access for platforms for broader access, varying technologies to address such things as data collection, comments/feedback from participants, “hybridity” and innovation
 - Leverage technology to innovate for access to and participation in the festival.
 - strategy
 - Real intentional effort for the innovation; opportunities for the tech community to collaborate (ie. purple mai`a)
 - A catalyst to other things
- Keep top 5 or cut to 3?
 - Do these objectives give us a means to the vision/mission
 - K.E.- agrees with revisions
 - R.O.- agrees with revisions
 - S.B.- question regarding word “access” for technology. Remove “sustainability”- K.E. agreed.
 - A.A- remove word “consistency & enduring”- K.E. agreed
 - I.G.- add participation
 - K.K.- add regenerative
 - Do these reference the vision & mission statement?
 - Draft Outcomes:
 - How to get this objective done?
 - **Theme: Facilitated by ‘Aukahi:**
 - Connected to vision & mission
 - Think about the vision:
 - What do our lāhui need right now?
 - What do we need us to be? FestPAC to be?
 - The statement that colors the vision & mission

- K.E: Regenerating Oceania. Oceania now. Oceania Together as a theme to build on and play on imagination to explore the festival.
- K.K.: Idea of wholeness, completeness. Feel isolated, challenged. Get back to the core of strength, wholeness. Strength as island nations. Island communities, Island nations. Reassurance, abundance, wholeness, fullness.
- M.K: What the world needs now is Love sweet Love (in song). Aloha for Oceania. Aloha for All.
- R.O: Rejuvenating Oceania through Culture and Arts
- S.B: Akamai- thriving Oceania. Inspiration in Ho'oulu. Abundance in Ho'oulu. Prosperity in Ho'oulu. Regenerative process to our outcomes.
- K.E.- E Ho'oulu Oceania: Regenerating Oceania through culture and arts
- M.D.- add to S.B. to add Lāhui. Ho'oulu Lāhui. I Ho'okahi Kahi Ke Aloha
- J.L: Grounded in our roots and innovating for the future
- K.K: like those that play on words that aren't so literal. Find the 'ōlelo no'eau to reference from line or mele.
- K.E: Wants it to be concise and able to be translated into other languages easily. "Aloha" goes across the Pacific Islands. "Oceania"
- A.A.: How important is it to be universal?
 - K.K: want to advocate to support 'Ōlelo Hawai'i
 - MD: this is the time to experience Hawai'i and 'Ōlelo Hawaii
- K.E: Aloha, Ho'oulu, Lāhui, pure culture, something to learn about us. The theme is to show our uniqueness. What is the real Hawaiian ideal that can get communicated that helps us to implement. What can we build from our collective for those 3 words?
- S.B: E Ho'oulu Lāhui Me Ke Aloha
- K.E: E Ho'oulu Lāhui Aloha. Regenerating Oceania.
- K.E: Ho'oulu Lāhui
- K.K: does not like the reference to Pandemic
- M.D: how do we gather all these statements to come together as lei. Gather them to place where they belong.

2 minute Break & Facilitator change

- Facilitator: Mahina
 - Recap themes discussed
 - KK: good progress, but not there yet. Need more time to marinate.
 - KE: Lāhui- people of the pacific. Ho'oulu- regenerative
 - Review Mana'o for festival elements- sub themes to crystalize the overall theme
- Recap of our Work:
 - Draft Vision Statement
 - Draft Mission Statement
 - Draft Objectives & Outcomes
 - Draft Theme
 - MD: Ask if commission can have time to think about statements before agreeing to final statement.
- What are the top 3 things we need to do together (by the next FestPAC meeting)?

- Follow up on Māpuana’s suggestion to contemplate and meditate with those around us regarding these drafts. (KE)
- Operational level: what kinds of programs, venue, schedule to we want to offer that align with these drafts as well as Organization chart & roles and responsibilities. (KK & MD)
- Another retreat in the future to work on big chunks of kuleana. (MD & RO)
- What can we contract out moving forward?
- Group Evaluation:
 - What worked?
 - People were prepared
 - Active Participation
 - Hearing each other
 - Breakout sessions help to get ideas out
 - Appreciate our work together as a commission
 - Mahalo to Mahina & ‘Aukahi for steering us & commissioners that invited them
 - Mahalo to the support team
 - Retreat format helps to focus & get to end goal
 - What can be improved?
 - No suggestions
 - What did we learn?
 - We can retreat virtually
 - Having a plan and assistance with external facilitators
 - Mahina & ‘Aukahi are the right fit for this context
 - Want to put on the best festival under the conditions we have. Everyone is committed to success.
 - Committed group to the best FestPAC ever.
- He Mahalo
 - SB: share mele – ENUA MANEA

Call for Public Comment

- Tricia Allen: Instructor at Leeward
 - Translation of Hawaiian words into other oceanic languages
- Carline Yacoe- DBA- pacific pathways. Has attended 6 FestPAC festivals. Hope it can be in an outdoor format. Those have been the most successful.
 - Mission statement- changes in the arts reflect the changes in cultures
 - Book on the history of the FestPAC with history and underlying themes
- N. Mason: So excited for the commission. Excited for Aotearoa to follow.
 - Negative impacts- did not hear any mention of Intellectual Property or Indigenous Knowledge. Publishing on festivals and other knowledge.
- Jackie Burke: Artist. Mahalo for invite. Integrating more into her proposal.

- V. Hereniko: from Rotuma (part of Fiji). Professor of creative media at UH. Attended 5 festivals. Cook islands was unforgettable.
 - Opportunity for Hawai'i to be included in the Oceania family because of US affiliation.
 - Opportunity to show the rest of the Pacific who we are. Enjoy discussions & facilitators.
- Closing remarks by Senator English
- Closing remarks by Kalani Ka'anā'anā
 - Next check-in on 9/29?
- Senator English:
 - Next meeting not scheduled yet. Should we do this format for the next meeting?
- Māpuana de Silva:
 - Suggested keep the format and schedule next meeting for 9/22 at 9am-4pm
- Agreed to next Meeting scheduled for 9/22/20 at 9am-4pm

Adjournment at 3:49pm

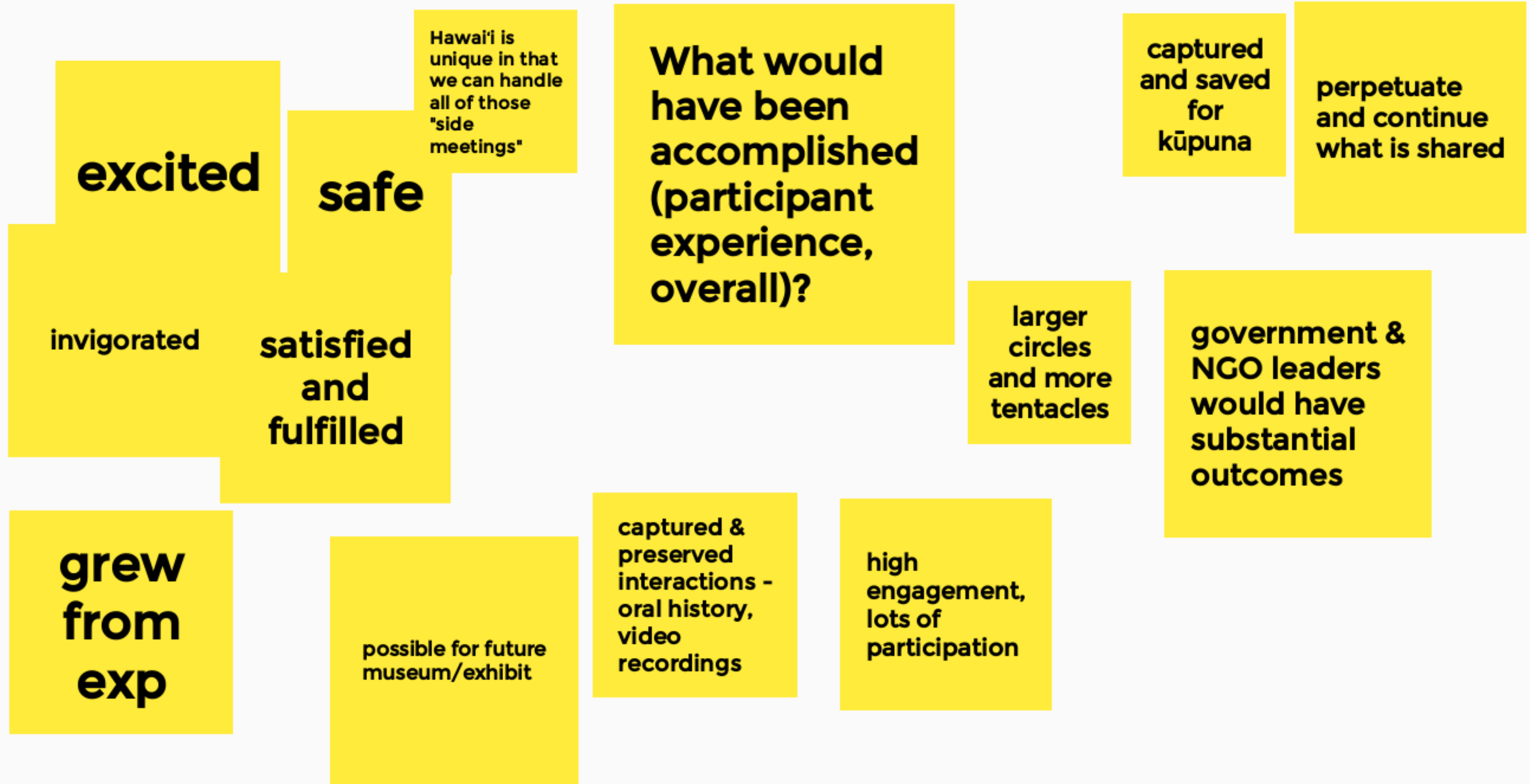
Summary of key items:

- **Draft Vision**
We envision Oceania united by our arts and culture, guided by our ancestral values and a heritage of innovation, rising to the challenges of an ever-changing world.
- **Draft Mission**
Through hosting the 13th Festival of Pacific Arts & Culture, we will strengthen the physical and cultural resilience of our peoples and communities by forging connections throughout Oceania to share culture and practices, to learn and grow, to adapt to a changing climate, and to elevate our peoples together.
- **Draft Key Outcomes + Objectives**
 - *Produce a financially solvent, safe, healthy, successful and organized event*
 - *Provide a positive experience for all, inclusive of people of all abilities*
 - *Showcase and share traditional and pure aspects of culture*
 - *Promote leadership and community building for a regenerative Oceania*
 - *Leverage technology to innovate for access to and participation in the festival*
- **Draft Theme:**
 - **Ho'oulu Lāhui – Regenerating Oceania**
- **What are the top (3) three things we need to do together?**
 - Contemplate and meditate with those around us regarding draft vision/mission/objectives/outcomes/theme.
 - Operational & Tactical: what do we want to look at so we can put in deeper thinking about schedule/program/org chart/roles and responsibilities.
 - Schedule another day-long retreat to tackle big chunks of kuleana.
 - Do we want to still be a working commission? Set up expectations? Delegate? Contractor?

Agenda items that we did not get to:

- Org Chart & Roles Responsibilities
- Proposed Practices to be offered
- Program Schedule
- Venues

- Org Chart & Roles Responsibilities
 - Type
 - Mechanistic vs. Organic
 - Functional
 - Product Based
 - Market Based
 - Geographical
 - Process Based
 - Matrix Structure
 - Circular
 - Flat
 - Network
 - How much authority are we willing to delegate?
 - Who gets to decide what?
 - Are there triggers for decisions making?
- Proposed Practices to be offered
 - Traditional vs. Modern
 - How many is too many?
 - What are the most common?
 - What would be a novel one to offer not included in prior festivals?
 - What are absolute must have practices?
- Program Schedule
 - Blocking the schedule
 - Thematic groupings
- Venues
 - Is it in our budget
 - Does it meet the requirements of the practices to be offered there
 - Parking
 - Traffic
 - Distance from housing and main festival village
 - Handicap accessible
 - Cultural requirements, e.g. natural floor, open ceiling, etc.



Who or what would have been positively impacted?

regional strengthening of ties - languages, arts, culture, networking

hybrid meeting for FestPAC = new template for future "post-covid"

forward thinking - Hawai'i open to "new" destination as host of other international conf

drive conversation in arts community - economic, social, etc

positive impact possibility - putting \$ back into economy and employment

region - goal of FestPAC, bring people together

delegates first-closest to action

haumāna - 2nd, exposed, enriched

ADA community

feeling of inclusion

accessibility & equity

small business owners, artists, weavers,

cultural practitioners

re-engaging tourism

**sex trafficking
in HI**

those that are not particularly inclined to engage in culture ie. people that don't give a rip about other cultural communities

Who or what would have been negatively impacted?

prior engagement

purposeful outreach

displacing our houseless

working 2-3 jobs, pull them to the table

islanders that could not physically come (due to health, \$, safety)

O'ahu centric

O'ahu "centricity"

4yrs from now we MAY be back in the office

not moving that many people, not having the volume

airlines & hotels

traffic

retail, restaurant, other businesses that would have benefited from a large attendance

curtailed economic impacts



value sharing

hō'ike aku, hō'ike mai

What values should guide our vision and mission statements?

high standards of ho'okipa (Hāna), invited to connect

ALOHA

extend the welcome back to our home

proper gift to give every delegate

HO'OKIPA

island style of hosting - minute they're here to the minute they leave - ukali, provisions,

perpetuate the excellence of our kūpuna

high standards & excellence

inclusiveness

kākou

close to OUR (Hawai'i) standards

beyond the western ideas

grace & dignity as exemplified by our ali'i

would like to be able to properly host everyone

fed, comfortable, never "alone"

**arts/culture as
an industry &
value to
society as a
whole**

**make our people
comfortable to talk
with someone from
across all of oceania**

**What big, audacious
goal do you hold
(and how would this
goal make the
world/Oceania a
better place?)**

value

**better
understanding of us**

**much more than our
american/western
identity**

**first hybrid -
use of
technology**

**What makes
us (FestPAC)
unique from
other
festivals?**

SOES, HiNuiakea,
HiGreenGrowth, mā

**major regional
event (many
different cultures
coming together) in
HI "olympics of
culture"**

**opportunity is
tremendous
to strengthen
pilina**

**evolved overtime,
generally at the
beginning - side
meetings = policy
discussions**

**global discussion =
health/safety/climate
change, 2024 - how
are we going to
protect the countries
that currently don't
have cases**

**climate
change &
health**

**one of few festivals
that's gov'd by 28
different
countries/regional
governments
including the US
(member of SPC)**

**scale/scope/participati
on - will make us
definitely unique**

**UNDP - regional
meetings here,
because of the
centralization of
heads/decision
makers**

**Empathy
for all the
cultures**

The experience is preserved for the benefit of the public memory and future

Exchange of culture. All of the weavers in one place for example. We aren't really that different.

What would have been accomplished (participant experience, overall)?

Encourage more engagement

For someone in an older generation would be the experience

The ocean connects us. Find our likeness.

Brings all of the cultural experiences to us here in Hawai'i

General public would have deeper appreciation for the Hawaiian culture and value people of culture in more than just an outward appearance way.

People that live in Hawai'i have a clearer understanding of our own island culture.

Open eyes to the cultural richness of the Pacific

Feel nationalist perspective and strength for all delegates and for Hawai'i to respond by knowing who we are.

What are the cultural similarities, differences, and why. A huge educational opportunity. Learn the nuances and the whys

People who are experts in the same field come together and bridge connections and experience each other.

Mind expansion for all that attend. When you thought you knew about a people and you are awakened to positive things about them that will live on generationally

Government officials and people in leadership who aren't typically connected by this to be blown away to get more support going forward (not just financial).

Makua and Kupuna feel proud and happy, those who have fought hard for it to come to pass, to feel that dream realized (a thriving lahui amongst our cousins).

Makua and kupuna have the experience of a lifetime.

Have others come and see our culture thriving.

Who or what would have been positively impacted?

Attendees come away moved in some way with a greater appreciation of own culture and how it fits in a more global stage.

Health concerns

If still dealing with pandemic, those communities with less health care could be negatively impacted when they return home.

Who or what would have been negatively impacted?

Cost of attending could affect lower resourced countries or individuals to attend. Could violate lodging rules (10 in a hotel room).

Resource impacts, increased trash

Potential for some factions to object to change, pro-indigenous, or unification.

**Unity.
coming
together.**

**The event
serves as a
model of what
we should be
doing as a
world.**

**Why did
FestPAC 2024
matter? And
for
whom/what?**

**Who better to
tell our story
than ourselves**

**Bringing together
nations and cultures
and people. A
unique opportunity
to see the
connections and
celebrate culture**

**Hawai'i has been
participating in
Festivals since 1976.
Have been hosted by
all of the nations and
it's our turn. We
stepped up to the
plate to kokua aku
kokua mai, aloha aku,
aloha mai.**

**An opportunity to
showcase Hawai'i in
its purest sense,
without
commercialized
aspect.**

**When we go
elsewhere, we can
only take a few folks
with us. By hosting,
more of our Hawaiian
community can
experience,
participate, and be
recognized in their
areas of expertise.**

Humility

Education

**What values
should guide
our vision and
mission
statements?**

**Aloha. If the world
was full of Aloha, it
would be a much
better place. Aloha
kekahi i kekahi.**

Awareness

Kuleana

**Equality. Give the
visiting nations an
equal
representation in all
of this.**

**Hawai'i shows
the world
everything
we've got.**

Have a governmental summit on a regular basis including all of these groups together. To learn how we govern our people.

Culture is an opportunity for us to share.

Not a point in time event. A beginning of a continuous dialogue in this community we've now created. Especially with the ability to be virtual. Can evolve over time.

What big, audacious goal do you hold (and how would this goal make the world/Oceania a better place?

Have more clarity on the differences and similarities in our cultures. Too much access has creating a blurring these days.

Driven from the indigenous community of the host country.

It's free.

What makes us (FestPAC) unique from other festivals?

It's not a luau.

The cultural Olympics of the pacific.

Impacts the indigenous community on all levels (government all the way to keiki).

Government to government kind of festival.

Can't go anywhere else to experience it all at the same time.

1) Participant experience: That it was successful in the things we stated before. To have growth changing experiences. Experiences to dive deeper into the culture and traditional arts we share.

2) To make life long friendships. Tackle obstacles as they come along and use resources. To leave the festival feeling like I can't wait to go to the next festival

What would have been accomplished (participant experience, overall)?

Overarching, long-term, sustainability of our cultures & communities we come from.

Taxpayer money well spent.

Delegates to connect with the Aina. Time for Hawaii to shine as a good host to our cousins.

We are good stewards of the state funds provided.

True aloha is felt by visiting delegations - poi me ka pa'akai, ua lawa - given with all our heart.

Look at the different way the pandemic has effected our communities, resilience, and reflect on what we employed during this time. The festival can become a depository of information.

Economic driver.
Largest festival in the Pacific. Lot of press & worldwide press.
Time for Hawaii to be in the spotlight. This will be an uplifting event that will signify moving forward after Pandemic.

Who or what would have been positively impacted?

Breath of new life.

Core value: the best we have to give, we give it with the intention to bless others.

Can't wait to go to the next festival.

How to share beyond Oahu. Vision to share with neighbor islands by attending on Oahu or virtually.

Business partners: Aloha is not a commodity. Give them a chance to embrace culture in the future and sustainability of our resources of people, culture, and ike.

We have a model to host other world wide events. Can attract other large events within our scale and capacity.

We are bringing other nations/cultures to Oahu. This is a wealth of culture to share with our community.

Engage neighbor islands to participate in the building the festival village on Oahu.

**Who or what
would have
been
negatively
impacted?**

This is a growing opportunity for us to show that we can hold a world wide event.

We can do it economically.

Why did FestPAC 2024 matter? And for whom/what?

The delegates have 2024 to look forward to so that they can share with one another.

Will look different in 2024 due to Pandemic. We need to offer it as a place for people to come together and share, encourage, support, and help each other.

**Financial
Responsibility**

Transparency

**What values
should guide
our vision and
mission
statements?**

**Inclusion:
participation, public
in planning of the
festival, commission
planning. The fruits
& outcome of the
festival.**

**Aloha is at
the core**

**Aloha is not
something you just
say. It is a way we
work with each
other to agree,
disagree, and be
solution oriented.**

Document the stories of resilience across the Pacific to inspire the world. Build a repository (similar to 'Ulu'ulu)

What big, audacious goal do you hold (and how would this goal make the world/Oceania a better place?)

Model transnational cooperation for the whole world in a time when it is needed so badly.

This festival and the way our cultures come together can be a model on how we come together. Help us see how similar we are.

**What makes
us (FestPAC)
unique from
other
festivals?**



September 18, 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 September 5-September 18, 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.
 - Facebook continues to be the dominant platform.
 - Facebook now has 2,570 followers.
 - Recent posts
 - 9/18/20: Meeting notification (FB, IG, Twitter)
 - 9/16/20: Virtual First for the Pacific reached 354
 - 9/5/20: Tweet re: Vanuatu quake
 - 9/4/20: Meeting notification post reached 1.2K
- 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.

WEBSITE & SOCIAL MEDIA ANALYTICS

- Festpachawaii.org has had more than 1K pageviews in the last month and website use is up 73%.
- Instagram: FestPAC Hawai'i has 532 followers.

NEXT STEPS

- Ongoing management of website and social media pages.

- In raising the profile of FestPAC, S360 is awaiting content from all commissioners **except:** Kumu Māpuana de Silva, Kumu Snowbird Bento, Kalani Ka‘anā‘anā. This content will be shared on social media with a link to the FestPAC Hawai‘i website.
- Continue scheduled posts on social media, as approved.
- Continue to compile assets for FestPAC Hawai‘i promotion on social media.