

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

MONDAY, JUNE 29, 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 2:11pm)
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
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
Pania Brown	-	--
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	-	Native Hawaiian Hospitality Association
Lynn Martin Graton	-	--
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
Annie Reynolds	-	East-West Center
Kanoe Takitani-Puahi (MOCA)	-	Mayor's Office of the Culture and Arts
Margo Vitarelli	-	--

Staff:

Margaret Ahn	-	Attorney General
Marlene Hiraoka	-	DBEDT

Selma Malcolm - DBEDT
Timothy Tiu - DBEDT

Apologies:

Mehana Hind - Office of Hawaiian Affairs (OHA) Designee

CALL TO ORDER

Call to order: The meeting was called to order by Chair English on Monday, June 29, 2020, at 2:03 p.m., who welcomed everyone present via Zoom and Facebook.

APPROVAL OF JUNE 15, 2020 MEETING MINUTES

Minutes of the meeting held on June 15, 2020, were approved unamended on a motion by Mr. McComber and seconded by Ms. de Silva.

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

The motion was unanimously approved.

REPORTS

A. DBEDT Report:

Ms. Lum reported that similar to what Mr. Ling reported previously, DBEDT is encumbering the remaining funds appropriated for FESTPAC for the current 2020 fiscal year. The encumbrances include payments to the Hawai'i Convention Center (HCC) and Strategies 360 (S360). The license agreement with the HCC and an amended agreement with S360 will be executed by the end of the fiscal year. Ms. Lum noted that the S360 agreement is effective until December 31, 2020. Ms. Lum also reported that DBEDT is in discussions with PA'I Foundation to finalize the amount of funds that will be applied to venue costs at the HCC.

Ms. Lum also reported that the Office of Hawaiian Affairs (OHA), who earlier approved \$100,000 to support FESTPAC, was informed that the FESTPAC dates were postponed until 2024. OHA informed Ms. Lum that its leadership decided that because of the uncertainties of their own funding, they are unable to commit to financially contributing to the Festival at this time; however, they are committed to supporting the Festival going forward.

B. Commissioners Report:

Chair English asked Mr. Ka'anā'anā to deliver the Commissioners report. Mr. Ka'anā'anā reported that similar to what Ms. Lum reported, they worked with HCC to solidify an agreement. He also reported that he has an inventory of old FESTPAC merchandise that is currently stored in his office.

Mr. Ka'anā'anā also reported that he will be drafting request for proposals that will be revised based upon final funding from the Hawai'i Tourism Authority (HTA). Ms. de Silva has been working with the Pacific Community (SPC) regarding creating a hybrid Festival. Mr. Ka'anā'anā also presented a written report on the communication plan.

Ms. de Silva, Mr. Ka'anā'anā and Ms. Maltin-Wisot have been working with the SPC on issuing a press release regarding new the FESTPAC dates. Mr. Ka'anā'anā expressed the importance of working in tandem with them. He said that everyone had an opportunity to make edits to the release including Ms. Kuiniselani Tago-Elisara and Ms. Luisa Mavoa from the SPC. They are currently waiting for the French and Hawaiian translations and would like to issue the press release in all three languages at the same time. In addition, he is working on a social media plan and expressed that all communication will be distributed at the same time.

Ms. de Silva stated that a Working Group meeting is set for July. It is challenging and interesting because there are many countries who would like to participate in the process. She thanked Mr. Ka'anā'anā for joining her in these discussions. Ms. Kuiniselani will establish the groundwork, and there are many considerations to be made as plans continue.

Ms. Bento reported that she was able to meet with Ms. de Silva to review activities and events that were originally planned for the Festival and which events the countries had planned on participating in. She would like to re-evaluate these events such as the surfing competition and canoe regatta, and possibly others that pose particular issues that need to be considered. For example, planning for the wa'a arrivals involves representatives from 24 organizations from the Federal, State and City governments. Additionally there are weather issues that are cause for concern in terms of holding that event during the June timeframe. Ms. Bento said she would like to simplify the activities that will be offered in 2024 and make it more manageable for delegations to participate. She also emphasized that the theme will affect programming and likewise, programming will affect the theme.

Ms. Bento commented with respect to the Festival theme that New Zealand will likely focus on voyaging as their central theme for the 2028 FESTPAC. She suggested that the Commission reconsider the current theme and explore other options such as sustainable practices which is a very relevant theme today, as our Pacific island communities are

confronted with how to deal with limited land, ocean, human and cultural resources, and preserve and protect them for future generations.

Ms. Bento raised an issue that she wants the Commission to put in the back of their minds. In contrast to many of the Pacific island nations' governments, Hawai'i does not have a Ministry of Culture within our government structure. Perhaps now is the time to discuss this with government leaders in Hawai'i. Ms. Bento asked whether the Commission should be identifying either an existing entity or some type of model for consideration.

Ms. Bento stated that she revised the programming spreadsheets by keeping the venues that confirmed they will participate on the main sheet, and moving the other venues that at this point were not going to be able to participate, onto a secondary sheet. She added points of contact and what event/activity will be held at the particular venue. She is also keeping detailed notes and a listing of additional contacts of others who are involved because people and situations could change over the next three years, so it is important to have all this information at hand for continuity and just to keep things in order, in general. These spreadsheets will be shared with the Commission members.

Ms. de Silva indicated that they are working on grouping the activities into sub-categories so that the information will be easier to digest rather than just having a running list of activities in alphabetical order. This will also make it easier to see how all the delegations will fit together with the proposed activities as well as identify areas of overlap.

Chair English acknowledged what Ms. Bento talked about with respect to keeping good notes and records of the planning documents. He talked about how the State Archives houses files and documents from various State agencies, for instance, the Senate sends files to be archived. It is important to note that the State Archives staff does not sort through the information given to them to catalogue, and so forth; they accept the information as is. The Commission will need to determine what information will be sent to the Archives after the Festival is completed that will reflect the excellent work and planning that was done.

Ms. de Silva reminded Commissioners that a Head of Delegation Manual needs to be developed that includes all contact information covering the delegations' entire stay in Hawai'i. The binder should include all venues, information related to meals, housing, security, contact information for emergencies, etc. Each Head of Delegation will receive this manual. Ms. de Silva acknowledged that this task has not yet been assigned to anyone

Chair English thanked Ms. de Silva because we have time to think ahead about how we should proceed with Festival planning. The Chair mentioned that he feels there needs to be a FESTPAC office where all files, wall charts, deadlines and reminders would be kept.

He previously proposed that this space be located at DBEDT; however, other possibilities include HTA or the Royal Hawaiian Center. He would like the Commission to consider the idea of securing a physical space for FESTPAC 2024.

Ms. Kela'i expressed that since the beginning of the COVID-19 outbreak, she and Ms. Takitani-Puahi have been staffing the phones at the City's Call Center. Ms. Kela'i also reported that there is a new Office of Economic Revitalization (OER) headed by Mr. Rick Keene. She reassured everyone that the City will now involve the OER and that all agencies are on board. She also indicated that her and Ms. Takitani-Puahi's appointments will remain in effect until 12:00 p.m. on January 2, 2021.

Mr. McComber expressed that it is important to document FESTPAC activities. There are videographers in Hawai'i and across the Pacific that would be able to produce videos. He feels that the videos should be a centerpiece for 2024 and it should focus on resiliency. He suggested that funding be given to Pacific Islanders in Communication (PIC) to assist the Commission with accomplishing this endeavor.

Chair English confirmed that many individuals in the Pacific are involved with PIC. Fiji and Tonga established the New Way Broadcasting Corporation. Chair English believes that if videos can be strung together, it will show the progression of FESTPAC.

Chair English requested that Mr. McComber look into creating a structure for documentation. Mr. McComber stated he will have a proposal by the next Commission meeting.

Rep. Onishi, adding to Ms. de Silva's report about the need to have a Head of Delegation binder, also added that everyone should receive some type of information similar to what one would find in a hotel room with information regarding food, first aid, lodging, general information, etc. The idea would be to include as much information as possible for delegates.

Chair English asked what each delegate would be receiving. Ms. de Silva indicated that during the conference in American Samoa, each delegate received a cell phone with two hours of talk time. Each delegate also received information on adding more phone minutes, maps, venues, etc. and other pertinent information that would be useful to the delegates. She mentioned that there should also be a printed program with schedules. Ms. de Silva will share samples of previous Festivals at a future Commission meeting.

Ms. Bento thanked Ms. de Silva for sharing the information. She mentioned that in some conferences, the entire program is included on an app. Participants are able to access information via their smartphone, computer or tablet. Hawai'i participants may want to use an app and keep the program as a souvenir.

Ms. de Silva mentioned that there are many ways to plan and execute these programmatic matters. The Commission may want to consider selling programs to the general public. Mobile phone providers might be interested in donating, for example, three phones per delegation. The intent is to encourage connecting delegates with each other. Having access to cell phones will be important since Heads of Delegations may not necessarily have experience traveling to Hawai‘i even though the SPC members are used to traveling around the Pacific.

Chair English liked the idea of selling programs and ad space within the programs.

PUBLIC TESTIMONY

Chair English invited members of the public to testify.

Ms. Burke spoke about her artwork that represent *Lono* and *Kū* which are powerful metaphors that would be appropriate for the Festival. She expressed interest in presenting her artwork to the Commission that could be used as models of unity, culture and sustainability.

CLOSING REMARKS

Chair English expressed his thanks to everyone for attending the meeting including non-Commission members who also joined.

NEXT MEETING

The next meeting is scheduled for Tuesday, July 14, 2020, at 2:00 p.m.

ADJOURNMENT

The meeting was adjourned at 2:50 p.m.

Respectfully Submitted,



Senator J. Kalani English
Chair

July 13, 2020

Date



July 9, 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 June 25-July 9, 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 navigates through this Covid-19 pandemic. We continue to monitor media and website inquiries and post on FESTPAC's social media platforms, as instructed. As requested, we also crafted and widely distributed a news release to announce the new festival dates.

PROJECT DELIVERABLES

- Website: Adjusted website copy to reflect new dates and added news releases in 'Ōlelo Hawai'i, English, and French. Continue to monitor email inquiries and submissions from website email.
- Social media posts across all platforms as approved by designated FESTPAC Hawai'i Commissioner
- 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
- Social media calendar for June submitted, awaiting approval
- Content strategy meeting with Commissioner Ka'anā'anā

ADDITIONAL DELIVERABLES

- Coordinated & distributed news release announcing new dates for FestPAC Hawai'i
- Monitored media for FestPAC Hawai'i coverage following news release announcement
 - <https://www.kitv.com/story/42317636/new-dates-set-for-festpac-after-covid19-postponement>
 - <https://www.hawaiipublicradio.org/post/hawaii-updates-new-cluster-contributes-9-new-cases-new-student-immunizations-required#stream/0>
 - <https://bigislandnow.com/2020/07/01/festival-of-pacific-arts-and-culture-sets-new-dates/>

WEBSITE & SOCIAL MEDIA ANALYTICS

- In the last two weeks, festpachawaii.org has received 413 users. The biggest spike was after the announcement of new dates on July 1. Most users were directed to the site via Facebook or Facebook mobile.
- The FestPAC Hawai'i Facebook page acquired 37 new followers since the big announcement of new dates. *The 7/1/20 post regarding the new dates reached 11.3K people and had 1.1K engagements.*
- The FestPAC Hawai'i tweet regarding the festival dates had a 19.5% engagement rate. The account is very close to 100 followers, having picked up five new followers since the announcement.
- @festpachawaii on Instagram now has 507 followers. The post regarding the new dates made nearly 400 impressions and reached 343 people. It also led at least one person to festpachawaii.org.

NEXT STEPS

- Content strategy planning with 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