



HO'OUULU LĀHUI
Regenerating Oceania
13th Festival of Pacific Arts & Culture
Hawai'i 2024



**Pacific
Community**
Communauté
du Pacifique

Commission on the 13th Festival of Pacific Arts & Culture (FestPAC) MEETING

Monday, September 25, 2023
11:30 a.m.

Commission on the 13th Festival of Pacific Arts & Culture

Chair

Kalani Ka'anā'anā
Hawai'i Tourism Authority

Commissioners

Shanty Asher
City & County of Honolulu

Snowbird Bento
Community

Māpuana de Silva
Community

Sen. Jarrett Keohokālole
Hawai'i State Senate

Colin Kippen
Office of Hawaiian Affairs

Jamie Lum
*Dept. Of Business, Economic
Development & Tourism*

Makana McClellan
Governor's Designee

Rep. Richard Onishi
*Hawai'i State House of
Representatives*

Mail:
Hawai'i Tourism Authority
1801 Kalākaua Avenue, 1st Floor
Honolulu, Hawai'i 96815

festpachawaii.org
f @ t festpachawaii

This meeting will be via teleconference as authorized by and in accordance with the requirements of Act 220 (SLH 2021).

Meeting will be live streaming via ZOOM
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You may fill in this field with any entry in an email format, e.g.,
*****@***mail.com.

See page 2 for more information on connecting via Zoom or phone.

Materials for this agenda and minutes of this meeting will be available at:
<https://invest.hawaii.gov/international/festival-of-pacific-arts-culture-festpac/>

AGENDA

- I. Call to Order
- II. Wehena
- III. Public Testimony on Agenda Items
- IV. Report on Permitted Interactions, pursuant to Act 103, Session Laws of Hawai'i 2021
- V. Approval September 11, 2023 Meeting Minutes
- VI. Presentation, Discussion and/or Action Regarding the Festival Director Report
- VII. Presentation, Discussion and/or Action Regarding Administrative Committee Update
- VIII. Presentation, Discussion and/or Action Regarding Venues and Programming Committee Update

IX. Public Testimony on Agenda Items

X. Announcements

XI. Next Meeting – October 9, 2023

XII. Adjournment

Members of the public who attend the meeting in-person are encouraged to wear masks; however, it is not required. Masks are to be provided if requested.

Venue Location for those attending the in-person meeting:

Hawai'i Convention Center
1801 Kalākaua Avenue
1st Level / HTA Conference Room
Honolulu, Hawai'i 96815

Parking: Public parking is available at Hawai'i Convention Center (entrance on Kalākaua Avenue) and will be validated.

If you need an auxiliary aid/service or other accommodation due to a disability, contact Irina De La Torre at (808) 973-2274 or email idelatorre@gohta.net as soon as possible, preferably by two (2) business days prior to the meeting. Requests made as early as possible have a greater likelihood of being fulfilled.

Upon request, this notice is available in alternate/accessible formats.

Members of the public may submit written testimony via e-mail to idelatorre@gohta.net, or via fax to (808) 973-2253, or via postal mail:

FestPAC Testimony
c/o Hawai'i Tourism Authority
1801 Kalākaua Avenue, 1st Floor
Honolulu, HI 96815

Please include the word "testimony" and the subject matter following the address line.

For Public Internet access: You will be asked to enter your name in order to access the meeting as an attendee. The Commission requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous. You will be asked for an email address. You may fill in this field with an entry in an email format, e.g., ***@**mail.com. As an attendee, your microphone will be automatically muted during the meeting unless you are providing testimony. The Chair will call for public testimony during the meeting.

For Public Phone access: You may get audio-only access by calling the Zoom Phone Number listed on the confirmation email. Upon dialing the number, you will be prompted to enter the Meeting ID which is also listed at the top of the agenda. After entering the Meeting ID, wait to be admitted into the meeting. When the Chair asks for public testimony, you may indicate you want to testify by entering "*" and then "9" on your phone's keypad. After entering "*" and then "9", a voice prompt will let you know that the host of the meeting has been notified. When recognized by the Chair, you may unmute yourself by pressing "*" and then "6" on your phone. A voice prompt will let you know that you are unmuted. Once you are finished speaking, please enter "*" and then "6" again to mute yourself.

For both internet and phone access, when testifying, you will be asked to identify yourself and the organization, if any, that you represent. If you wish to remain anonymous, you may state this.



HO'OU LU LĀHUI
Regenerating Oceania
13th Festival of Pacific Arts & Culture
Hawai'i 2024

MINUTES OF THE COMMISSION ON THE 13TH FESTIVAL OF
PACIFIC ARTS & CULTURE (FestPAC) MEETING

MONDAY, SEPTEMBER 11, 2023 AT 3:00 P.M.

VIRTUAL APPLICATION ZOOM

Commission Members Present were:

Kalani Ka'anā'anā, Chair	-	Hawai'i Tourism Authority (HTA) Designee
Shanty Asher	-	City & County of Honolulu
Māpuana de Silva	-	Community Member At-Large
Colin Kippen	-	Office of Hawaiian Affairs (OHA)
Jamie Lum	-	Department of Business, Economic Development and Tourism (DBEDT)
Rep. Richard Onishi	-	Hawai'i State House of Representatives

Guests:

Aaron Salā	-	Festival Director
Letila Mitchell	-	SPC

Staff:

Elise Amemiya	-	Office of the Attorney General
Micah 'Ākau	-	Hawai'i Tourism Authority
Maka Casson-Fisher	-	Hawai'i Tourism Authority
Irina De La Torre	-	Hawai'i Tourism Authority

Apologies:

Snowbird Bento	-	Community
Sen. Jarrett Keohokāhole	-	Hawai'i State Senate
Makana McClellan	-	Governor's Designee

CALL TO ORDER

The meeting was called to order by Chair Kalani Ka'anā'anā at 3:01 p.m., who welcomed everyone present via ZOOM.

Chair Kalani Ka'anā'anā introduced Festival Director Aaron J. Salā to give the wehena or opening for the meeting. He sang the song Pua Mana in honor of Lahaina and September 11th. Chair wanted to echo the sentiments of the song for those who have been lost over the years.

Chair Ka'anā'anā conducted the roll-call attendance. Chair Ka'anā'anā, Commissioner Asher, Commissioner Bento, Commissioner de Silva, Commissioner Keohokālole, Commissioner Kippen, Commissioner Lum, and Commissioner McClellan Commissioner Onishi were present via Zoom and alone.

Also in attendance were Deputy Attorney General Elise Amemiya, Festival Director (FD) Aaron Salā, as well as HTA support staff: Micah 'Ākau, Maka Casson-Fisher and Irina De La Torre.

PUBLIC TESTIMONY ON AGENDA ITEMS

No testimony was received in advance of the day's meeting. The chair invited members of the public to testify on the agenda items. Hearing none, he continued with agenda items.

REPORT ON PERMITTED INTERACTIONS, PURSUANT TO ACT 103, SESSION LAWS OF HAWAI'I 2021

Hearing no additional meetings, the Chair continued with the next agenda item.

APPROVAL OF SEPTEMBER 11, 2023 MEETING MINUTES

It was moved by Commissioner Onishi and Seconded by Commissioner Lum to accept the August 7, 2023 minutes unamended. Chair Bento suggested a few non substantive edits, proposals instead of prosalas, also editing the name to FestPAC 2024 instead of FestPAC and then on page five, an update to reflect the correct conversation that was had on wa'a location.

Chair Ka'anā'anā conducted a roll-call vote. Chair Ka'anā'anā, Commissioner Asher, Commissioner Bento, Commissioner de Silva, Commissioner Keohokālole, Commissioner Kippen, Commissioner Lum, Commissioner McClellan, and Commissioner Onishi in favor of approving the amended minutes of the August 7th, 2023 meeting. Motion passed.

PRESENTATION, DISCUSSION AND/OR ACTION REGARDING COMMISSION COMMITTEE COMPOSITIONS

Chair Ka'anā'anā provided context to this agenda item, considering that Commissioner Lum as our DBEDT Commissioner, as the entity with the contract for the Festival Provider, should be moved over to the Admin committee but currently was the chair for the Venues & Program Committee. Chair asked for a motion to move Chair Lum from the Programming Committee to the Admin Committee and reconstitue the Admin Committee to be: Chair Ka'anā'anā, Commissioner Lum, Commissioner Keohokālole Commissioner Kippen and the Programming/Venues Committee would be Commissioner Asher, Commissioner Bento, Commissioner de Silva and Commissioner Onishi.

Commissioner Keohokālole asked for a clarification of the Admin Committee and asking Chair if Commissioner McClellan is also on the Admin Committee, which he replied yes to adding her

to the Admin Committee, then moved by Commissioner Keohokālole and seconded by Commissioner de Silva.

Commissioner Lum reminds the commission that each committee should have four commissioners total and Chair Ka‘anā‘anā nominates himself to leave the Admin committee.

Chair as a friendly amendment to the motion announces that the Admin committee would be the following: Commissioner Keohokālole, Commissioner Kippen, Commissioner Lum , and Commissioner McClellan.

Chair then reminds everyone that Programming/Venues Committee would be the following: Commissioner Asher, Commissioner Bento, Commissioner de Silva and Commissioner Onishi.

Chair asks for questions or comments, hearing none he calls for the vote.

Chair Ka‘anā‘anā, Commissioner Asher, Commissioner Bento, Commissioner de Silva, Commissioner Keohokālole, Commissioner Kippen, Commissioner Lum, Commissioner McClellan, and Commissioner Onishi vote in favor of approving the ammended motion of the two commitee compositions.

PRESENTATION, DISCUSSION AND/OR ACTION REGARDING THE FESTIVAL DIRECTOR REPORT

Festival Director Salā begins with a summary of the topics he will go over: Head of Delegation Dossier, Delegation Breakdown, Strategies for Communications and Fund Development, Operations Updates for Logistics and Venues, Program Updates, and Committee Meetings & Reports.

The first draft of the Head of Delegation Dossier was presented June 24, 2023 in preparation for the New Caledonia CPAC Meeting in June 2023. The Dossier is meant to be updated each month for the countries to receive. The dossier is in the supplemental documents for the Chair. The September update has been reviewed with Commission Chair Ka‘anā‘anā and CPAC Chair de Silva on September 2 and will be forwarded to the SPC immediately after this meeting.

1,157 delegates are currently confirmed with a handful of countries still waiting for their delegation numbers to be submitted.

Festival Director called out Taiwan specifically, according to the SPC, Taiwan is to make a request to Hawai‘i to be brought to the SPC to be shared with CPAC. While there is no date solidified for the Taiwan meeting, there is intention from Taiwan to participate. Festival Director is asking for the commission to discussion Taiwan’s participation with FestPAC.

If there is already an agreement, Festival Director defers to Commission leadership for guidance. Chair asked for them to discuss through this later within the meeting.

Festival Director talked through Communications Strategy and Fund Development next, stating that with Comms they have modified the strategy to appropriately respond to Maui and in step with the Governor. Stryker Wyner and Yokota (SWAY) has the focus to do communications locally partnering with SPC to do comms that would be pushed throughout the region along with the website is always updated with these communications. Currently designing a communications protocol for media buys, messaging, visual assets, and media relations for August – October with all of this being in step with the fund development.

Fund Development has created a strategy to design sponsorship solicitor from private foundation but mostly from abroad, then shifting to Hawai‘i-based corporations.

For logistics and venues, Festival Director is focused on Governmental Relations with security and protocols for biosecurity working with our government partners to continue to work through logistics and creating a master calendar for the festival. Festival Director continues to focus on transportation, Support Services, Residential, and Shipping logistics.

Festival Director has reached out to various state entities for support for the festival with a list on page 13 of the festival director presentation dictating the asks for each state department.

Festival Director also has reached through Commissioner Asher to various city entities for support for the festival with a list on page 14 of the festival director presentation dictating the asks for each city department.

Primary venues have been condensed to Hawai‘i Convention Center as the main venue that will host a majority of the events, Bishop Museum with robust activities and will host the carvers, and Hawai‘i State Art Museum (HiSAM) coming in as a strong partner as well with a curated exhibit called Sea of Islands and with collaboration with the SPC an exhibit on the 50th anniversary of FestPAC.

Andre Perez is leading the wa‘a programming where they will design a how uki (large steering paddles), a ki‘i kanaloa (if they do not have kanaloa in their specific deity, any major deity will do) and a wa‘a kaulua. They will be forging metal to create ko‘i as a traditional tool.

For the calendar, most pacific flights will come in on June 2, 2024 which is when the move-in date being on that Sunday as well. Wa‘a Ceremony at Kualoa Regional Park on Wednesday, June 5, 2023. The Opening Ceremony will be on Thursday, June 6, 2023. On Friday, June 7, 2023 there will be a delegation to attend Kamehameha Lei Draping and Floral Parade with VVIP Review Stands on Kalākaua. The Festival would then start with its full programming on June 10 – June 15 with the Festival Village Closing on Sunday, June 16, 2023.

The full calendar is on page 17 and 18 within the meeting packet of the Festival Director’s report.

HiSAM schedule is asking for two or so delegations per day from Monday, June 10th through Friday, June 14th to send relevant personall for the various topics and practices they will be focusing on daily.

Festival Director does not want to bring unvetted information to the full commission and would prefer to bring it to the committee, but is asking the commission to decide the protocol moving forward.

Commissioner de Silva asked why we are waiting to ask Hawai'i businesses in February 2024 for donations. Festival Director shared that they wanted to be mindful of Maui during this time to wait for asking for sponsors from Hawai'i.

Commissioner Kippen asked about funding levels and tiers for FestPAC donors, Patty from Gravitas Pasifika has put together a pyramid and tiers from \$5 Million to \$75,000 from the highest to lowest tier levels to get the conversation going. Chair then shared the various breakdown of the with the goal of meeting \$20 Million in donations. Commissioner Kippen asked for the latest commission-approved budget.

Commissioner Bento thanked the Festival Director for his report and asked about the update for visas. The federal government shared that all countries are meant to work through their particular offices to obtain their visas.

Commissioner Onishi asked about housing and currently it will be at University of Hawai'i and they don't see FestPAC needing an additional venue for housing.

Commissioner Lum asked if Festival Director could confirm that the capacity is 1,800 which Festival Director confirmed.

Chair Ka'anā'anā asked if the \$5 million from the state has been released yet. Commissioner Lum has said not yet, she has a few more steps to do and forms to fill out before it is unlocked.

Chair Ka'anā'anā recommended that we have the committees to address the subject-matter areas for Festival Director to meet with them for information that he may have questions on before its presented to the full board.

Festival Director asked for the chairs of each committee and Chair agreed to have each committee to meet on the side to decide who the chairs would be for each committee moving forward. Chair Lum and Chair Onishi were nominated to organize the first meeting for the decision.

Chair Ka'anā'anā shared that he is not aware that a formal invitation has been sent to Taiwan but did have meetings for discussion. Chair Lum said she would double-check to ensure that there was no official invitation to Taiwan.

Chair Ka'anā'anā shared that once we get that information, we will share with Festival Director on if they did or did not get an invitation. From there, the commission will decide if they would send an invitation.

Commissioner de Silva wanted to share that even if an invitation was sent out, new invitations were also sent that should be considered. Chair Ka'anā'anā shared that we will set Taiwan as a separate agenda item moving forward to discuss and create an action item.

Commissioner Keohokālole asked about the invitation to Taiwan and if there needs to be any specific federal governmental assistance in inviting Taiwan to FestPAC because they get special consideration and protocol as a potential invitee. Chair Ka'anā'anā shared that yes there would need to be, along with it being and he wants to make sure they do their due diligence in the next agenda meeting. Chair Ka'anā'anā with the Festival Director will work together along with everyone to present and make sure it gets presented.

With no additional questions, they moved on.

PUBLIC TESTIMONY ON AGENDA ITEMS

The chair invited members of the public to testify on the agenda items. Hearing none, he continued with agenda items.

PRESENTATION, DISCUSSION AND/OR ACTION REGARDING ADMINISTRATIVE COMMITTEE UPDATE

Chair Ka'anā'anā had deferred this action item as the committee had not met.

PRESENTATION, DISCUSSION AND/OR ACTION REGARDING VENUES AND COMMITTEE UPDATE

Chair Ka'anā'anā had deferred this action item as the committee had not met.

PUBLIC TESTIMONY ON AGENDA ITEMS

The chair invited members of the public to testify on the agenda items. Hearing none, he continued with agenda items.

ANNOUNCEMENTS

Chair Ka'anā'anā invites everyone to attend the Hawai'i Tourism Conference 2023 on October 2nd and 3rd, 2023 at Hawai'i Convention Center and if anyone wants to sponsor the conference, there is opportunity. Additionally, wishing Maka Casson-Fisher a Happy Birthday.

NEXT MEETING

The next meeting will be held virtually on Zoom on September 25, 2023 at 3:00 p.m.

ADJOURNMENT

Chair Ka'anā'anā adjourned the meeting at 3:51 p.m.

Respectfully Submitted,

Kalani Ka'anā'anā
Chair

Date

FestPAC Administrative Committee Meeting
Thursday, September 21, 2023
8:30am – 9:30am via Zoom

Meeting Notes

Attendees: Jarrett Keohokālole, Colin Kippen, Jamie Lum, Makana McClellan; Festival Director Aaron Salā

Summary of discussions:

Funding Update

Request to release/contract the \$5 million Legislative appropriation is moving through B&F. Commissioner McClellan will contact B&F Director to ask them to expedite.

DBEDT also submitted a request for an additional \$5 million from the Governor’s discretionary fund to support FestPAC.

Request for exemption to the State Procurement Office is pending.

Commissioner Keohokālole stressed the need to get the appropriated funds into the hands of the Festival Provider by the end of the year. Commissioner Lum assured the Committee that pending receipt of all approvals, a contract can be executed and at least a portion of the funds paid by the end of the year.

Budget

FD Salā is working on updating the budget to reflect 2023/2024 prices and to be more in line with the timeframe we are currently in; this will help focus our fundraising efforts.

Fundraising

FD Salā reported that the Fund Development Director, Patti Look, has put together a plan to fundraise toward a goal of \$20 million.

Commissioner McClellan believes we absolutely have to raise between \$5 million-\$7 million and asked if this is practical and achievable. FD Salā answered affirmatively, especially if you look at the large off-island private foundations that have expressed interest.

FD Salā also said he needs to circle back to Congressman Case’s office as they were pursuing Federal funding options.

Commissioner Keohokālole stated that when the time comes to approach local donors, they will ask, “Has everyone at the table given?” He addressed Commissioner Kippen and said OHA is one of those organizations to which people will refer. He also mentioned KS as another.

Commissioner Kippen acknowledged that people will be looking at OHA to contribute to FestPAC and that “first-in money is important to fundraising.” He informed the Committee that the OHA board has committed \$5 million to help the Maui wildfire victims and is taking their direction from Hawaiian leaders on Maui as to what to fund as well as encouraging all fire victims to apply for and access all available federal aid before it expires. However, he said we should queue up a request to the OHA board and committed to meeting with FD Salā and Patti to talk about this.

FD Salā suggested there are other ways OHA can contribute such as allowing their Kaka’ako properties to be used for storage and other purposes.

Invitation to Taiwan

Commissioner Lum reported that back in October 2018, Governor Ige issued an invitation to the Council of Indigenous People (CIP) in Taiwan to join FestPAC. As such DBEDT will prepare a letter of invitation to the CIP from Governor Green. Commissioner McClellan will assist in getting the letter signed by the Gov.

Website launch

FD Salā reported that the FestPAC website went live today. It was designed by a recent Creative Media Academy graduate since there were no funds available at the time. It’s very basic, but once more funds are received, a contractor will be engaged to continue working/improving the site.



Festival Director Report

Aaron J. Salā

25 September 2023

Order of Report

- Budget & Financial Status
- Program and Content
- Logistics and Operations
- Marketing and Promotion
- Community Engagement



Budget and Financial Status

- \$5M – Legislative Appropriation
- \$5M – Governor's Discretionary Fund
- \$400K – Youth Ambassador Program
 - \$250K – US Embassy NZ Grant (YPL)
 - \$150K – Hawai‘i Pacific Foundation
- \$750K – US Consular Grant



Program and Content

- Program Narratives
 - Carving
 - Wa‘a Ceremony & Program
 - Heritage and Performing Arts
- Calls for FestPAC Exhibits
- Updated Venues
- HOD Dossier



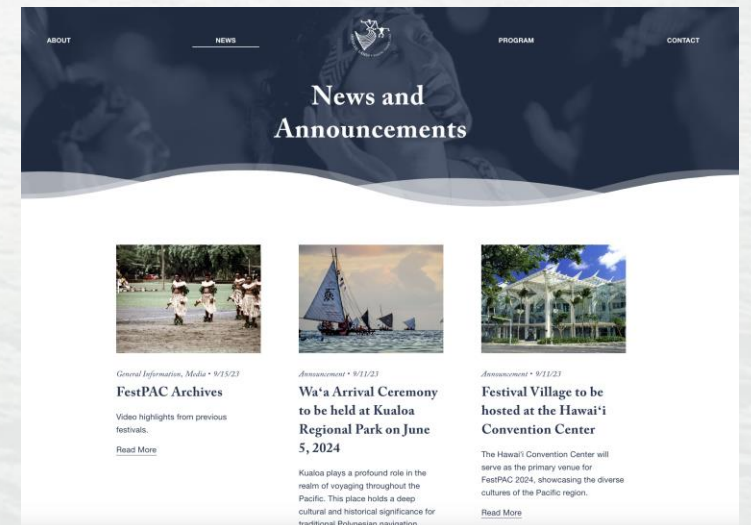
Logistics and Operations

- Transportation scheduling in process
- Charter flight schedule to be received
- Accommodation
 - UH Housing - 1,538 beds
 - Supplemental Housing: EWC Housing, St. Francis
 - Hotel blocks & promos
- Info Pack for Heads of State/Traditional Leaders
 - Accommodation, travel, security, ground transport
- Venue Diagrams & Specs
- Operations meeting, Gov's office



Marketing and Promotion

- Website live as of 09/21/2023
- Whova platform (SPC)
- Communications one-pager/leave-behind
- Media/broadcast contract



Community Engagement

- Youth Ambassadors Program
- Festival Village and Dept of Education



Mahalo

