

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, JULY 27, 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
Mehana Hind	-	Office of Hawaiian Affairs (OHA) Designee
Kalani Ka'anā'anā	-	Hawai'i Tourism Authority (HTA) Designee
Dennis Ling	-	Department of Business, Economic Development and Tourism (DBEDT)
Monte McComber	-	Governor's Designee (arrived at 2:11pm)
Richard Onishi	-	House Speaker's Designee

Guests:

Jacob Aki	-	Senator English's Office
Jackie Burke	-	Kahookole Art
Mamika Carroll	-	Hawai'i State Art Museum
Eric Change	-	East-West Center
Donalyn Dela Cruz	-	Strategies 360
T. Ilihia Gionson	-	Native Hawaiian Hospitality Association
Lynn Martin Graton	-	--
Amber Jacroux Bixel	-	Bishop Museum
Honey Maltin-Wisot	-	Strategies 360
June Matsumoto	-	Pacific Island Institute (PII)
Beverly Mendheim	-	--

Staff:

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

Apologies:

Māpuana de Silva	-	Community Member At-Large
Misty Kela'i	-	City and County of Honolulu Designee

## CALL TO ORDER

Call to order: The meeting was called to order by Chair English on Monday, July 27, 2020, at 2:08 p.m., who welcomed everyone present via Zoom and Facebook.

## PUBLIC TESTIMONY ON AGENDA ITEMS

Chair English invited members of the public to testify on any agenda item. The Chair noted that the Office of Information Practices (OIP) issued an advisory about inviting the general public to offer testimony at the start of an agenda item; however, he indicated that he also will invite the public to offer comments toward the end of the meeting as well.

Hearing none, he continued with agenda items.

## APPROVAL OF JULY 14, 2020 MEETING MINUTES

Minutes of the meeting held on July 14, 2020, were approved with a technical, non-substantive change (correction to the spelling of Ms. Hind's name), on a motion by Mr. Ling and seconded by Rep. Onishi.

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

Motion was unanimously approved.

## REPORTS

### A. DBEDT Report:

Mr. Ling reported that Ms. Lum confirmed with Mr. Rojas of PA`I Foundation that the organization's QuickBooks subscription was solely used for FestPAC. Mr. Rojas indicated that he will be forwarding receipts to DBEDT.

With respect to the audit of the PA`I contract, Mr. Ling reported that DBEDT received a listing of CPA firms that have been approved for professional services by the State Procurement Office (SPO). Once the scope of services is drafted, DBEDT will issue a request for quote from firms on this list.

### B. Commissioners Report:

Mr. Ka'anā'anā stood on his report provided by Strategies 360 (S360) and included in the Commissioners' packets. He also thanked Ms. Bento for providing content for the next social media post. Mr. Ka'anā'anā said in order to keep pushing out content about the Festival, S360 intends to post a piece on social media every Friday. He would like to

feature each of the Commissioners and asked if members could submit a short write-up, suggesting it could be a reflection from a past Festival or vision for the future of FestPAC. Chair English lent his support to the request and thanked Mr. Ka'anā'anā and Ms. Bento for kicking off this effort.

Mr. McComber reported that he spoke with Ms. Heather Giugni who is the Collections Specialist/Producer for the 'Ulu'ulu Moving Image Archive at the University of Hawai'i – West Oahu. He expressed Ms. Giugni's excitement about the possibility of documenting how the Covid-19 pandemic is affecting Hawai'i and other Pacific nations as well as the 13<sup>th</sup> FestPAC. With respect to a tentative budget, she stated that a project like this would be in the ballpark of \$300,000. There might be a possibility of securing \$100,000 from the Pacific Islanders in Communication (PIC) and more funders if this project gains momentum. Mr. McComber asked what the Commission's thoughts were regarding this matter.

Chair English commented that he is not surprised by the dollar amount of the tentative budget, and he knows that 'Ulu'ulu's productions are high quality. He asked Commissioners for their thoughts about approaching the Pacific Community (SPC) about funding a portion of this project since it would cover the Pacific region and also help document SPC's programs. He suggested that the Commission approach SPC with a proposal.

Mr. Ka'anā'anā asked whether the \$300,000 included travel expenses. Initially, since the first phase will be Hawai'i focused, costs of interisland travel should be considered. There are opportunities for 'Ulu'ulu to be the depository; however, if they will be focusing on documenting the greater Pacific, they would need to seek additional funding sources.

Ms. Bento asked whether this effort could be a joint project with other Pacific Islands, especially if SPC is not able to provide funding support. The Commission could ask the other Pacific Islands if they are thinking along the same lines as Hawai'i regarding the importance of documenting the Festival as well as activities leading up to the Festival. These efforts could culminate at the Festival, highlighting the various visions for the future of the people of the Pacific.

Mr. McComber indicated that he believes PIC would join this effort and support 'Ulu'ulu. He commented that 'Ulu'ulu has the hardware and that PIC could assist with funding and facilitation of the project.

Chair English suggested that this idea be presented at the next Pacific-wide Talanoa that meets every Thursday. The last few meetings have included some high-level ministers from various Pacific island nations, such as Mr. Aupito Tofae Su'a William Sio, Minister of Pacific Peoples in New Zealand. These ministers might be able to assist by directing existing resources to this project. With the Commission's permission, the Chair said he

will request that this project be put on the agenda for a Talanoa in the near future. A question was raised whether the Hawai‘i Film Office might have funds available. Mr. Ling indicated that the office is part of the Creative Industries Division at DBEDT and he was not aware whether funding is available.

Mr. Ka‘anā‘anā suggested that the Commission may also be able to partner with University of Hawai‘i’s Center for Biographical Research and the Oral History Library. Mr. McComber concurred that the idea was worth exploring. Chair English expressed that it is great for Mr. McComber to be pursuing these opportunities and that the Commission has four years to plan and produce the documentary. This is important, as the Festival is at a pivotal point, being the first time a hybrid versus traditional Festival will be presented. Mr. Ka‘anā‘anā stated that documenting the Festival itself, regardless of Covid, is a worthy idea.

Ms. Bento informed Commissioners that she is looking into developing a mock-up of the daily programming during the Festival. She would like to include highlights as well as a 10-day spectrum of the overall event. Ms. Bento hopes to provide a draft before the next Commission meeting. She will be circling back to her initial points of contact for those venues and groups who had committed to participating this year in an effort to keep everyone engaged and make sure they know the Festival will be in 2024.

Chair English thanked Ms. Bento. He suggested in an effort to keep FestPAC on people’s radar leading up to 2024 that the Commission consider using the City’s bus pass/bus posters to promote the event. Perhaps over the next four years, a FestPAC bus pass could be created for the month of June. He recalled that Ms. Kela‘i said if it is done as a community service, there should be no charge. Chair English said Ms. Kela‘i should be consulted regarding this idea.

Ms. Bento asked about the frequency of a newsletter. Mr. Ka‘anā‘anā reported that they will be done quarterly and then monthly as the Festival gets closer. Ms. Bento indicated that the newsletters will be a great way to assist with disseminating information. She is thinking that instead of sending one large packet to the different countries containing information about all the activities, the packets can be broken up into smaller groups of activities. The packets can be timed with the release of information through the newsletters. This will help get a better handle on planning.

Mr. Ka‘anā‘anā suggested that Ms. Bento discuss these matters with Ms. de Silva. Ms. Bento confirmed that she and Ms. de Silva have been in touch.

## NEW BUSINESS

Chair English opened up the discussion about the theme of the Festival by sharing his thoughts. The Chair expressed that with the pandemic there is a lot of shifting of thoughts and ideas within the Pacific. He stressed that the Commission be aware of the feelings of the region and

determine what is important and what is relevant. He considers resiliency, climate change, health, safety and welfare, food production and security, and cultural resiliency and global connection are all important themes to consider. Chair English expressed that, personally, he wondered how to countries can remain resilient in the Pacific and how island cultures and countries can maintain their resiliency.

Chair English invited the Commissioners to give their input. Mr. Ka'anā'anā agreed that resiliency should be part of the theme; however, he needs more time to think about it. He suggested the Commissioners have a retreat to have a discussion about the theme.

Mr. Ka'anā'anā offered the use of one of the meeting rooms at the Hawai'i Convention Center since they are equipped to conduct temperature screening, have the capability to social distance and that there's availability of parking.

Chair English agreed that conducting a retreat is a good idea. He also appreciated the use of the Convention Center. The Chair suggested that a half-day or full-day retreat be considered in order to determine how the Commission should move forward and identify key issues ahead. Mr. McComber also agreed that having a retreat is a good idea. Chair English asked DBEDT staff and Mr. Aki to find an appropriate day to schedule this retreat.

For the record, all Commissioners agreed to move forward and plan to schedule a retreat. Mr. Ling asked when the retreat would be scheduled. Chair English suggested it be scheduled in early September.

#### PUBLIC TESTIMONY

Chair English invited anyone from the public to offer comments. He asked for their name and organization they are representing. Hearing none, discussion was held regarding the next meeting date.

#### NEXT MEETING

The next meeting is scheduled for Tuesday, August 11, 2020, 1:00 pm.

#### CLOSING REMARKS

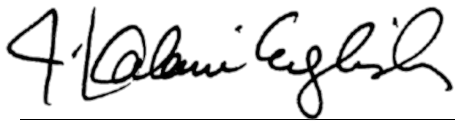
Chair English requested that during the next two weeks, Commissioners think about ideal themes that would be meaningful and have value to everyone in the Pacific. He offered thoughts on how cultures can be perpetuated along with modernization and how those two ideals could be connected. Once a theme is decided upon, the Commission can pursue the development of a new logo. He believes that the sooner these decisions can be made, the better it will be for the region and participating countries.

Chair English expressed thanks to everyone for attending the meeting.

ADJOURNMENT

The meeting was adjourned at 2:43 p.m.

Respectfully Submitted,



---

Senator J. Kalani English  
Chair

August 10, 2020

---

Date



August 7, 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 July 24-August 7, 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. Usage up 40% in the last month: 2.1K page views, 947 new users
- **Social media** posts across all platforms as approved by designated FESTPAC Hawai'i.
  - Facebook continues to be the dominant platform. Page views, reach, engagement, followers are all up in the last 7 days.
  - Post regarding Kumu Snowbird (7/31/20) getting a lot of positive feedback and shares
  - Instagram now has 525 followers
- 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.
- As discussed at the last Commission meeting, we will be sharing content from each Commissioner regarding their FestPAC experiences and/or their hopes and goals for FestPAC Hawai'i. Next feature will be posted on website and on social on 8/14/20 with the hopes of a post every other Friday after that.
- Per Commissioner Ka'anā'anā, we have been added as administrators on the 13th Festival of Pacific Arts & Culture FB page. Awaiting guidance on how to proceed, or whether we hide it for now to eliminate confusion.

---

## WEBSITE & SOCIAL MEDIA ANALYTICS

- [Festpachawaii.org](http://Festpachawaii.org) has seen a 155% increase in users in the last seven days. The number of sessions is up 105%.
- In the last 28 days, the official FestPAC Hawai'i Facebook page has reached nearly 13K people. It has 55 new followers. Engagement and page views are up, as well.
- Twitter: In the last 28 days, the number of tweets, impressions, and followers increased.
- Instagram: FestPAC Hawai'i has 510 followers.

---

## NEXT STEPS

- Continued content strategy planning with Commissioner Ka'anā'anā.
- Await approval on posting of feature with link to website.
- Continue to monitor website and social media pages.
- Continue scheduled posts on social media, as advised.
- Continue to compile assets for FESTPAC Hawai'i promotion on social media.