

Meeting called to order at 5:37. In attendance: Augustuz Elliott , Jeani Navarro, Lois Keb, Edie Bickell, Ed Castillo, Orlando Rice, Royd Warren, Amy Cody, and Momi Naughton was introduced by Jeani as new representative for NHERC . (Hualalai Keohuloa arrived at 6:45)

Review agenda --agenda accepted without major changes by general discussion. It was suggested that we add the subject of sending flowers to Judith on a monthly basis to the agenda

Treasurer report: Will provide end of year accounting at next Board meeting. As of end of January, HBA has just about 12k in accounts-- \$ 11,873. Expense wise its been minimal just under \$150 in expenses : \$50 for window contest, \$25 for flowers and paying bookkeeper . Next month will have entire 2010 print outand thereafter will follow up with monthly printout of statements.

Minutes of previous meeting had been emailed out to membership prior to meeting. Lois moved to accept minutes. Jeani said she'd like to amend and change minutes to reflect that her trip to mainland did not affect Christmas committee plans, problems were in people not following up or following through, but her trip was not the reason for the collapse of Christmas Committee activities and plans.

Lois moved to accept minutes as corrected. Motion was Seconded by Ed--Vote was called and motion to accept minutes after correction was passed unanimously.

President reported sending letter in support of Dwight's appointment to Director of Labor and industrial relations and asked the letter be read (copy attached).

Second item on agenda was discussion of **Name change of HBA** to include Hamakua. Ed made a motion to table this topic for another meeting. Lois and Jeani both seconded. All voted in favor of tabling for discussion at later meeting. There were no dissenting votes

Awards for businesses---Gus suggested that someone make a motion that we have a small committee to brainstorm and flush it out. General discussion over when awards should be given --it was determined there is not enough time to get it together by this general meeting, so will shoot for next quarter's general membership meeting to present awards.

Ed asked if awards would be for HBA members only or if any Honokaa business was eligible Discussion and agreement that only HBA members would be eligible.

Jeani made motion to create Awards committee. Motion was Seconded by Royd. President called for vote and motion to create awards committee carried unanimously. Jeani and Edie on committee and will reach out to general membership for other members.

Update on **Western Weekend**: Lois reported hearing from Farm Bureau via email -- Western Weekend will be on Memorial day weekend, starting on Friday evening with parade. The FB was late getting grant application in so will be relying on donations and sponsors. Farm Bureau to notify Lois of when next meeting to be held

General discussion over difficulty in getting donations and sponsors with current economy: It was stated that years ago it was put on without grants. Suggestion for Lois and other board members to attend FB meeting to see what HBA can provide in terms of assistance, help bring sponsors in, etc. Question was raised for Farm Bureau: if HBA assists in getting funding, can we reap benefits from it, too?

Momi stated she'd like to do some Paniolo displays in Honokaa to get word out regarding Heritage Center and would like to connect with community and get nice historic photos out-would like to get out and do mini-display...maybe in empty store front? Gus suggested he and Momi talk about more after meeting

Next on agenda—**Honokaa signature event**...Gus stated Lanakila Mangauil and Winter Anderson were scheduled to come to speak with the Board between 6:30 and 6:45 so would table relevant discussion until their arrival: Lanakila to speak of Makahiki, Winter to discuss filming of commercials. Gus stated due to Hualalai's focus on keiki, he was not particularly enthusiastic about doing commercials, and had suggested Gus call Winter to come to discuss commercials.

Other agenda items:

Feb 15th Meeting plans --coming along well, want to have a sense of what Dwight will be talking about? Jeani suggested we tell him what we'd like him to focus on—floor was opened for suggestions for focus: like to know what he can do for Honokaa, what he can do for community...we know what's happening on outside what's happening here; information to help prepare community for future, target on where growth in industry will be, what should Honokaa focus on to tap into growth, address high unemployment...what industry will be hiring; and what can we do to assist and help our own community or Dwight. Gus to compose letter and circulate for input prior to sending to Dwight.

Discussion over need to contact general membership regarding Time for meeting...reminder to visit and meet...Amy to break up membership list and mail out so everyone can make a few reminder calls ...needs to be done by Wednesday—

Winter arrived. Gave prices for **30 second to 1 minute commercial** between 300 and 600 bucks....for really basic 30 second commercial mostly local audience has to be entertaining –if to be something in a store, talking with owners. Will put together a 30 second clip advertising own business to use as a promo piece and show at General meeting. General discussion of what to present at quarterly meeting

Discussion over Teresa Potter price list and OC16. Discussion over connections with Director of)C16 and possibility of getting free airtime. Suggestion that Jude might feel up to contacting Lymen, Jeani will follow up and will make contact if Judith not felling well enough.

Back to **agenda of meeting on 15th**: We have Dwight speaking, presentation by Winter and by Lanakila and at the end, have a re-run of skate park video. We'll have membership applications and brochures- Orlando has about 20 brochures, Amy has about same number of applications and both will bring to meeting. Royd offered to print more of either if they could be emailed to him.

President called for ideas of how to get the info out...put an ad...what to do to promote called on Orlando fliers for fliers. Send Email out....and make phone calls... ask Dwight to put his network in place to hit different groups...mail flier as well. Ed suggested including HBA information with the application to provide some kind of background . Food will be from Malama market. Gus to follow up with Robert.

Lei for speaker will be ordered from Julie Andrade ...Orlando made motion to offer barter for membership...4 lei in exchange for free HBA membership (1 per quarter) Amy second.... All in favor none opposed.....Jeani to follow up with Julie

Beverages Dwight might have beverages....water juices stuff... Gus to follow up and contact Bill

Suggestion to do a survey with captive audience at membership meeting to ask what members want to see at General meetings. Edie to put together survey.

Ed asked for **feedback from Illuminations** on their membership Moshe not present, Gus to follow up with David for response.

Floor was opened for **suggestions for Themes for second third and fourth quarter topics**: Stephanie was so dynamic...should have her on annual basis....Orlando suggested that since hdv has funds for marketing town, maybe there's a way to take grant money to subsidize biz costs...

Other ideas for topics or speakers...target Stephanie for third quarter..

Ed said they used to have speakers from Mauna kea to let know what's going on with scope...did a field trip to plantation....maybe something like that for businesses....field trip or something to generate excitement.

Royd: 1st quarter we'll have politician, 3rd quarter Stephanie on marketing, 2nd or 4th quarter really need to bring someone in to benefit members...small biz finance, maybe 4th quarter another politician, shoot for Dominic or Billy to come fourth quartersecond could be more educational ...

Edie suggested Charlie Anderson's dad as he's written a book on corporate greed...maybe research who else good speaker... tourism bureau...George was good speaker...offering something of value...

October part of time is elections so that would be good to have either Dominic or Mayor before hand.

Amy suggested set up tables and invite members to bring presentation of biz opens at 5:30 include home based businesses. All agreed and will invite members to set up tables when making calls to remind about meeting.

Communication element....we've talked about getting minutes out to members.....talked about people don't get emails.....mailing it out.....but it hasn't happened.

Amy moved to **put minutes up on website** Motion seconded by Jeani.....all those in favor aye passed unanimously . Implementation to be addressed by website committee....

Lanakila arrived and gave detailed overview of plans for **Makahiki** event (details of overview available upon request). Stated the things he would look to HBA for help with were: communicating out to community, legal, insurance and permits. Agreed to make presentation and set up table at General membership meeting.

Number of things left on agenda at 7:15, most needing considerable discussion still discussion point so perhaps should table for next meeting. Call for motion to adjourn

Lois stated she had one minor thing to discuss: someone has to take Christmas decorations. Gus told her to bring by his office.

Hualalai stated his position of being focused more on kids, and his support of Lanakila's projects and work.

Ed move to adjourn...

Edie, Amy, Lois seconded –all approved and meeting was adjourned at 7:25

Any Changes: No changes

Submitted by: Amy Cody Quinn

Approved on 3/1/11