

HBA Board meeting Jan 4, 2011

In attendance: Guz Elliott, Lois Keb, Ed Castillo, Hualalai Kealaho , Royd Warren, Edie Bickell, Moshe Mandelmann and Amy Cody-Quinn. A quorum was present and meeting was called to order at 6:15

Copies of agenda were circulated

Royd move to accept agenda Edie seconded All voted in favor and no nays were recorded.

Minutes of November were read by Amy. Ed made a motion to approve as read, Lois seconded. All present voted Aye

Treasurer reported there was not a lot of change in treasurer's financial accounting report from November's accounting. Full accounting and year end reconciliation of bank statements won't be received until February.

Royd brought up **Membership renewals**—and stated in last meetings we talked about waiving past years dues that are on books--Royd made a motion to waive past dues and focus on moving forward.

Moshe mentioned he'd all ready jumped the gun and mentioned this waiving of dues as a fact to prior members while out campaigning for the HBA and seconded the motion.

The floor was opened for discussion and a question was asked "how much money were we talking about leaving on the table?" Royd gave a ball park estimate in the neighborhood of 6 to 800 dollars...but clarified it isn't really money on the table as the dues are not being paid— if we waive the past years' dues, it could result in more new members or members signing up who would not if they had to pay past years' dues.

President called for a vote All in favor? 7 ayes /all opposed? There were no dissenting votes

There was general discussion over possibility of accepting service in kind in lieu of \$75 fee. By general consensus it was determined to address each such situation on a case by case basis.

After general discussion, Moshe made a motion that the HBA waive fees for Illuminations as David gives a lot of advertising and support to the organization and the community.

Amy seconded. A vote was taken and the motion was passed unanimously.

Next item on the agenda was the **Window decorating contest** ...there was discussion of stores that participated: Symbiosis, Simply Natural, Shelia, Feel My Bean, Taro Patch, HCR, Honokaa People's theater and the HBA ourselves. President suggested in addition to prize for winner, all participants should get an 'honorable mention' for joining in. Lois nominated Symbiosis as winner, Edie secondedall agreed, 7 ayes no nays

Christmas Committee—It was determined the Christmas Committee got too late of a start and not enough participation for success and suggested that for 2011, the committee begin organizing in August

Trash cans President stated the cans were a great success for the HBA and thanked Ed for all his work to get them for the town.

Royd stated there were still decision points to be gathered on **consolidating accounts** and or switching banks. Lois stated that Hawaii Community Federal Credit union should be considered along with Bank of Hawaii and North Hawaii FCU as they were also members.

It was suggested that next year we put out an application for window decorating contest.... And that we make an event out of the judging. There was general discussion over previous contests

Lois made motion to start HBA Christmas planning in August Board meeting

Amy seconded. All present voted in favor of early planning.

Open to Discussion Ed stated they used to ride around in a truck to judge windows and do Christmas caroling and got together with potluck general membership.....Ed check to make arrangements to see if possible for upcoming year

Motion was called to a vote-- All in favor- no nays and the motion was passed to begin Christmas Planning for 2011 in August meeting.

President called for **Old Business** –

First item raised **President's Statement** was given discussing positive things accomplished by HBA in 2010: Strategic Planning session, window contest, trash cans, decorations got up, web site's up, photo exhibit, hired a bookkeeper and taken a number of positive steps. Stated he felt personally depleted with less than a quorum showing up for December's Board meeting and asked that everyone please give HBA meetings a priority, as when people don't come it's frustrating .

Ed said if can't participate don't commit-that's the point.

Hualalai provided his new web address: Hualalai@wordpress.com

President made statement that one of things we've talked about is to have a **signature event** for the HBA, there's been discussion over July 4th, Makehiiki , Taro festival, Ukulele festival, discussion over taking over western weekend, something people can point to and say HBA has hand in that. It was stated that Lanikala has new projects mauka and makai for school kids and there was question over his ability to do both those projects and have enough energy for the Makehiki and it was determined those projects would likely be incorporated into the Makehiki. All were pleased to hear that Lanikala's projects were funded by the youth center.

Lois stated that she had emailed Lori regarding **Western week** and has had no response. She stated she will follow up again that she called in November and will continue on and offer up our assistance.

Hualai said he's running a makai projectpolitics being what they are not getting kids in the water down Waipio.

General discussion over frustration of getting membership involvement

Guz suggested as new committees are formed, that board members to reach out to include general membership so not just board members are on committees, to include even members of community.

Moshe stated he hadn't been to a meeting since November meeting ...and asked if there had been any decisions to focus on specific projects?

As there had not been a quorum for the December meeting, no decisions had been made and discussion of projects was next on agenda.

Calendar of events that was proposed during Christmas—we were trying to get information out to businesses in regards to town events. Discussion about better coordination and communication with downtown shops to stay open when concerts are at People's Theater and have announcements about stores/shops/restaurants open.

President raised a point of discussion for consideration and asked how the board felt about **changing name to Honokaa/Hamakua Business Association**. Checks still be made to HBA, but dba as HHBA..... thought behind is trying to serve whole area ...but also feel that long history of HBA should be honored so not to drop it but to build on the foundation...

General discussion over size of area, boundaries in the bylaws, disadvantages of stretching too thin, outlying merchants not likely to attend, the positive aspects imply servicing larger area putting Hamakua in name.

President stated that he looked to Ed as a senior guide with the most experience....been president and served on the board, etc. and was very interested in his thoughts...

Ed stated, way back district wise the HBA couldn't go to Waimea, just like having scholarship Honokaa only first preference was kids that parents were inhad a lot of problems with outsiders outside the community...you don't have the ones showing up that are right in town,

Lois asked why change the name if businesses already qualify to be included by the boundaries in bylaws.

Discussion over how the Hamakua district has become the focus over the last few years, rather than plantation life, or Honokaa, with downsizing of sugar companies, we've got a broader look....businesses in whole Hamakua area . Maybe just loyalty to name but also see the advantage of including Hamakua rather than just Honokaa....How when there was discussion over the Welcome to Honokaa town, people were offended and felt excluded and general agreement that its better for people to feel included. It was suggested that we keep the name the same but add a tag line of 'serving Hamakua Business' .

Question was posed "what is result you want from changing the name?"

Guz stated his goal was to make people feel included that aren't part of Honokaa town....know its breaking with tradition and just put this out there

Lois suggested we try using tag line....see if anyone says anything or it makes a difference. There was more general discussion.

Moshe made a motion that we make a small adjustment and do business as the honokaa-hamakua business association

Guz stated this was a significant decision and suggested board members **think about the idea of changing to include Hamakua until next meeting.**

Moshe withdrew motion

Discussion over past **General membership meetings** Big topic, biggest event was glass building when had the party barbeque....success could have had more members presentation with Stephanie she was fabulous, but we had very few people. One thing having great events other getting folks there. Best idea is one on one invitations and second best is phone calls.

Royd stated he felt key in having successful membership meeting is to have something of value to offer.....small business finance, marketing good what's biz climate like, want to get people to meetings have something to draw them in

Moshe suggested we consider new administration as there's a new take on a lot of things ag, tourism, biz, work labor, with the change in governor. Perhaps governor's office could send someone out....tell them what we're interested in, what questions, concerns –there's a new director of ag (kokobun) and different things going on.

Royd, Suggested we plan all dates set topics and give us time to commit...

Discussion over topics and speakers. General agenda for 1st general meeting is Speaker to present topic, something from board regarding video advertising, perhaps showcase different local business--highlight biz at every general meeting....showcase businesses people don't know much about.

Moshe suggested Michael Gibson wants to do presentation on his project getting funding involved market, education, onsite sales....got an elaborate plan, great way to introduce to community..

Lois stated if she was in business, she would be struggling wondering where's next customer coming from...idea of going to hba meeting would not be appealing. We need to hit nail on the head....can't help them as far as financial but can give them positive thinking –

Some other things suggested were it needs to do be fun, maybe we can do door prizes, food, see good speakers..all of those should be regular component of meetings. It was suggested if we plan ahead one of the communication efforts should be mailing out of an agenda or flier

Ed suggested we don't tell people what we're doing, we ask people send out note, "what would you like? what speakers would you be interested in?" Guz wants to know how to ask...haven't been having member participation....maybe do a survey but how do we get people to respond?.

Moshe said from his experience last year meeting George Applegate on tourism—at that time they went face to face and spoke to every member personally, and believes that's how to get them to come call is ok, but face to face is better. We should knock on doors and ask "what do you think we should do at next meeting? What projects would you be interested in?" Moshe pointed out telephoning didn't work at last meeting had poor turn out. Needs to be face to face interface and have exchange..

General discussion about nailing down the four dates. Royd motioned using 2nd month in each quarter third Tuesday

Open to discussion, Lois suggested that we use Oct rather than Nov for last meeting to avoid holiday conflicts and all agreed to modify motion.

Amy seconded. Vote was called: all in favor no nays and the motion to have the general membership meetings the third Tuesday of the second month of first three quarters and October in the last quarter.

Royd suggest pick a topics..feb board meeting bring other articles....and government...most interesting for Honokaa...Dwight has expressed interest...

Suggestion with coordination with Phaeton for advertising opportunity Make that one topic

Guz suggest committee for developing speakers, Moshe as chari, Jeanie, and Guz on committee....to meet this week and report back to board.

Suggestions for topics included Financial status, something from county whether mayor or Dominic, find out what they're doing for our business climate...Abercrombie ran on platform of maintaining ag what do they vision, for us? Edie stated she had connection to Russell Kokobon

It was questioned if we want to include **door prizes**? Get donations from business..... **Tabled for later discussion**

General discussion over need for **Public Bathrooms** downtown. Guz suggested maybe the HBA have a office downtown...with restrooms....worth consideration and wanted to plant seed **for Board to think about.**

Discussion over **roundabout** has evolved....state highway department says can't put it back where it was, won't move to sidewalk...Ed to keep us posted on that one.

Guz stated Nherc is going to provide a temporary replacement for Judith to take her place while sick. It was determined the president can appoint and approve temporary replacement until next election....discussion of process and a motion was made by Moshe to **send flowers to Jude**, seconded by Edie and passed unanimously

Jeanie suggested (via email prior to meeting) that **HBA give out awards** ...material value isn't significant, just recognition for business of the year, most dynamic contributing biz, who was person who contributed....entity that recognizes merit and contribution.... There was general discussion all agreed it was a good idea to consider and we need to **think of how to determine criteria.**

Lois asked if we could get minutes out sooner to remind of all the things we need to discuss and think about

Royd stated most orgs have **framed plaques** saying business is member...Edie said we used to have window signs...rainbow decals...we could do it with the year on them –**another item for thought**.

Discussion over **making commercials** for local businesses to be played at theater and possibly on OC16 or Kau Inoa. Teresa Potter's pricing plan and proposal was circulated. Discussion over whether Hualalai could do same work but determined OC 16 reaches bigger audience. Hualalai to meet with Teresa to discuss how/if can work together to make offering to members and will report back

New business...

Moshe handed out flier regarding people in need suggested a **community kitchen** might be a project for HBA to be involved in—asked board members to read over brochure and determine how they felt—if they'd be interested for HBA or as individuals. **Think about** and discuss next meeting

As there was no other new business, the president called for a motion to call meeting to a close

Stampede to motion and second..not sure who got in first but believe Edie did first motion and Royd, Amy, Lois and Moshe all seconded. All voted in favor...

Minutes submitted By: Amy Cody Quinn On _____(date of meeting)

Any Corrections:

Approved: _____ Aye _____ Nay