

BOARD OF TRUSTEES

Carmen. Hulu Lindsey, Chairperson
 Mililani Trask, Vice Chairperson
 Dan Ahuna, Trustee Kaua'i & Ni'ihau
 Kaleihikina Akaka, Trustee O'ahu
 Keli'i Akina, Trustee At-Large
 Luana Alapa, Trustee Moloka'i & Lāna'i
 Brickwood Galuteria, Trustee At-Large
 Keoni Souza, Trustee At-Large
 John Waihe'e IV, Trustee At-Large



STATE OF HAWAII
OFFICE OF HAWAIIAN AFFAIRS

MEETING OF THE BOARD OF TRUSTEES**DATE:** Thursday, June 29, 2023**TIME:** 10:00 A.M.

PLACE: Virtual Meeting
 560 N. Nimitz Hwy.
 Honolulu, HI. 96817

Viewable at www.oha.org/livestream Or

Listen by phone: (213) 338-8477, Webinar ID: 815 2660 4988

This virtual meeting can be viewed and observed via livestream on OHA's website at www.oha.org/livestream or listened by phone using the call-in information above. A physical meeting location, open to members of the public who would like to provide oral testimony or view the virtual meeting, will be available at 560 N. Nimitz Hwy., Suite 200, Honolulu, HI 96817.

AGENDA

- I. Call to Order
- II. Approval of Minutes
 1. May 4, 2023
- III. New Business
 1. Committee on Resource Management
 - A. RM #23-14: Approve the Awarding of 'Ahahui Grants, Cycle 3, from Solicitation #23-01.01, published April 19, 2023
 - B. RM #23-15: OHA Fiscal Stabilization Policy, Unspent, Uncommitted, Unencumbered Funds from FY2021, for the Purpose of Addressing Projected Reorganization Related Costs
 - C. RM #23-16: OHA Biennium Budget for the Fiscal Biennium Periods 2021-2022 (FY 22) and 2022-2023 (FY 23) - Realignment #7 – Non-Core and Core Realalignments
 - D. RM #23-17: OHA Biennium Budget for the Fiscal Biennium Periods 2023-2024 (FY 24) and 2024-2025 (FY 25)
- IV. Community Concerns and Celebrations
- V. Executive Session‡
 1. Salary, terms, rights, and remedies of Colin Kippen, interim OHA Chief Executive Officer. Board anticipates going into executive session pursuant to HRS §§ 92-5(a)(4), 92-5(a)(2), to consult with Board Counsel Robert G. Klein, and Interim General Counsel, Everett Ohta, on questions and issues pertaining to the Board's powers, duties, privileges, immunities, and liabilities and to consider the hiring of an officer or employee.
- VI. Announcements
- VII. Adjournment

If you need an auxiliary aid/service or other accommodation due to a disability, please contact Everett Ohta at (808) 594-1988 or by email at everetto@oha.org as soon as possible. Requests made as early as possible have a greater likelihood of being fulfilled. Upon request, this notice is available in alternate/accessible formats.

Meeting materials will be available to the public at least 48-hours prior to the meeting at OHA's main office located at 560 N. Nimitz Hwy., Suite 200, Honolulu, HI 96817. Meeting materials will also be available to view at OHA's neighbor island offices and will be posted to OHA's website <https://www.oha.org/bot>.

In the event that the livestream public broadcast is interrupted and cannot be restored, the meeting may continue as audio-only through the phone number and Webinar ID provided at the beginning of this agenda. Meeting recordings are available upon request to BOTmeetings@oha.org until the written meeting minutes are posted to OHA's website.

Public Testimony will be called for each agenda item and must be limited to matters listed on the meeting agenda.

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* **Community Concerns and Celebrations is not limited to matters listed on the meeting agenda. Hawai'i Revised Statutes, Chapter 92, Public Agency Meetings and Records, prohibits Board members from discussing or taking action on matters not listed on the meeting agenda.**

† **Notice: The 72 Hour rule, pursuant to OHA BOT Operations Manual, Section 49, shall be waived for distribution of new committee materials.**

‡ **Notice: This portion of the meeting will be closed pursuant to HRS § 92-5.**

Testimony can be provided to the OHA Board of Trustees either as: (1) *written testimony emailed* at least 24 hours prior to the scheduled meeting, (2) *written testimony mailed* and received at least two business days prior to the scheduled meeting, or (3) live, *oral testimony online or at the physical meeting location* during the virtual meeting.

(1) Persons wishing to provide *written testimony* on items listed on the agenda should submit testimony via *email* to BOTmeetings@oha.org at least **24 hours prior** to the scheduled meeting or via *postal mail* to Office of Hawaiian Affairs, Attn: Meeting Testimony, 560 N. Nimitz Hwy., Suite 200, Honolulu, HI 96817 **to be received at least two business days prior** to the scheduled meeting. Any testimony received after these deadlines will be late testimony and will be distributed to the Board members after the scheduled meeting.

(2) Persons wishing to provide *oral testimony online* during the virtual meeting must first register at: https://us06web.zoom.us/webinar/register/WN_NIM2INKeR7GhQjuc-4IDbw

You need to register if you would like to orally testify online. Once you have completed your registration, a confirmation email will be sent to you with a link to join the virtual meeting, along with further instructions on how to provide oral testimony during the virtual meeting.

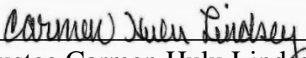
To provide oral testimony online, you will need:

- (1) a computer or mobile device to connect to the virtual meeting;
- (2) internet access; and
- (3) a microphone to provide oral testimony.

Oral testimony by telephone/landline **will not** be accepted at this time. Once your oral testimony is completed, you will be asked to disconnect from the meeting. If you do not sign off on your own, support staff will remove you from the Zoom meeting. You can continue to view the remainder of the meeting on the livestream or by telephone, as provided at the beginning of this agenda.

(3) Persons wishing to provide *oral testimony at the physical meeting location* can sign up the day-of the meeting at the physical meeting location.

Oral testimony online or at a physical meeting location will be limited to five (5) minutes.


 Trustee Carmen Hulu Lindsey
 Chairperson, Board of Trustees

6/23/2023
 Date

Office of Hawaiian Affairs
Meeting of the Board of Trustees
June 29, 2023
10:00 A.M.

II. Approval of Minutes

1. May 4, 2023

DRAFT

STATE OF HAWAII
OFFICE OF HAWAIIAN AFFAIRS
560 N. NIMITZ HIGHWAY, SUITE 200
(VIRTUAL MEETING - VIA ZOOM WEBINAR)

Due to COVID-19, the OHA Board of Trustees and its standing committees will hold virtual meetings until further notice. The virtual meeting can be viewed and observed via livestream on OHA's website at www.oha.org/livestream or listened by phone: (213) 338-8477. A physical meeting location open to the general public will be available at 560 N. Nimitz Hwy., Suite 200, Honolulu HI 96817. All members of the public that wish to access the physical meeting location must pass a wellness check and provide proof of full vaccination or a negative COVID-19 test taken within 72 hours of entry.

**Minutes of the Office of Hawaiian Affairs
Board of Trustees
MINUTES
May 4, 2023**

ATTENDANCE:

Chairperson Carmen Hulu Lindsey
Trustee Dan Ahuna
Trustee Kaleihikina Akaka
Trustee Keli'i Akina
Trustee Luana Alapa
Trustee Brickwood Galuteria
Trustee J. Keoni Souza
Trustee Mililani Trask
Trustee John Waihe'e, IV

ADMINISTRATION:

Sylvia Hussey, CEO
Casey Brown, COO
Nietzsche Ozawa, Interim Senior Legal Counsel
Capsun Poe, Interim Advocacy Dir & Interim
Chief Advocate
Robert Klein, Board Counsel
Kurt Klein, Board Counsel
Tiger Li, IT Support
Daniel Santos, IT Support
Kevin Chak, IT Support

BOT STAFF:

Colin Kippen, COS
Lehua Itokazu, Board Secretary
Kanani Iaea, Trustee Aide
Amber Kalua, Trustee Aide

GUEST:

Robbie Cabral, Kuilei Consulting
Ann Chung, Kuilei Consulting
Dawn Webster
Katie Gallo
Kehau Cortez-Camacho
Ryan Matsumoto
Lisa Grove
Ryan Ozawa
Teddi Anderson
Cy Bridges, Kuilei Consulting
Cedric Duarte
Lu Ann Lankford-Faborito

Call to Order

Chair Hulu Lindsey Calls the Board of Trustees Meeting to order for Thursday, May 4, 2023, at 10:01 a.m. Board Secretary, please do a roll call.

MEMBERS			Present	TIME ARRIVED
TRUSTEE	DAN	AHUNA	X	
TRUSTEE	KALEI	AKAKA		Joins at 10:02 am
TRUSTEE	KELI'I	AKINA		Joins at 10:09 am
TRUSTEE	LUANA	ALAPA	X	
TRUSTEE	BRICKWOOD	GALUTERIA	X	
TRUSTEE	J. KEONI	SOUZA		Joins at 10:32 am
TRUSTEE	MILILANI	TRASK	X	
TRUSTEE	JOHN	WAIHE'E		Joins at 10:02 am
CHAIRPERSON	CARMEN HULU	LINDSEY	X	

At the Call to Order, **five (5)** Trustees are PRESENT, thereby constituting a quorum.

Chair Hulu Lindsey Aloha kākou everyone and welcome to our Board of Trustees meeting, this meeting can be viewed and observed via livestream at www.oha.org/livestream. Before we begin, item III.A.1 will not be heard today as no action was taken at the BAE Committee meeting that took place yesterday, and III.B.1 listed on the agenda was received under the 72-hour deadline.

Let me go over some quick announcements. Please mute your mics when you are not speaking. This is important for those who may be joining us from their own computers at home. Our staff will mute you if needed due to feed back. We are recording today's meeting for the sole purpose of producing written minutes, which will become the official record of this meeting.

Joining us today is my staff Lehua Itokazu – Board Secretary, my Aides - Kanani Iaea and Amber Kalua, and our Chief of Staff – Colin Kippen. We also have Judge Robert Klein - our Board Counsel, and Sylvia Hussey - CEO. Sylvia, would you introduce our staff joining us today.

Sylvia Hussey, CEO Good morning, joining us from Administration is our COO-Casey Brown, Interim General Counsel-Everett Ohta, Interim Senior Legal Counsel-Nietzsche Ozawa, and supported by our IT staff- Kevin and Tiger

Chair Hulu Lindsey Our first item on the agenda is approval of minutes. Lehua, do we have anyone signed up to speak on this item?

Board Secretary There is no one signed up to speak on this item.

Approval of Minutes

1. March 30, 2023

Trustee Ahuna Moves to approve the minutes of March 30, 2023

Trustee Alapa Seconds the motion.

Trustee Ahuna Moves						
Approve the following minutes:						
March 30, 2023						
Trustee Alapa Seconds the motion.						
	1	2	'AE (YES)	'A'OLE (NO)	KANALUA (ABSTAIN)	EXCUSED
TRUSTEE DAN AHUNA	X		X			
TRUSTEE KALEI AKAKA						
TRUSTEE KELI'I AKINA						
TRUSTEE LUANA ALAPA		X	X			
TRUSTEE BRICKWOOD GALUTERIA			X			
TRUSTEE J. KEONI SOUZA						
TRUSTEE MILILANI TRASK			X			
TRUSTEE JOHN WAIHE'E			X			
CHAIRPERSON HULU LINDSEY			X			
TOTAL VOTE COUNT			6			
MOTION: [] UNANIMOUS [X] PASSED [] DEFERRED [] FAILED						
Motion passes with Six (6) Yes votes, Zero (0) No votes, and Zero (0) Excused						

2. April 6, 2023

Trustee Waihe'e moves to approve the April 6, 2023 minutes.

Trustee Ahuna seconds the motion.

Trustee Waihe'e Moves						
Approve the following minutes:						
April 6, 2023						
Trustee Ahuna Seconds the motion.						
	1	2	'AE (YES)	'A'OLE (NO)	KANALUA (ABSTAIN)	EXCUSED
TRUSTEE DAN AHUNA		X	X			
TRUSTEE KALEI AKAKA						
TRUSTEE KELI'I AKINA						
TRUSTEE LUANA ALAPA			X			
TRUSTEE BRICKWOOD GALUTERIA			X			
TRUSTEE J. KEONI SOUZA						
TRUSTEE MILILANI TRASK			X			
TRUSTEE JOHN WAIHE'E	X		X			
CHAIRPERSON HULU LINDSEY			X			
TOTAL VOTE COUNT			6			
MOTION: [] UNANIMOUS [X] PASSED [] DEFERRED [] FAILED						
Motion passes with Six (6) Yes votes, Zero (0) No votes, and Zero (0) Excused						

New Business

III. B. Committee on Resource Management

- 1. Action Item RM #23-09: Reappointment of Greg Charles Pietsch as a Non-OHA LLC Manager for Hi'ilei Aloha LLC for a 3-Year Term from May 10, 2023 to May 09, 2026†**

2.

Chair Hulu Lindsey Do we have anyone signed up to speak on this item?

Board Secretary There are no testifiers signed up to speak on this items.

Chair Hulu Lindsey Trustee Waihe'e

Trustee Waihe'e I would like to move to Approve the reappointment of Greg Charles Pietsch, for a three-year term and service period, beginning May 10, 2023, and ending March 9, 2026, as a non-OHA limited liability community manager for Hi'ilei Aloha LLC at Attachment A.

Trustee Ahuna Seconds the motion.

Trustee Waihe'e Moves						
move to Approve the reappointment of Greg Charles Pietsch, for a three-year term and service period, beginning May 10, 2023, and ending March 9, 2026, as a non-OHA limited liability community manager for Hi'ilei Aloha LLC at Attachment A.						
Trustee Ahuna Seconds the motion.						
	1	2	'AE (YES)	'A'OL E (NO)	KANALUA (ABSTAIN)	EXCUSED
TRUSTEE DAN AHUNA		X	X			
TRUSTEE KALEI AKAKA						
TRUSTEE KELI'I AKINA						
TRUSTEE LUANA ALAPA			X			
TRUSTEE BRICKWOOD GALUTERIA			X			
TRUSTEE J. KEONI SOUZA						
TRUSTEE MILILANI TRASK			X			
TRUSTEE JOHN WAIHE'E	X		X			
CHAIRPERSON HULU LINDSEY			X			
TOTAL VOTE COUNT			6			
MOTION: [] UNANIMOUS [X] PASSED [] DEFERRED [] FAILED						
Motion passes with Six (6) Yes votes, Zero (0) No votes, and Zero (0) Excused						

III.C. Update on Hakuone, Office of Hawaiian Affairs, Kaka'ako Makai Lands, Kuilei Consulting, Inc.

Chair Hulu Lindsey Our next item is an update on Hakuone. I will call upon Sylvia, our CEO.

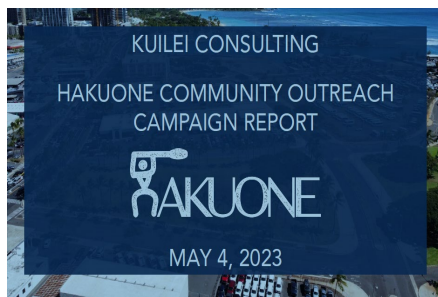
Sylvia Hussey, CEO Thank you, I will ask Casey to introduce the team.

Casey Brown, COO Good morning, we have our Hakuone outreach team here with us today. They will be giving us a presentation. They will go over all the different facets of the outreach and government affairs work,

and how they were integrated and helped to support the campaign. I will turn the time over to the group for a quick and brief introduction.

Cedric Duarte-Hakuone Project Team Aloha, what you see on the screen is a quick visual slide presentation. I would like to go through each segment and have each person introduce themselves. Once again, Cedric Duarte for the Hakuone Project Team. This is the campaign and community outreach report for today, May 4, 2023. Ryan Matsumoto and I have been overseeing the Project along with Robbie Cabral. We will try to be as brief as possible and save time for the opportunity for questions. I do want to say aloha to Kuilei, CEO - Kumu Carl Veto Baker, as well as our Cultural Advisor - Cy Bridges, who named Hakuone as many of you know. Real fast, a quick review of the Kuilei consulting deliverables; there were three deliverables related to this contract:

1. The Strategic and Tactical Plan for Outreach – which included outreach strategies for Kaka‘ako Makai development process, as well as the opportunity to educate the public to better understand OHA’s key messages.
2. Development of a Database – utilizing existing statistics from Office of Hawaiian Affairs, and adding new individuals to that database.
3. Branding and Marketing Publications and Promotional Material – were created throughout these last few months.



**Kuilei Consulting - SOW5a
OHA In-House Development Consultant (IHDC)**

- **Team Lead:** Robbie Cabral
- **CEO:** Kumu Karl "Veto" Baker
- **Cultural Advisor:** Kumu Hula Loea Cy Bridges
- **Project Managers:** Kiko'i Collaborative (Cedric Duarte & Ryan Matsumoto)
- **Community Engagement & Polling:** Grove Insights (Lisa Grove)
- **Government Relations:** Chung Associates (Ann Chung)
- **Communications Strategic Advisor:** Dr. Dawn Morais Webster
- **Public Relations & Media:** TLC PR (Teddi Anderson & Ryan Ozawa)
- **Digital Marketing & Branding:** HI Visibility (Katie Gallo)
- **Community Outreach & Social Media:** Kaiwi'ula Strategies (Jacob Aki & Ian Custino)
- **Website & Email Marketing:** Waiakea Consulting (Kehau Cortez-Camero)

As mentioned, a bit of the campaign timeline, this began in September 2022 with the approval by the Board, Statement Of Work 5 A (SOW5A), and then we immediately dove into the planning. The first half of the campaign, that's when your strategy, your communications, and engagement plan was developed. In November, the outreach team began the townhalls and community engagement meetings. There was attendance at the Civic Club Convention in Seattle, as well as executing and delivering the press conference for the audit. In December, your research was concluded, and your social media assets, creative content, and website were developed. We began 2023 with Opening Day at the State Legislature, and your commercials began towards the later part of January. Here we are in May with the campaign conclusion and report. The next portion will be covered by Lisa Grove.



Lisa Grove-Hakuone Project Team: Community Engagement Thank you for having me; a little bit about me, I am a pulser. I do work in Hawaii as well as National work too. I think there is no one who talks to voters

and the public more than I do. I was thinking last night about how different the electorate is, especially as it relates to views of Hawaiian leadership compared to when I helped the polling and focus groups in 1982, the world has changed dramatically. The voters and public really want Hawaiians to lead because of the values that they possess. The first thing we did was just a really small handful of interviews with the sort of opinion leaders, some of you may have been contacted; I did those interviews, then we did a 3-day online qualitative for voters on O‘ahu. People of Hawai‘i love qualitative research and love answering questions in depth, we got a huge amount of data from that. We were intending to do the number 700 for a survey, but the response was so great, ended up conducting 743. To remind you that when we describe the project in written terms, no visuals, it was while wildly popular. People thought that it was something that they wanted. One of the reasons why it was so popular was it was seen as it was good for the community. They loved some of the wrap around services, amenities for our keiki and kūpuna, grocery store and some of the others things in the neighborhood for locals by locals, and Hawaiian led. We talked about housing restrictions and made it clear that residential was currently prohibited on those lands and asked if voters supported a repeal, and large numbers did. The public is looking for Hawaiian leaders and it is because of the values that you all bring. When we talked about the repairs, I dug deep on this one in the qualitative. We had a couple of folks saying, well, they should have done due diligence at the beginning, and so on. We explained the situation, and overwhelmingly once again, voters are saying the state is on the hook for this. The state owes it to OHA and the Hawaiian community. The rendering shared was popular and extremely well received both in writing and visually. The Legislature should be on the hook to get take care of this residential repeal, and they felt like the State was responsible for fixing the repairs. The messaging was powerful and potent.

Ann Chung- Hakuone Project Team: Government Relations Aloha everybody, very quickly about myself, I have been lobbying here in the State of Hawai‘i for about 25 years on a variety of different topics, and this issue meant a lot to me. I can speak for the whole team that it was truly a passion issue for us. We’ve done everything that we can; unfortunately, you know there was a deadlock. Let me give you a brief overview of where we started.

<p>2023 Legislative Session</p> <p>Bill Language</p> <ul style="list-style-type: none"> • LIFT RESIDENTIAL BAN ON HAKUONE (Kaka‘ako Makai) <ul style="list-style-type: none"> ◦ 400 ft. MAX HEIGHT FOR 3 PARCELS (E, F/G, I) <ul style="list-style-type: none"> ◦ HCDA current Max Height = 200 ft ◦ Build more affordable + workforce housing • INCREASE DENSITY (FLOOR AREA RATIO) TO 6 <ul style="list-style-type: none"> ◦ HCDA current Max: <ul style="list-style-type: none"> ■ Parcel E = 2.5 Parcel F/G = 2 Parcel I = 3.5 • STATE RENUMERATIONS <ul style="list-style-type: none"> ◦ OHA Kaka‘ako Makai Lands were IN LIEU of CASH in 2012 (valued at \$200M) ◦ Had OHA invested cash at conservative 7% interest rate value would be >\$400M <ul style="list-style-type: none"> ■ \$65M for infrastructure repairs / deferred maintenance ■ \$135M for supplemental cash / land 	<p>Bills History</p> <ul style="list-style-type: none"> • SB 736 (WTL/HWN, WAM/JDC) <ul style="list-style-type: none"> ◦ Passed out of WTL/HWN - Height limit reduced to 350ft ◦ Bill not heard by WAM/JDC - \$84M moved to SB1235 • SB 1235 <ul style="list-style-type: none"> ◦ WAM included \$84M <ul style="list-style-type: none"> ■ \$65M deferred maintenance (Hakuone), \$6M EIS (Hakuone), \$13M Kūkaniloko (Wahiawa) ◦ Bill not heard by House ◦ Speaker Saiki’s proposal with dealbreaker perpetual easement UNANIMOUSLY REJECTED by OHA BOT • HB 270 (WAL, JHA, FIN) <ul style="list-style-type: none"> ◦ Bill not heard by House • HB 133 & HB 1385 <ul style="list-style-type: none"> ◦ After 2nd Crossover - \$84M moved into 2 additional vehicles by WAM <ul style="list-style-type: none"> ■ HB 133 - OHA Budget bill - passed out of Conference without \$84M ■ HB 1385 - Bill not heard by House
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This is legislation that was introduced in both the House and the Senate, our key goal being to lift the residential ban on Hakuone. In addition, a 400 ft. max height for just three parcels. Included in that, an increase in density, the FAR, floor area ratio to 6. In addition to those three elements, we also looked at state room renumerations for the infrastructure, the deferred maintenance on the bulkhead and the revetments for 65 million dollars, and then supplemental cash and land in the tune of about 135 million. Hakuone was provided in lieu of cash and if it had been provided in cash, we would be at a higher value; we would be at \$200 million more. We started with two bills HB270 and SB736. SB736 was introduced and referred, passed out of the Water Land (WTL) and Hawaiian (HWN) committees with a height limit reduction to 350ft. We had that hearing and a lot of people showed up. Unfortunately, when it went over to Ways and Means (WAM) and the Judiciary Committee, the bill did not get heard, and Donovan Dela Cruz, the Chair of WAM, took 84 million dollars which included 65 million for the deferred maintenance, 6 million dollars for an Environmental Impact Statement (EIS) and 13 million dollars for something called Kukaniloko, which is in his district. He moved those monies to another vehicle, SB1235. Unfortunately, once it crossed over, the bill was not heard by the House; that is going to be a consistent theme throughout our legislative session, the House did not act. However, while the SB1235 was moving, Speaker Saiki’s proposal came onto the table with his deal breaker perpetual easement, which is

basically a residential ban in perpetuity, and that was unanimously rejected by the OHA Board of Trustees. HB270 that was initially introduced was referred to three committees (water/land, judiciary, and finance) and the bill was not heard by the House. After the second crossover, Donovan Dela Cruz again, the WAM Chair, he put 84 million dollars - 65 million for the deferred maintenance, 6 million for Hakuone, and the 13 million for Kukaniloko into two additional vehicles; this would be HB133 (the OHA budget bill) and HB1385. Both passed out of conference, but it did not pass with the \$84 million dollars; it passed with the original requested budget for OHA. HB1385 was not heard by the House; unfortunately, there were some constitutional issues. I know all of you were at the meeting with the Governor where he came up with his offer and then he did it in writing as well. He was going to provide 100 million dollars in exchange for a perpetual easement. Basically, a residential ban in perpetuity and only offering a 100 million. He did include 65 million for the deferred maintenance at the bulkhead. He also included an increase of 3.5 million for the pro rata portion of the Public Land Trust (PLT) starting in July of 2024, and continuing every year thereafter based on a 3-year average of the consumer price index. Lastly, a 100,000 to Department of Land and Natural Resource (DLNR) to make sure that the PLT data and the informational becomes available online and searchable. Again, the OHA Board of Trustees unanimously voted to reject Speaker Saiki's offer. I want to express before I go over the lobbying efforts that I think it is the power of this incredible team and the work that we all did that we were still on the table on Friday of last week. In terms of discussions with the Legislature for at least the funding for the EIS and the deferred maintenance and the Kukaniloko issue, I think the Speaker could have easily stopped it early and not continue to have discussions, so I think a lot of the work that was done added value and continued to keep us in discussion and on the table to the end of conference. Quick review on the lobbying efforts: We talk to all of the House and Senate members specifically, and especially with Speaker Saiki, WAM Chair - Donovan Dela Cruz, Finance Chair - Kyle Yamashita, Senate President Kochi, and Senate Vice-President Kidani. We also spoke to the Governor, as well as the Lieutenant Governor, and key members of their staff. We did an informational event at the Capitol Auditorium in February that was well attended by over 25 of the Legislators and numerous staff. Again, we had several meetings with the Friends of Kewalo, other community groups, and those in opposition. We built support with the building and construction trades council at the unions, and we had numerous meetings with business leaders. What it ultimately came down to was a complete deadlock on the residential ban in perpetuity. There were also discussions for a specific timeline for the ban, meaning not coming back to try to change residential for ten years; that did not go anywhere either. It was a strange session this year, it was one of the worst sessions in memory. It had been about eight years since we had a cattle call which occurred on Friday last week. A cattle call is when all the bills that got rolled over until 4:30 on the last day of conference and you had an hour and half to vote for your bill or it would die, over a hundred bills died on Friday. It was sort of chaotic and the entire session, it was very clear that House Speaker, unlike the Senate, the House seems to have a stronghold on all of their Chairs, and I think that was consciously done. Unfortunately, we did not get our legislation through this year, but it was an excellent effort. I want to thank Chair Hulu for all the times she spent speaking and meeting with Speaker Saiki. Thank you for your support.

Cedric Duarte Thank you Ann. Next up to review the Hakuone Communications Strategy, we have Professor Dawn Webster.

Dawn Webster- Hakuone Project Team: Communications Strategy I have to begin by saying thank you to Chair and the executive team at OHA for the receptivity, extraordinary receptivity and responsiveness to the counsel that this group provided which allowed us to roll out a campaign of messaging that was timely, responsive and resulted in a groundbreaking shift in OHA's public persona and the way the public received OHA. What I bring to the conversation is I run an independent communications practice and issue advocacy practice. I work with a number of Native Hawaiian groups on various things from fishing rights to land management, etc. I was able to work on this while keeping in mind the larger context, that's partly what made me get a sense from this session that there was real animus against the Native Hawaiians, and a real effort to

undermine Native Hawaiian rights; that caused me, many times, to recommend a strong response. I am grateful to Chair Hulu and the executive team for being remarkably open because I've worked with all kinds of clients before, I've had a corporate Korea and IBM. I run an agency in Malaysia, run communications in Asia, Pacific Malaysia, and downtown in Honolulu, and this has been one of the most rewarding and also one of the toughest projects I've worked on. I am deeply grateful for the openness of the OHA team and the Trustees who demonstrated repeatedly as we push them to respond with clarity and force. Lisa's research was the foundation for all of the messaging we did over 6 months in person, and via the media that have shifted the public conversation about OHA in ways that we can afford to squander. In the past 6 months, OHA's public persona has shifted noticeably; instead of simply being a docile supplicant waiting on the largest of the Legislature, OHA has amplified its voice as a very determined, unshakable negotiator. OHA has made very clear that it will not be bullied into submission, and it will use all the tools at its disposal to wage its fight for Native Hawaiian rights in the court of public opinion and in any other court if needed. What got us all was the deliberate misinformation, it was unconscionable that having been fully and frankly briefed by OHA, the opposition with support of significant lawmakers, like Senator Moriwaki and Saiki, allowed misinformation to be disseminated to the public. We ran a series of ads on TV to lay the foundation of what Hakuone is all about, this was a campaign for justice. The use of a millennial spokesperson and a grandmother was important because it establishes the contemporary relevance of what OHA is doing, and its potential impact on the lives of our children and grandchildren. It also exposes the gap on how the public feels poorly on how our lawmakers have responded. We have moved this campaign over the last 6 months to a concept that, until now, has been confined to academic circles into the public conversation. We did this first through the ad that featured the Asian settler, who spoke of how her ancestors thrived, while too many native Hawaiians could not. In doing so, we gave ordinary folks in the general public a way to view the actions of Senator Moriwaki and Speaker Saiki in particular as settler colonizers, not as honest protests. OHA must now build on that investment in public understanding. For too long, lawmakers have counted on the public not paying careful attention, of being afraid of burning the bridges of self-censoring so that they can come back another year and ask for more. OHA has demonstrated, through tone of its most recent communications with lawmakers, that they will press their case for justice, this is not a request for charity. OHA did not get the lifting of restrictions and residential development and we are all deeply disappointed about that. The Chair's prominent op-ed about why Trustees unanimously said no to Speaker Saiki's so-called compromise, the follow up emails and the follow up letter in the Star Advertiser reflects a steely determination to protect what OHA can and should get but for the despotism of the Speaker. Several voices from our townhall have been captured and turned into letters to the editor. This matrix of communications has created a momentum in change in favor of OHA.

Teddi Anderson - Hakuone Project Team: Communications Strategy Aloha and thank you for the opportunity to be a part of this team. I have been in PR for over thirty years and with this firm since 1991. Joining me today is Ryan Ozawa, a Native Hawaiian journalist. We are both passionate about this project and we are grateful for the team put together. In less than five months, we were able to turn the media around and have them tell our story and share our messaging. There were 331 stories between December and April about OHA on various topics. Of the 331 stories, 166 stories were specifically of Hakuone. We reached an audience of nearly twenty-one million through our outreach as a collective team. We did calculate the added value of those who would be purchased rather than earned, it would've been over \$100,000 and the publicity value would be about \$308,000. One of the reasons we were so successful is because this was a data driven campaign. I want to applaud OHA and the team for doing that research. The key milestones, in the effort by Ryan and I, was the compiling of the Hakuone media: collecting the facts, seeing all the history, and being a proactive outreach to the media. Two key things that turned the media around was one, the Fox briefing done at the Net Shed, that was hosted by Friends of Kewalos. They invited the media, there were three stations that covered the event. We were able to contact the media and offer to provide the other side of the story. There was a lot of misinformation being shared. That evening when it was time for Q&A, Veto Baker stood up to make a comment

and was shut down. He was denied the opportunity and disrespected as a cultural practitioner. The news coverage that evening really covered OHA and some featured Casey as the very first interview. We worked the press conference in March, media was there and they were all given a packet of information. We were able to share Chair's remarks on the spot. Through the course of our work with the media, the misconceptions were debunked. We were able to create a solid platform. For a campaign that came together late, we moved the needle and we had some massive impact. It is important to stay with the momentum and we need to continue to do more in the Hawaiian community and local community. OHA has the opportunity to be a leader and an agent of change in Kaka'ako Makai, and to be that voice for the area. It is a great time for voter education. Another opportunity that I see is alignment, we are more similar than we are disparate from our detractors. We do want some of the same things in that area. In all the years of doing this, I want to say this was rewarding for us to be able to turn that message around as quickly as we did. It was helpful to be data driven. We must keep pushing and stay visible. Lastly, mahalo to Chair, Sylvia, and all of OHA for being so responsive to our needs. Thank you again, Ryan and I are both very honored to work on this project.

Katie Gallo - Hakuone Project Team: Marketing and Strategy Aloha, I am with High Visibility and Marketing, we are a local and full-service advertising agency that specializes in digital. One of the first things done was the naming of the lands by Kumu Cy Bridges, with that a new logo was born with its own typography and color palette which was then used for a myriad of pieces throughout the campaign. Some of the things were banners, booklets, flyers, and t-shirts. For traditional media, there were six, thirty second TV commercials that ran for approximately four months. Radio efforts focused on HPR and the Hawaiian formats on the nontraditional side a SCO plan was developed detailing competitors and search phrases amongst other things. Forty-eight backlinks were created in content development and then published by over high domain authority websites, all boosting our website position making it easier for people to find Hakuone on google when conducting a google search. A digital campaign plan was developed to include different layers. Each ad took people to a landing page where more information on what we were doing and how people could help was provided. This could include the change.org petition, submitting testimony, or calling a specific legislator. Overall, the digital campaign performed well garnering over 4.4 million impressions in roughly three months and over 52,000 clicks. Additionally, due to campaign performance, our cost per click came in quite low. To close, I want to say thank you for having such an amazing team with important issues, it truly is an honor to be a part of it.

Cedric Duarte - Hakuone Project Team: Social Media + Grassroots Community Outreach *Cedric speaks on behalf of Kaiwi'ula Strategies*

Kaiwi'ula established two channels, one for Hakuone and one specific to lot A, Hakuone work area. These channels have been built up in the last four months and are in place for any future use. Kaiwi'ula was able to conduct a high level of engagement in social media, responding to questions in real time, and address any misinformation that was being recorded online either in Facebook or Instagram. The grassroots effort began in late 2022 and going through the legislative session, in-person meetings, virtual townhalls and community meetings. I hope this is something OHA continues to do.

Kehau Cortez-Camacho - Hakuone Project Team: Website & Email Thank you for having me on this project, I had a blast working with everyone and doing something for our lāhui. My job was to create a website. On the website, there was real time updates on the letter to the editors, post, as well as history, past events, guides, and other things that can be accessed on our website. It is also a library on everything that has happened at Hakuone like letter to editors, media coverages, and commercials. One of the things we incorporated into this website was easy call to action agents. There was a submit testimony page which made it easy for somebody, random in the public, who wanted to support our project and submit their testimony. We also had a call to action to urge Representative Saiki to hear HB133 for conference. We did an easy step by step process so that it

was easy for the public to participate. Our last campaign, we had 70 emails to Scott Saiki to hear the bill for conference. The last thing that I was in charge of was email marketing, and close to 180,000 emails were sent out to the list that we created as well as the list provided to us. We had an open rate of roughly 35% or almost 70,000; in these, we had call to actions; one of them was to sign up for our petition. We currently have 2,389 supporters that went up about 30 since last week. I hope that this effort that we've been putting in definitely is our road to creating a support engine. Again, thank you for the opportunity to work with you folks.

Cedric Duarte-Hakuone Project Team Thank you team members for your presentations. This is coming to our closing, and we will make these slides available to all of you. I will now turn the time over to Robbie Cabral.

Robbie Cabral-Hakuone Project Team Aloha Trustees and Management, I want to say thank you for all of your support. This was a great campaign; we may not have gotten to our ultimate goal, but I think the campaign shows that we basically came down to one person's decision. I want to thank each of you for your support and utilizing the outreach team to place OHA smack dap in the center of the public domain of media.

Chair Hulu Lindsey I would like to thank the outreach team for all of their hard work and I want to thank the Trustees for the trust they put in me and the team. I want to say that I was an instrument and not a participant. I was an instrument for the Board in what the team needed of me. I was to scrutinize some of the material that was being discussed to make sure that the Trustees had the opportunity to weigh in on decisions that was theirs to make. Unfortunately, the one person in the legislature turned our entire program down. I welcome the Trustees to voice their opinions and their concerns, this is your opportunity to talk. I will call on Trustees Trask.

Trustee Trask I want to say thank you to this group and say you folks did an excellent job. I had some discussions with legislators who congratulated OHA for the first time for doing an informational campaign that went to both the House and the Senate. When we first started, we were told no chance in the House or the Senate, but not only did we get the support of the Senate, but Senator Dela Cruz really came out and supported us even when he saw there was resistance. We had over a 100% more support just off the baseline data. I would like to see any proposals for the future.

Trustee Alapa Basically, Mililani echoed what I wanted to say. I wanted to express my aloha to all of you who put in your time and energy for OHA and this campaign for Hakuone. I am so pleased with what I heard today. I hope this continues because we have a lot of work ahead of us. There should be a plan B in the future, we want to hit the ground running next year. We want to send a clear message that we are here to stay and we are not going away. Thank you so much.

Trustee Souza Aloha, I want to say thank you for your time and effort you put into this. This is the first time I am seeing all the moving parts since being elected. It is interesting to see and hear all the different aspects such as marketing. I just want to say that from here on out, I think we need to change our approach and messaging. Obviously, we were not very successful at the Capitol this year. Our messaging is going out to our beneficiaries to get them to support us and to get them to call down to the Capitol. I know this is important but I feel this comes back to the Board of Trustees. We need to get more involved as Trustees and the decision making. If we continue on with Kuilei Consulting or whatever consulting group we have in the future, it needs to come back to the Board for review. A lot of us our asked to have conversations down at the Capitol and I think we need to be more involved in the decision making, that is all I ask. I look forward to the discussion and how we will approach the next session. Thank you, I appreciate it, aloha.

Trustee Akina I want to say to Kuilei and the outside contractors, outstanding job. This has been the most impressive, well organized, technology driven campaign that OHA has ever conducted. This sets a new bar for

us. Thank you for bringing your skill and your whole heart into this. I think it is important for us to improve and move ahead. As Trustee Souza pointed out, we did not win this legislative session but I want to say it is how we move forward. It would be good for us to start earlier to craft our core messages. There were some core messages that came out over time that many of our supporters, who I had conversations with, had difficulty with. These were individuals both in the legislature and in the business community who totally back what we were asking legislature for but had difficulty with certain propositions, such as propositions of denial to build 400 ft. towers was race based. They often pointed out that the permission had been denied to Alexander and Baldwin well before OHA was in the picture. Another proposition that was not embraced by everyone was that we were short changed in the original acquisition of our Kaka'ako properties. I am not arguing the merits of those propositions. I am pointing out that we really need to weigh how much impact they had on our not being able to go forward. Also, whether they detracted from a terrific find. I was glad that Lisa Grove pointed this out. Thank you for your polling that one of the strongest findings from the beginning is that the public felt that the project was good for the whole community, that is a strong position to start with. It's good for Hawaiians and good for everyone, and I would have liked to see strong emphasis on that more. I am hoping we'll be able to deal with message evaluation at the front end a little more. I would also like to weigh the power of that initial finding that the project is good for the whole community. I do hope fellow Trustees will get to evaluate this a little bit more as we go forward. I do want to say thanks to Kuilei and Associates and to our own Administration and fellow Trustees. We will holomua, go forward and we will prevail.

Trustee Galuteria Thank you so much for your work, Kuilei. I am a political realist and understanding how the building works, the campaign itself ran according to plan. What I was hoping to hear was how we would transfer the campaign into meaningful political heft. Nothing moves there unless politically, you have some type of muscularity. You can reason with that building all you want but you have to follow that up with votes too. What I heard today was a good common sense approach to the project. I did hear one speaker mention Voter Registration. I would like to know how we take this campaign and transfer everything we've learned, and start to modify to include a strong political message to the legislators. Next year is election year, we need to make a strong statement that we are here to stay and we have votes to move where we need to move. Do we have any information on how many Native Hawaiians actually vote? That is part of a major campaign and I do not want us to lose the opportunity to remind people that a Hawaiian vote is out there waiting to be moved into the right place. Thank you.

Casey Brown, COO In addition to the campaign and all the efforts, we also came away with a brand. In the end, we have a brand in Hakuone. Administration is waiting and willing to work with this new brand. We will wait to see what you folks want to do with that brand.

Chair Hulu Lindsey I want to thank Casey and Sylvia for putting their whole shoulder to the wheel with this very large outreach group and leading us through the entire project.

Trustee Trask I want to add a few more things after hearing what my colleagues said. I agree with what Trustee Akina is saying, we did have a faulty late start but when you show progress. it is good to keep the momentum up. We need to be prepared to move forward. Will we be prepared to carry this campaign forward? What do we need to do to keep this going? And how do we prepare for the next session? What would your input be for the future, Keli'i? The issue you raised. I think we can revisit. I plan to follow up with Professor Okamura. This thing has really shaken up the oriental community who read what Jonathan Okamura wrote. They are concern that did in fact happen. It has started a huge discussion.

Trustee Akaka I just want to mahalo to all that have been involved for the due diligence. It has been important so that we are able to share our correct story and information to better strengthen our story and messaging. I do agree that we need to continue with the momentum. I look forward to our next steps so that we can positively

move forward and collaboratively with our legislature and community. Thus, we can move forward and seek solutions and maximize. We can make this a Hawaiian economic engine. Mahalo.

Chair Hulu Lindsey We thank Kuilei again for coming and reporting to us. It was a magnificent report. We are grateful and we understand what happened. We look forward to Administration talking further with Kuilei to see how you can further help us. Mahalo nui to all of you.

Before we move to community concerns, I will take up item III.A.1. This item needs to be ratified as it reflects the Board’s vote from April 26, 2023 from the BAE meeting. I will turn this time over to Trustee Akaka.

Trustee Akaka Your Committee on Beneficiary Advocacy and Empowerment, having met on April 26, 2023 and after full and free discussion, recommends approval of the following motion to the Board of Trustees

Motion 1:

Move to approve Administration's recommendations on: NEW MEASURES (Items 3 - 5) as listed on Matrix 3 -- Bill Positions Related to Measures Affecting Native Hawaiians - dated April 26, 2023.

Trustee Waihe‘e Seconds the vote.

Trustee Akaka Moves						
<u>Motion 1:</u>						
Move to approve Administration's recommendations on: NEW MEASURES (Items 3 - 5) as listed on Matrix 3 -- Bill Positions Related to Measures Affecting Native Hawaiians - dated April 26, 2023.						
Trustee Waihe‘e Seconds the motion.						
	1	2	‘AE (YES)	‘A‘OLE (NO)	KANALUA (ABSTAIN)	EXCUSED
TRUSTEE DAN AHUNA			X			
TRUSTEE KALEI AKAKA	X		X			
TRUSTEE KELI‘I AKINA			X			
TRUSTEE LUANA ALAPA			X			
TRUSTEE BRICKWOOD GALUTERIA			X			
TRUSTEE J. KEONI SOUZA			X			
TRUSTEE MILILANI TRASK			X			
TRUSTEE JOHN WAIHE‘E		X	X			

CHAIRPERSON HULU LINDSEY			X			
TOTAL VOTE COUNT			9			
MOTION: [X] UNANIMOUS [] PASSED [] DEFERRED [] FAILED						
Motion passes with Nine (9) Yes votes, Zero (0) No votes, and Zero (0) Excused						

Community Concerns and Celebrations

Luann Lankford Faborito Our issue here at the Ho‘olehua Homestead Association is the grant workshop. We did have a quick one when Sylvia came by. We thank you so much. The issue is we did not get it properly advertised and it was not put out there enough. When we had a previous one with the Maui Office of Economic Development, which was at the OHA office here, we had over thirty something people. Is there anyway, when you come next week, you can reach out more? Our *What’s Happening Moloka‘i* on facebook is a big one and anything else. I thank you all for your time, aloha.

Executive Session

Chair Hulu Lindsey I will entertain a motion to move ourselves into executive session pursuant to HRS Section 92-5. We will return back to our livestream once we come out of executive session.

Trustee Souza Moves to move the Board into executive session.

Trustee Waihe‘e Seconds the motion.

The Board recuses into Executive Session at 11:32 a.m.

Motion to recuse into executive session pursuant to HRS Section§92-5						
	1	2	‘AE (YES)	‘A‘OLE (NO)	KANALUA (ABSTAIN)	EXCUSED
TRUSTEE DAN AHUNA			X			
TRUSTEE KALEI AKAKA			X			
TRUSTEE KELI‘I AKINA			X			
TRUSTEE LUANA ALAPA			X			
TRUSTEE BRICKWOOD GALUTERIA			X			
TRUSTEE KEONI SOUZA	X		X			
TRUSTEE MILILANI TRASK			X			
TRUSTEE JOHN WAIHE‘E		X	X			

CHAIRPERSON HULU LINDSEY			X			
TOTAL VOTE COUNT			9			
MOTION: [] UNANIMOUS [X] PASSED [] DEFERRED [] FAILED						
Motion passes with a Nine (9) Yes votes, Zero (0) No votes and Zero (0) Excused vote.						

Board returns to open session at 12:07 p.m.

Announcement

Chair Hulu Lindsey We look forward to hosting you folks on Maui, May 24th and 25th. Our first site visit starts at 10:00 am, so we ask those of you who are attending to be on island before that. Lehua will be sending out a detailed email to all of you. Both meeting will be held at the UH Maui Campus. A reminder, we do have a press conference tomorrow morning at 10:00 am at Na Lama Kukui.

Adjournment

Trustee Waihe'e Moves to adjourn the meeting.

Trustee Ahuna Seconds the motion.

Adjournment							
TRUSTEE		1	2	'AE (YES)	A'OLE (NO)	KANALUA (ABSTAIN)	EXCUSED
DAN	AHUNA		X	X			
KALEI	AKAKA			X			
KELI'I	AKINA			X			
LUANA	ALAPA			X			
BRICKWOOD	GALUTERIA			X			
J. KEONI	SOUZA						Left mtg at 12:04 pm
MILILANI	TRASK						Left mtg at 11:55 am
JOHN	WAIHE'E	X		X			
CHAIR CARMEN HULU	LINDSEY			X			
TOTAL VOTE COUNT				7			

Chairperson Carmen Hulu Lindsey Adjourns the Board of Trustees meeting at 12:10 p.m.

Respectfully submitted,

Lehua Itokazu
Board Secretary

As approved by the Board of Trustees on June 29, 2023.

Carmen Hulu Lindsey
Chairperson, Board of Trustees

Attachments:

1. Kuilei Consulting – PowerPoint

DRAFT

Office of Hawaiian Affairs
Meeting of the Board of Trustees
June 29, 2023
10:00 A.M.

III. New Business

1. Committee on Resource Management

- A. RM #23-14: Approve the Awarding of ‘Ahahui Grants, Cycle 3, from Solicitation #23-01.01, published April 19, 2023**
- B. RM #23-15: OHA Fiscal Stabilization Policy, Unspent, Uncommitted, Unencumbered Funds from FY2021, for the Purpose of Addressing Projected Reorganization Related Costs**
- C. RM #23-16: OHA Biennium Budget for the Fiscal Biennium Periods 2021-2022 (FY 22) and 2022-2023 (FY 23) - Realignment #7 – Non-Core and Core Realignment**
- D. RM #23-17: OHA Biennium Budget for the Fiscal Biennium Periods 2023-2024 (FY 24) and 2024-2025 (FY 25)**

- *A Committee Report for the above Agenda Items will be forwarded to the Board following its approval at the RM Committee Meeting.*

Office of Hawaiian Affairs
Meeting of the Board of Trustees
June 29, 2023
10:00 A.M.

III. Executive Session

- 1. Salary, terms, rights, and remedies of Colin Kippen, interim OHA Chief Executive Officer. Board anticipates going into executive session pursuant to HRS §§ 92-5(a)(4), 92-5(a)(2), to consult with Board Counsel Robert G. Klein, and Interim General Counsel, Everett Ohta, on questions and issues pertaining to the Board's powers, duties, privileges, immunities, and liabilities and to consider the hiring of an officer or employee.**