

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.

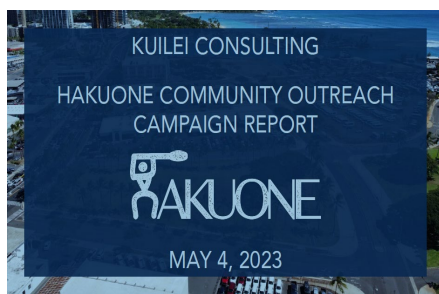
Sylvia Hussey, CEO Thank you, I will ask Casey to introduce the team.

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: Waiikea 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.

Campaign Timeline 2022 - 2023

Sep 2022 – SOW 5a Approval (Community Outreach Campaign)
 Oct 2022 – Polling, Campaign Strategy Developed, Opinion editorials
 Oct - Dec 2022
 • Developed & Deployment of Legislative Strategy & Community Engagement Plan
 • Creative Content Strategy & Planning
 • Formed Community Outreach Advocacy team
 Nov 2022
 • Outreach presentations including town halls, community engagement meetings, & Civic Club convention
 • Press Conference for Audit
 Dec 2022 – Polling concluded, Creative Content development, Website development, Social Media assets
 Jan - Apr 2023
 • Opening Day - 2023 Hawaii State Legislative Session - Jan 18, 2023
 • Hakuone Community Outreach Campaign coinciding with Hawaii State Legislative Session 2023
 May 2023 – Community Outreach Campaign conclusion
 June-July 2023 – Final Report (Community Outreach Campaign Results)

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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.

2023 Legislative Session

Bill Language

- LIFT RESIDENTIAL BAN ON HAKUONE (Kaka‘ako Makai)
- 400 ft MAX HEIGHT FOR 3 PARCELS (E, F/G, I)
 - HCDA current Max Height = 200 ft
 - Build more affordable + workforce housing
- INCREASE DENSITY (FLOOR AREA RATIO) TO 6
 - HCDA current Max:
 - Parcel E = 2.5 Parcel F/G = 2 Parcel I = 3.5
- STATE RENUMERATIONS
 - 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
 - \$65M for Infrastructure repairs / deferred maintenance
 - \$135M for supplemental cash / land

Bills History

- **SB 736** (WTL/HWN, WAM/JDC)
 - Passed out of WTL/HWN - Height limit reduced to 350ft
 - Bill not heard by WAM/JDC - \$84M moved to SB1235
- **SB 1235**
 - WAM included \$84M
 - \$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 220** (WAL, JHA, FIN)
 - Bill not heard by House
- **HB 133 & HB 1385**
 - After 2nd Crossover - \$84M moved into 2 additional vehicles by WAM
 - HB 133 - OHA Budget bill - passed out of Conference without \$84M
 - HB 1385 - Bill not heard by House

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

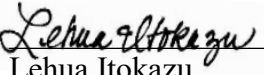
Trustee Waihe'e Moves to adjourn the meeting.

Trustee Ahuna Seconds the motion.

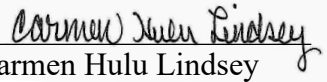
Adjournment							
TRUSTEE		1	2	'AE (YES)	A'OLE (NO)	KANALUA (ABSTAIN)	EXCUSED
DAN	AHUNA		X	X			
KALEI	AKAKA			X			
KELI'I	AKINA			X			
LUANA	ALAPA			X			
BRICKWOOD	GALUTERIA			X			
J. KEONI	SOUZA						Left mtg at 12:04 pm
MILILANI	TRASK						Left mtg at 11:55 am
JOHN	WAIHE'E	X		X			
CHAIR CARMEN HULU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



KUILEI CONSULTING HAKUONE COMMUNITY OUTREACH CAMPAIGN REPORT



MAY 4, 2023

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 Vizibility (Katie Gallo)
- **Community Outreach & Social Media:** Kaiwi‘ula Strategies (Jacob Aki & Ian Custino)
- **Website & Email Marketing:** Waiākea Consulting (Kehau Cortez-Camero)

Kuilei Consulting - SOW5a

Deliverables

- **Deliverable #1:** Strategic & Tactical Plan for Outreach
 - Outreach Strategies for Kaka'ako Makai Development Process
 - Educate the Public to better understand OHA's Key Messages
- **Deliverable #2:** Outreach database list developed for use by OHA & Kuilei for this scope of work
- **Deliverable #3:** Branding, Marketing, Public Relations Media & Promotional Materials as produced throughout this process for OHA

Campaign Timeline 2022 - 2023

Sep 2022 – SOW 5a Approval (Community Outreach Campaign)

Oct 2022 – Polling, Campaign Strategy Developed, Opinion editorials

Oct - Dec 2022

- Developed & Deployment of Legislative Strategy & Community Engagement Plan
- Creative Content Strategy & Planning
- Formed Community Outreach Advocacy team

Nov 2022

- Outreach presentations including town halls, community engagement meetings, & Civic Club convention
- Press Conference for Audit

Dec 2022 – Polling concluded, Creative Content development, Website development, Social Media assets

Jan - Apr 2023

- Opening Day - 2023 Hawaii State Legislative Session - Jan 18, 2023
- Hakuone Community Outreach Campaign coinciding with Hawaii State Legislative Session 2023

May 2023 – Community Outreach Campaign conclusion

June-July 2023 – Final Report (Community Outreach Campaign Results)

Community Engagement (Polling/Surveys)



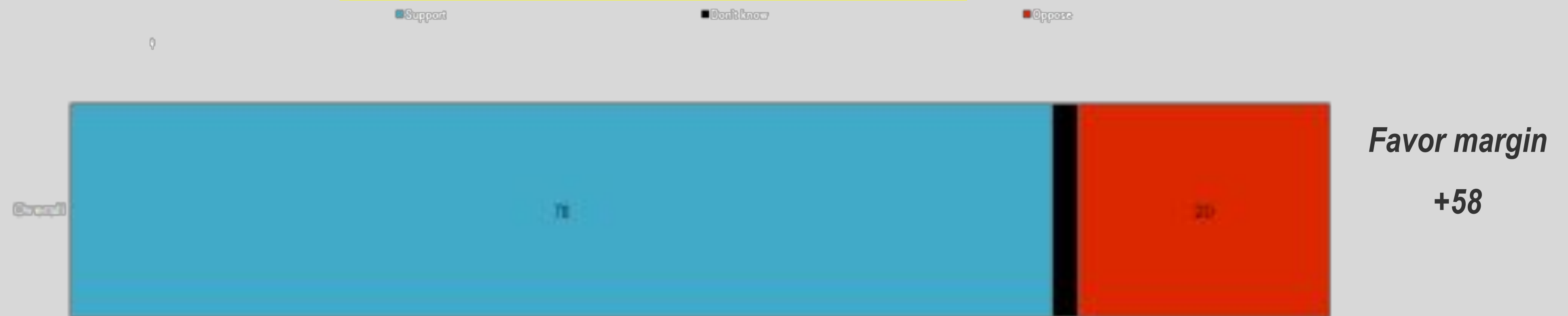
Qualitative & Quantitative Results

Community Engagement

Information Gathered gave Outreach team Confidence about the Public Appeal of the Project & Helped to Strengthen / Hone Messaging

- First Research Foray included in-depth Stakeholder conversations:
 - Included: Cultural Practitioners, Building Trade reps, Members of developer community
- Qualitative: 3-Day Online Focus Group/Journaling Exercise (*Oct 2022*)
- Quantitative: Poll with 743 Responses of Oahu Voters (*Dec 2022*)

WHEN GIVEN THE INITIAL DESCRIPTION OF THE PROJECT, NEARLY 80% SUPPORT THE PROJECT



OHA is considering using this land and area to restore and create a new community in Kaka‘ako. OHA’s very early proposal includes:

- Building commercial and artisan maker spaces featuring Native Hawaiian and Hawai‘i based practitioners, artisans, arts and crafts
- Eating establishments with a focus on traditional Hawaiian food and preparation styles
- Other services and amenities such as a medical clinic, grocery store and farmer’s market
- Housing that is affordable and includes workforce housing, as well as higher-end residences
- A Hawaiian cultural center, a gathering place for artists, performers, and practitioners along with open space for people to gather, surf, and enjoy ‘ohana (family) time

Q8. In general, with the identified elements described above, do you support or oppose the proposed development at Kaka‘ako Makai?
743 registered voters on Oahu. 3.6% margin of error.

NEARLY TWO-THIRDS SUPPORT REPEALING THE HOUSING RESTRICTION TO ALLOW OHA TO BUILD RESIDENTIAL TOWERS ON ITS LAND



Housing is currently prohibited on these lands because, in 2006, the community rejected a plan by other developers to build resorts and housing on the site. They successfully pushed legislation in 2006 banning housing units on these properties. As part of the 2012 agreement, there was to be companion legislation to allow housing to be built on this site.

Q14. Would you support or oppose legislation to repeal the housing restriction to allow OHA to build housing towers on its land, including affordable, workforce and high-end units? 743 registered voters on Oahu. 3.6% margin of error.

IN BOTH PHASES OF RESEARCH, VOTERS AGREE THE LAND SHOULD BE USED HOW OHA SEES FIT, INCLUDING REPEALING THE HOUSING RESTRICTION

From our qualitative research in October 2022

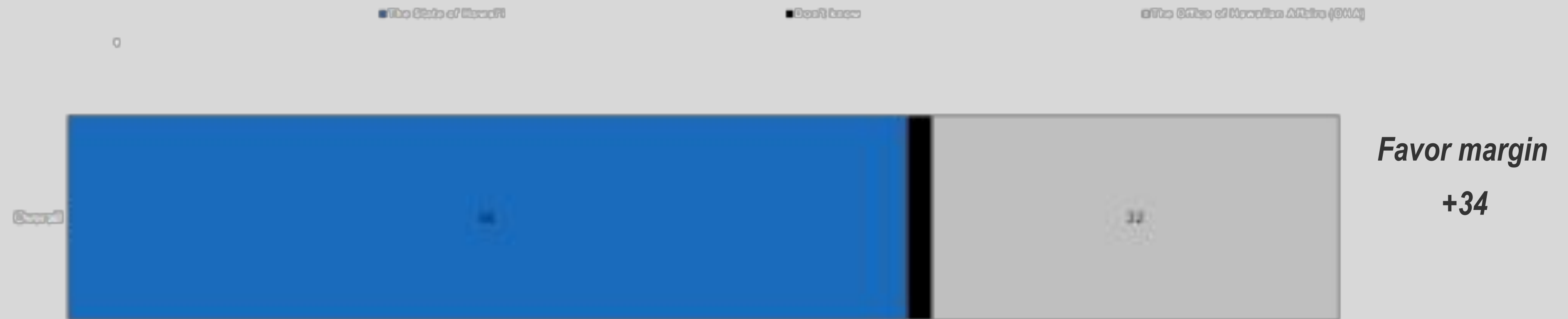
“Native Hawaiians deserve land ownership and that legacy for their family before they pass, they have waited far too long and shouldn’t be made to wait any longer for this to happen.”

“OHA should be allowed to develop the land as they see fit to reap the full value of the land and get the \$200 million it is owed. I would also emphasize that locals (including Native Hawaiians) need more affordable housing options, so allowing residential housing to be developed on this land would be beneficial.”

“If this land belongs to OHA and this is what they want to do I believe they ought to be able to do so. Doesn't seem fair if people across the street can and they can't.”

TWO-THIRDS OF VOTERS BELIEVE IT IS THE STATE'S RESPONSIBILITY TO PAY FOR NEEDED REPAIRS

"I am mortified to find out that the state knew of this and did not assume responsibility. The state should absolutely pay to fix these problems." O'ahu voter

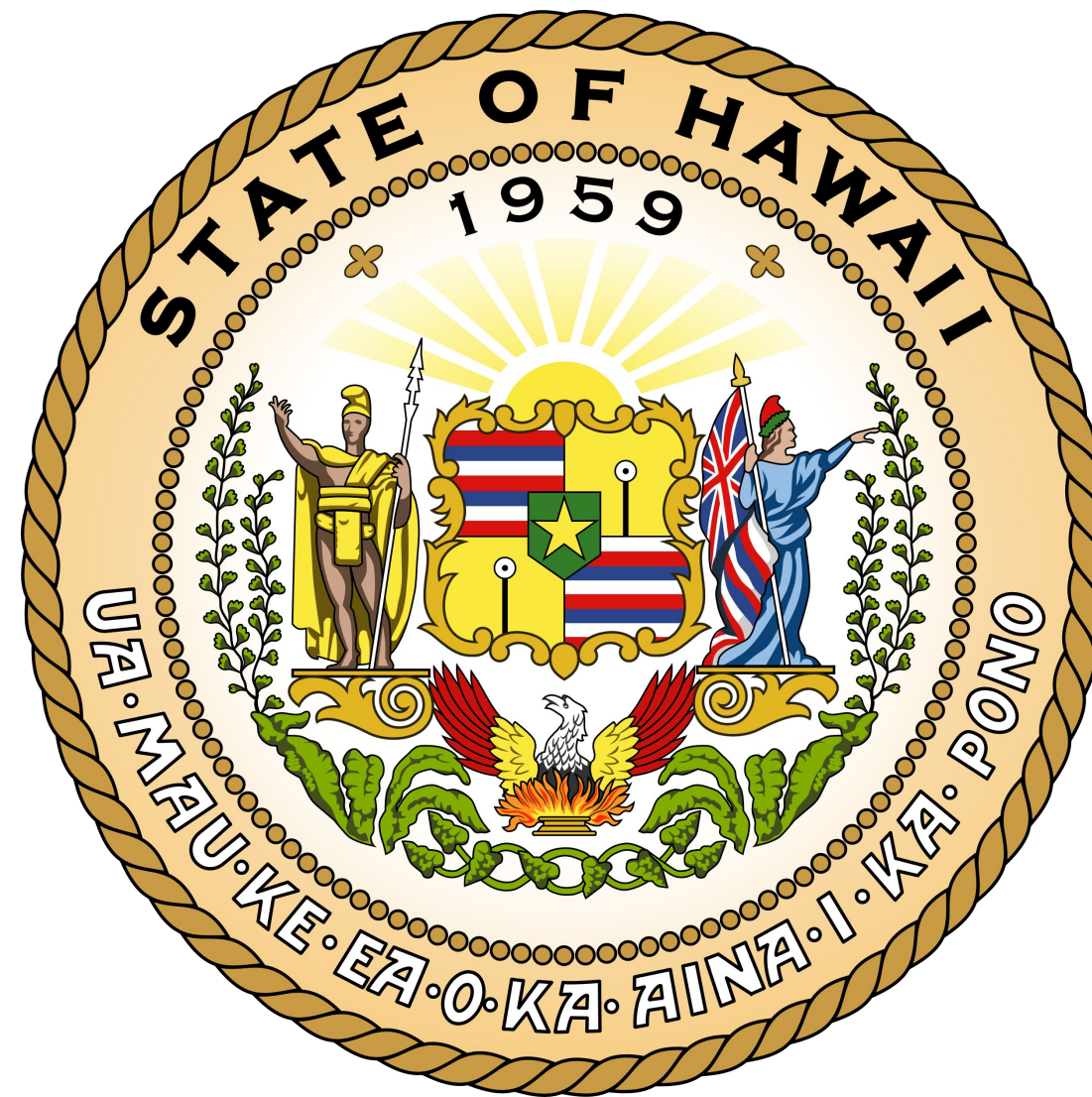


The Office of Hawaiian Affairs is in the process of conducting financial analysis and other due diligence to determine if the land that OHA was given at Kaka'ako Makai is worth the \$200 million OHA was promised by the state of Hawai'i.

As part of this process, OHA discovered that the bulkhead, which is similar to a retaining wall that protects the land from the impact of waves and erosion caused by the water, is in disrepair which can create sinkholes and other problems. OHA is now facing tens of millions of dollars in costs for these repairs and other deferred maintenance that the State of Hawai'i failed to do. The State of Hawai'i knew these problems existed at the time they suggested the land deal. At the time, OHA was given only a short amount of time to accept or reject the land offer.

Q15. Given this, who do you think is responsible for paying for these repairs - the State of Hawai'i or the Office of Hawaiian Affairs? 743 registered voters on Oahu. 3.6% margin of error.

Government Relations (Legislative Initiatives)



2023 Legislative Session

Bill Language

- LIFT RESIDENTIAL BAN ON HAKUONE (Kaka'ako Makai)
- 400 ft MAX HEIGHT FOR 3 PARCELS (E, F/G, I)
 - HCDA current Max Height = 200 ft
 - Build more affordable + workforce housing
- INCREASE DENSITY (FLOOR AREA RATIO) TO 6
 - HCDA current Max:
 - Parcel E = 2.5 Parcel F/G = 2 Parcel I = 3.5
- STATE RENUMERATIONS
 - 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
 - \$65M for Infrastructure repairs / deferred maintenance
 - \$135M for supplemental cash / land

Bills History

- SB 736 (WTL/HWN, WAM/JDC)
 - Passed out of WTL/HWN - Height limit reduced to 350ft
 - Bill not heard by WAM/JDC - \$84M moved to SB1235
- SB 1235
 - WAM included \$84M
 - \$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)
 - Bill not heard by House
- HB 133 & HB 1385
 - After 2nd Crossover - \$84M moved into 2 additional vehicles by WAM
 - HB 133 - OHA Budget bill - passed out of Conference without \$84M
 - HB 1385 - Bill not heard by House

Speaker Saiki's Offer to OHA

- \$100M in exchange for Perpetual Easement (Residential Ban in Perpetuity)
- \$65M for Deferred Maintenance
- Increase \$3.5M Pro Rata portion of PLT from 7/1/2024 with increases thereafter based on 3-year average of CPI
- \$100k to DLNR to make PLT data / info available online

OHA BOT UNANIMOUSLY Voted to REJECT Speaker Saiki's Offer

Extensive Lobbying Efforts throughout Legislative Session

- All House & Senate members including extensive meetings with Speaker Saiki, WAM Chair Dela Cruz, FIN Chair Yamashita, Senate President Kouchi & Senate VP Kidani
- Governor Green & Lt Gov Luke (and staff)
- Informational event at Capitol Auditorium - 2/6/23
- Numerous meetings with Friends of Kewalos & other community groups
- Building & Construction Trades Council & other Unions
- Meetings with Business leaders including KSBE

Deadlock on residential ban in perpetuity by HOUSE SPEAKER

Communications Strategy

Dawn Morais Webster, Ph.D.

Nov 2022 - Apr 2023

- 6 months of sustained commentary in Print/Web, TV & Radio have shifted the public conversation about OHA in ways that should be built on
- Messaging built on foundation of research/polling conducted & what was heard in the in-person meetings & town halls
- Able to establish unmistakable tone of leadership & refusal to be cowed WITHOUT descending into the gutter where the opposition has waged its campaign of misinformation



Why OHA was unanimous in rejecting Speaker Saiki's offer

By Carmen "Hulu" Lindsey

The diverse commentary in last Sunday's Star-Advertiser makes it clear there is no shortage of opinion on what Native Hawaiians can do with their land. The Office of Hawaiian Affairs (OHA) is said to have been too hasty in refusing House Speaker Scott Saiki's latest offer for Kakaako Makai, what we call Hakuone. That offer has been called a "compromise." Really?

Let's say you owned land in a neighborhood where everyone, including foreigners, are allowed to build houses. But the rules say you, and only you, cannot build a house on your land. Forever. Does that sound like a compromise to you?

OHA's trustees were unanimous in saying "No!"

Policy should serve the people. There is a regulatory process that provides for a change of land use. That's what is needed here.

Our vision of Hakuone is of a neighborhood where locals are welcome to live, work and play, close to the urban core. Our vision is one of offering working people, pushed out of Kakaako by developers pursuing the highest possible return on investment, a chance to live in a place that columnist Richard Borreca notes "is historic with the footprints of Hawaiian kings and commoners."

We have heard from descendants of families who once lived there, who dream of a possible return to a place rich with memories of childhood, family and friends.

Our research shows that, when presented with our plans for Hakuone, the public loves it. And this, despite the shameful campaign of misrepresentation of our

ISLAND VOICES



Carmen "Hulu" Lindsey chairs the board of trustees of the Office of Hawaiian Affairs (OHA).

plans by those who know better, and who present themselves as concerned citizens anxious to preserve open space and access to the shoreline.

One has to wonder if they are actually more anxious to preserve the viewplanes of those who look out on the ocean from multi-million-dollar condos on the other side of Ala Moana Boulevard? Speaker Saiki himself alluded to those "view

planes" in a recent interview on Hawaii Public Radio.

The newspaper rightly points out in its own editorial that "OHA already has the right to erect commercial buildings ... [for] retail and entertainment attractions" ("Find fair deal for Kakaako Makai," Our View, April 9). It further points out that "the record of

success for such projects that are developed in isolation from a larger community is spotty." We could not agree more. OHA's refusal to accept the speaker's offer is firmly grounded in our commitment to building workforce and genuinely affordable housing as part of its "live, work, play" vision for local families at Hakuone.

Much noise has been generated about development in Hakuone destroying one of Honolulu's last open spaces. It is as ridiculous as suggesting that Hawaiians — the people who invented surfing — are trying to block ocean access when our history of fighting for coastline protection and shoreline access demonstrates the exact opposite. The opposition has not felt at all inhibited about lecturing Native Hawaiians about how to malama 'aina.

Insult has been added to injury. First Hawaiians saw their beloved monarch deposed and their lands seized. Then we watched as local communities gave way to what

one letter to the editor calls an "ugly 450-foot-high wall of hotels and condos along Kalakaua and now Ala Moana Boulevard that benefit the rich who can afford the millions to buy our ocean views." Now the House speaker wants us to promise never to build housing on our lands in Hakuone. They are not saying "not now." They are saying "not ever." That's a promise we will not make.

We welcome the state's allocation of funds to address the state's long neglect of the area.

Meanwhile, our team will pursue other avenues to make our contribution to addressing the grave lack of affordable housing that is driving so many of Hawaii's children and grandchildren to move elsewhere. Live, work and play: that remains our mantra for the development of Hakuone.

OFF TODAY:

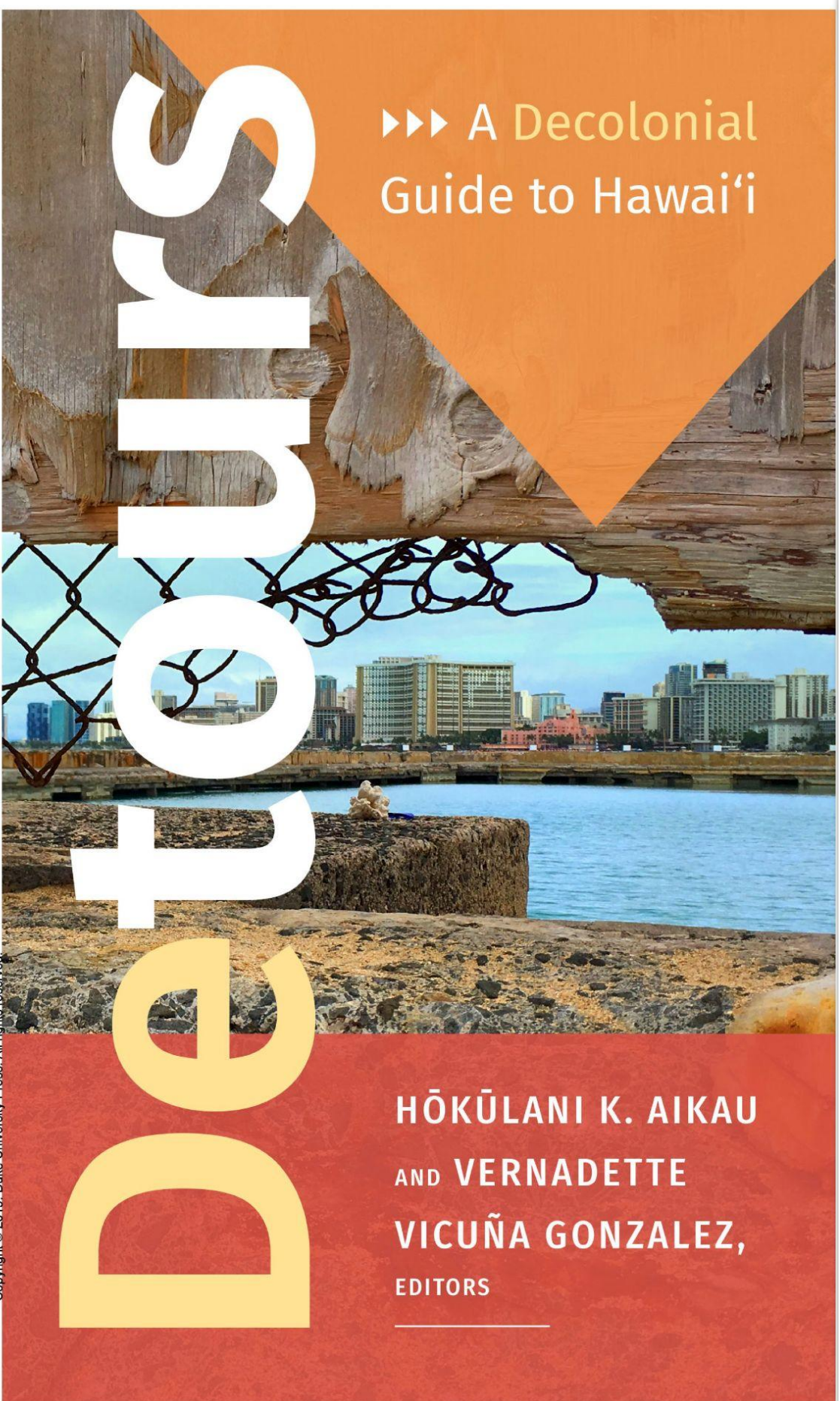
"On Politics" columnist Richard Borreca is off this week.

Jonathan Okamura: Asian Settler Colonialism Explains Why OHA Should Be Allowed To Develop Kakaako Makai

The concept highlights the subjugation of Native Hawaiians, of which the Hakuone dispute is just the most recent of numerous examples over the decades.

By [Jonathan Y. Okamura](#)

April 23, 2023 · 6 min read



Detours : A Decolonial Guide to Hawai'i, edited by Hōkūlani K. Aikau, and Vernadette Vicuña Gonzalez, Duke University Press, 2019. ProQuest Ebook Central, <http://ebookcentral.proquest.com/lib/uhm/detail.action?docID=5973784>. Created from uhm on 2023-02-13 04:37:41.

Tina Grandinetti

Unearthing 'Auwai and Urban Histories in Kaka'ako

Beneath an unassuming concrete pathway in Kaka'ako, a quiet rush of fresh water flows from mau ka to ma kai (mountain to ocean)—a forgotten 'auwai, or traditional irrigation waterway running under the city—shaded from the hot Hawaiian sun. The 'auwai is a remnant from another time. In the 1800s, a fishpond, fed by an artesian well, thrived where the Neil Blaisdell Center currently stands. Overflow from the fishpond was diverted into the 'auwai and used to irrigate lo'i kalo (wetland taro terraces) along its path; fish from the reef would swim up the 'auwai and into the fishpond, where they were fattened for harvest. Records indicate that in 1931, as Honolulu urbanized, culverts were built over the 'auwai, and eventually, as the city grew around it, the memory of the water was lost. Decades later, in January 2015, during an archeological survey of the area, developers from the Howard Hughes Corporation lifted a manhole and were surprised to find not storm runoff or sewage but clear running water, still flecked with small fish swimming against its gentle current.

For a time, Howard Hughes Corporation considered raising the 'auwai and making it a central feature of its master-planned community, Ward Village. The 'auwai could bring "a bit of old Hawai'i to the urban area" and conveniently, much of it runs along the area where Howard Hughes was already planning to construct a promenade and water feature connecting two of its main residential properties.¹ Where the water diverged from this path, the developer considered the possibility of rerouting it to suit the preplanned landscaping, or simply building a new stream to "honor" the original.

This 'auwai speaks to the layered histories of urban Honolulu, still present all around us, though sometimes buried under a few layers of soil and



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Detours : A Decolonial Guide to Hawai'i, edited by Hōkūlani K. Aikau, and Vernadette Vicuña Gonzalez, Duke University Press, 2019. ProQuest Ebook Central, <http://ebookcentral.proquest.com/lib/uhm/detail.action?docID=5973784>. Created from uhm on 2023-02-13 04:37:41.

Courts

How A Reverse Mortgage Lender Took A Hawaii Man’s Home Over A \$500 Repair

The Hawaii Supreme Court ruled last week that Joseph B. Nutter & Co. and its lawyer committed fraud on the court by failing to give a full picture of their foreclosure on Elton Namahoe's Big Island house.

By John Hill    / April 6, 2023

🕒 Reading time: 11 minutes.



[Administration](#) [Priorities](#) [The Record](#)

DECEMBER 01, 2022

White House Releases First-of-a-Kind Indigenous Knowledge Guidance for Federal Agencies

 [CEQ](#) [NEWS & UPDATES](#) [PRESS RELEASES](#)



U.S.
Department of
the Interior



Press Releases

[Newsroom](#) [Press Releases](#) [Video](#) [Photos](#) [Blog](#)
[Archive](#)

Share

Interior Department Issues Guidance to Strengthen Tribal Co-Stewardship of Public Lands and Waters

9/13/2022

Public Relations / Media



Hakuone Media Relations

- In less than five months we were able to get the media to tell our story using our messaging. If we were able to move the needle to here...think of what we can do if we had a year or more
- There were 331 media stories, mentions and comments of Hakuone, OHA's involvement, state audit, op-eds, in the media from December 2022 to April 2023
- 166 of those stories on TV, print, online and radio were specific to Hakuone Development resulting in a viewer, reader, listenership of 20,868,171 with a calculated ad value of \$102,776 and a publicity value of \$308,324

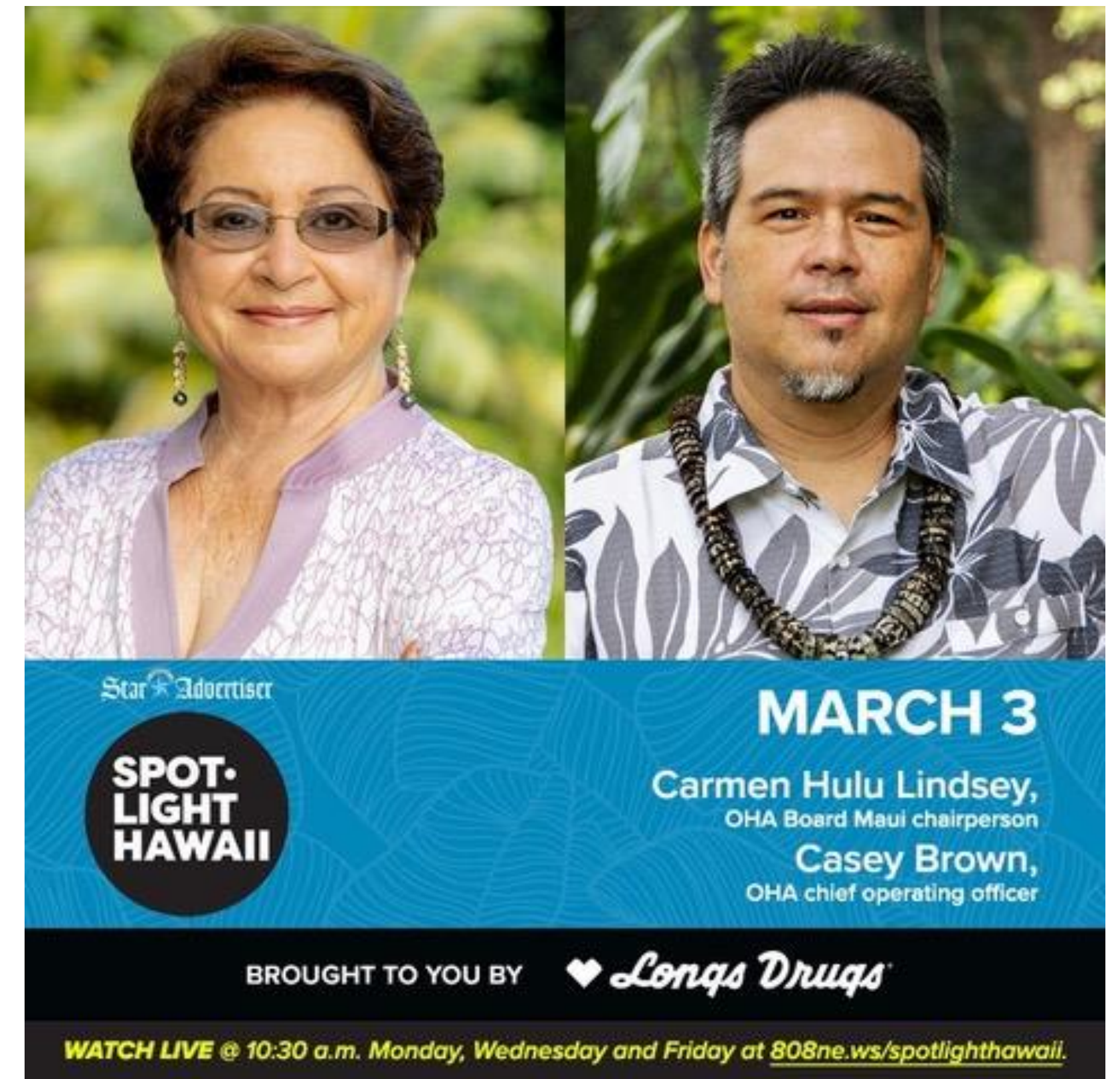
Hakuone Media Relations

- Data Driven Campaign
- Biggest & Best Possible Outcome is having Media tell OHA's story using our messaging
- Media was no longer driven by Friends of Kewalos (FOK) or other detractors
- Media became well versed in Hakuone issue framing stories from OHA's perspective

Key Milestones

- Compiling Hakuone Media Tool Kit of factual information + Proactive outreach to news media
- Working the media at FOK Briefing by providing information to OHA Ka Pou Nui - Casey Brown as OHA Spokesperson (OHA owned the news reports)
- Working the media at the OHA Press Conference on 3/21/23
 - Resulted in media walking through Hakuone and sharing the real issues, as well as putting pressure on Speaker Saiki by contacting his office

- Misperceptions were debunked and OHA now has a platform of solid information to build upon for Hakuone
- Impactful campaign that truly moved the needle, opening up additional doors to media (Print/Web, TV, Radio) to tell OHA's story
- Hawaii News Now included OHA's bill as one of only a few on a list of bills being monitored during the last week of Conference demonstrating relevance to broader community



Marketing & Advertising



Branding

- Naming of OHA Kakaako Makai lands by Kumu Hula Loea Cy Bridges

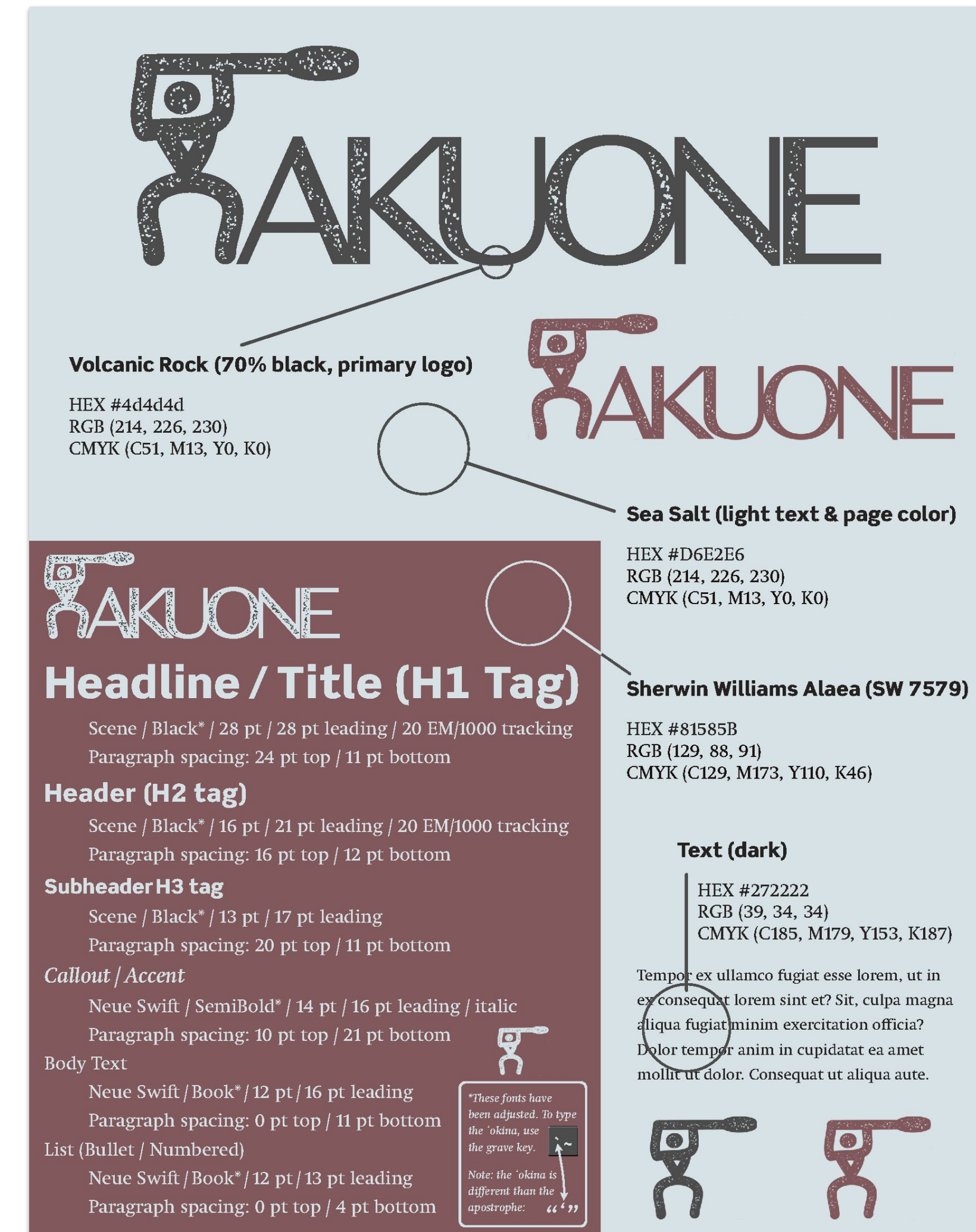
Haku (compose)

One (sands or land of my birth)

Ho`ōne (pumice stone)

- New Logo Design

- Established brand color palette & typography



Print & Graphic Design

- Banners
- FAQ Booklet
- Town Hall Meeting Flyer
- T-Shirts

Banners



FAQ Booklet



Town Hall Meeting Flyer



T-shirts

Traditional Media

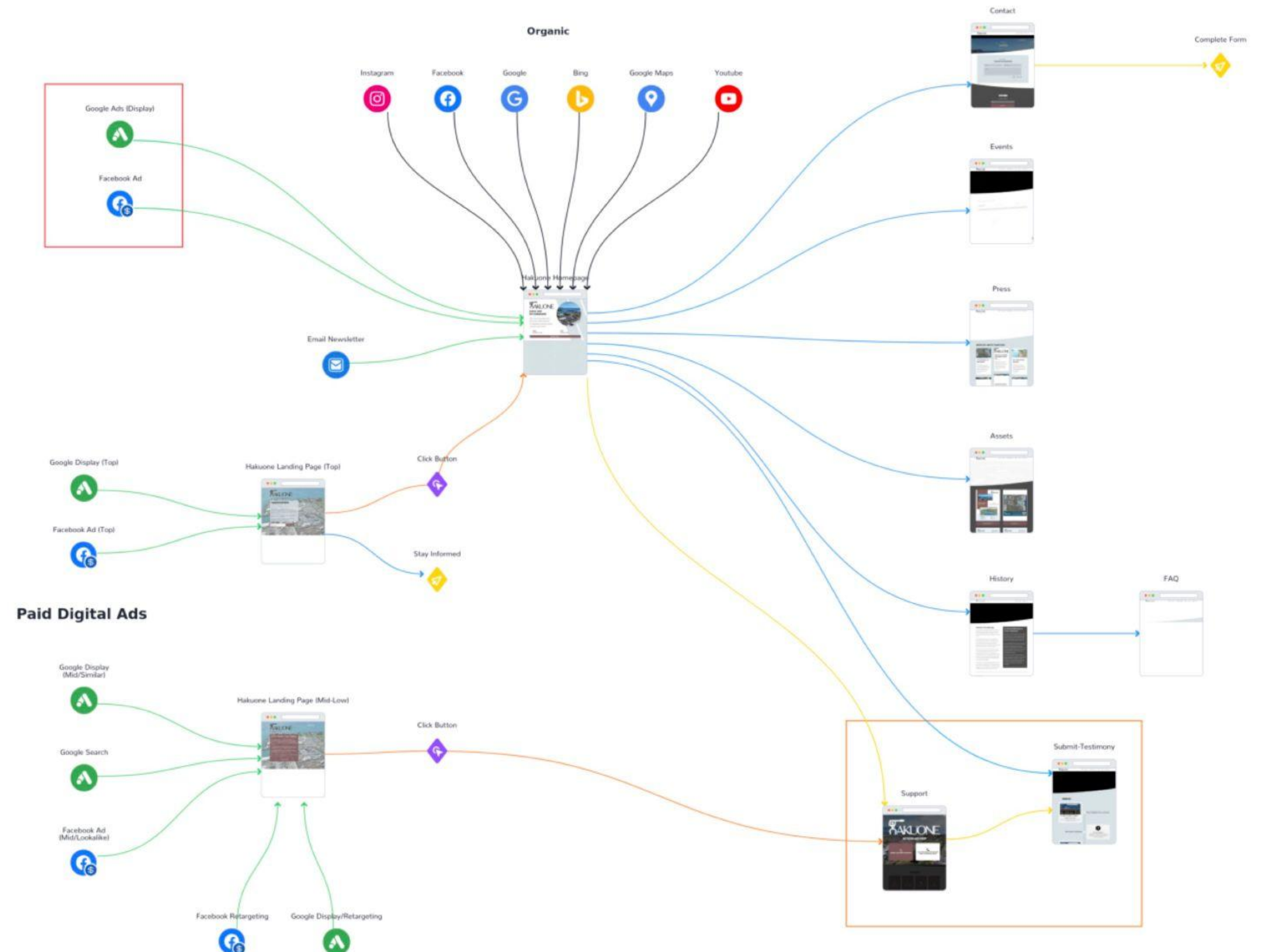
- Media Buys (TV)
 - 6 Commercials
 - Flight Dates: 1/9-4/30
 - Total Cost: \$104,000 gross
 - Total GRPs: 2,100
 - Total Spots: 650
 - Key Dayparts: Early News 36%, Morning News 19%, Late News 18%
 - HI New Now Interviews x 6
 - 1/24, 2/7, 2/28, 3/7
 - 2 banked for future use
- Media Buys (Radio)
 - *HPR-2 Hawaiian Word of the Day:*
80 announcements, 5x weekly
 - *HPR-1 The Conversation:*
32 announcements, 2x weekly
 - *HPR-1 Kanikapila Sunday:*
32 announcements, 2x weekly
 - *HPR-1 Mauka to Makai:*
16 announcements, 1x weekly
 - *HPR-1 Hawaii Kulaiwi:*
16 announcements, 1x weekly
 - HPR-1 & HPR-2:
0:37 Bonus announcements total
 - Total Cost: \$18,000 gross

Search Engine Optimization (SEO)

- SEO Plan: research analysis of website current keyword rankings, top competitors & search phrases applicable to the industry or specific verticals for use in website planning as well as blogs or social media posts. Recommendations for high search volume/low competition keywords & specific topics to address in web/post content
- Signal Boost: 48 sitelinks created (temporary backlinks for a short-term SEO boost)
- Media Boost: posted to 405 high domain authority media websites

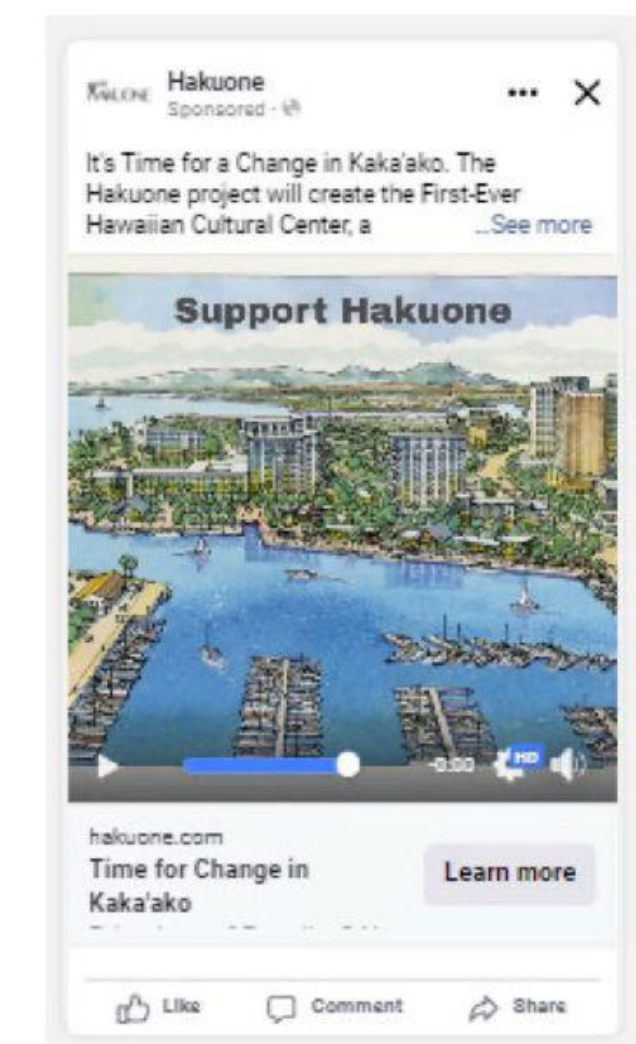
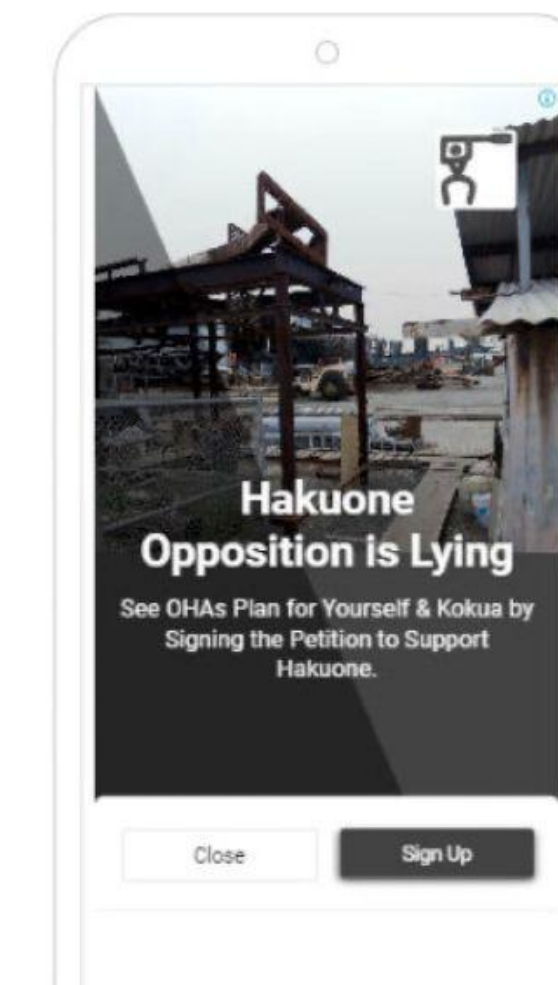
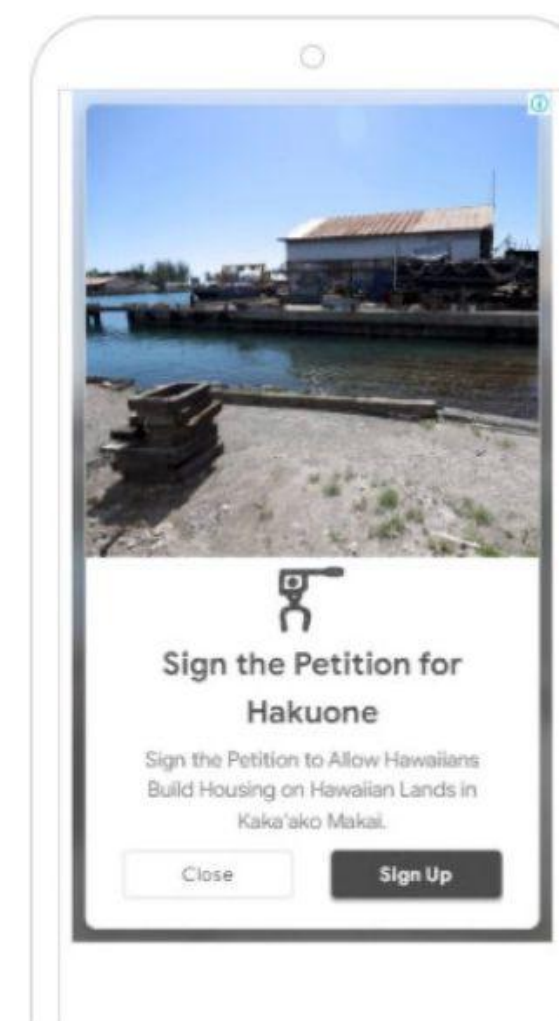
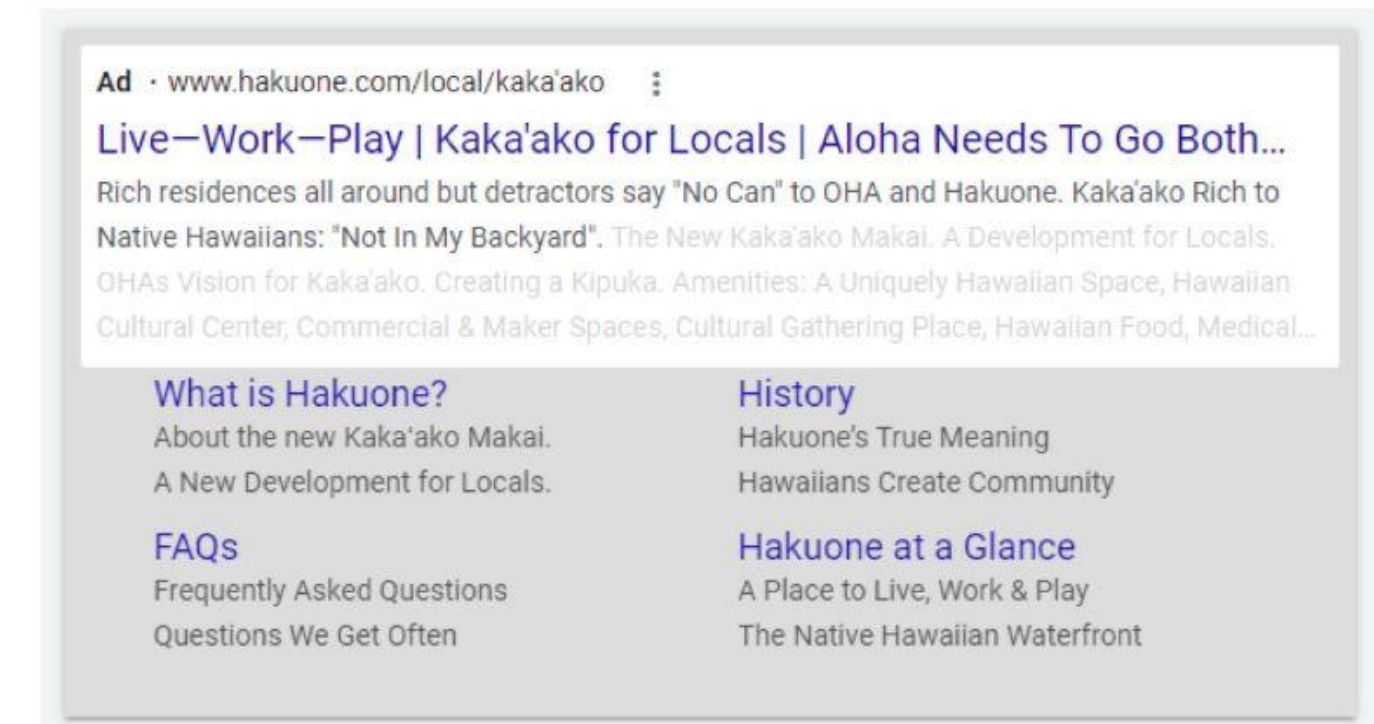
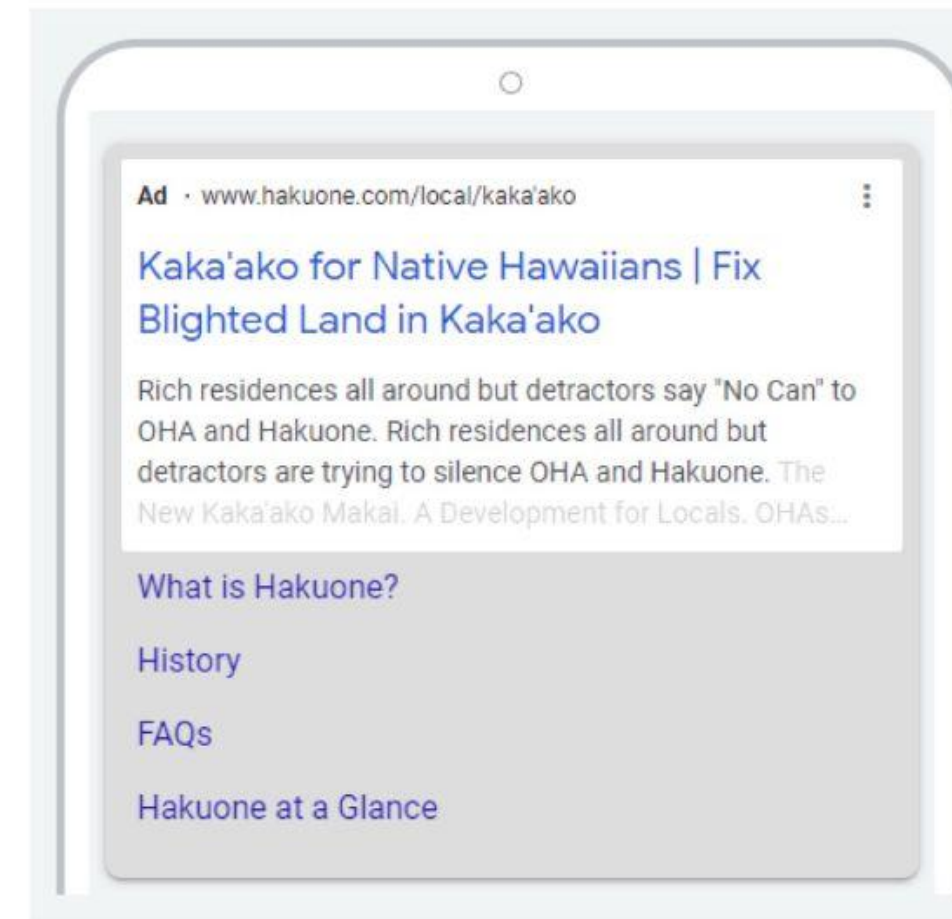
Digital Marketing

- Campaign Plan
- Marketing Funnel (strategic planning)



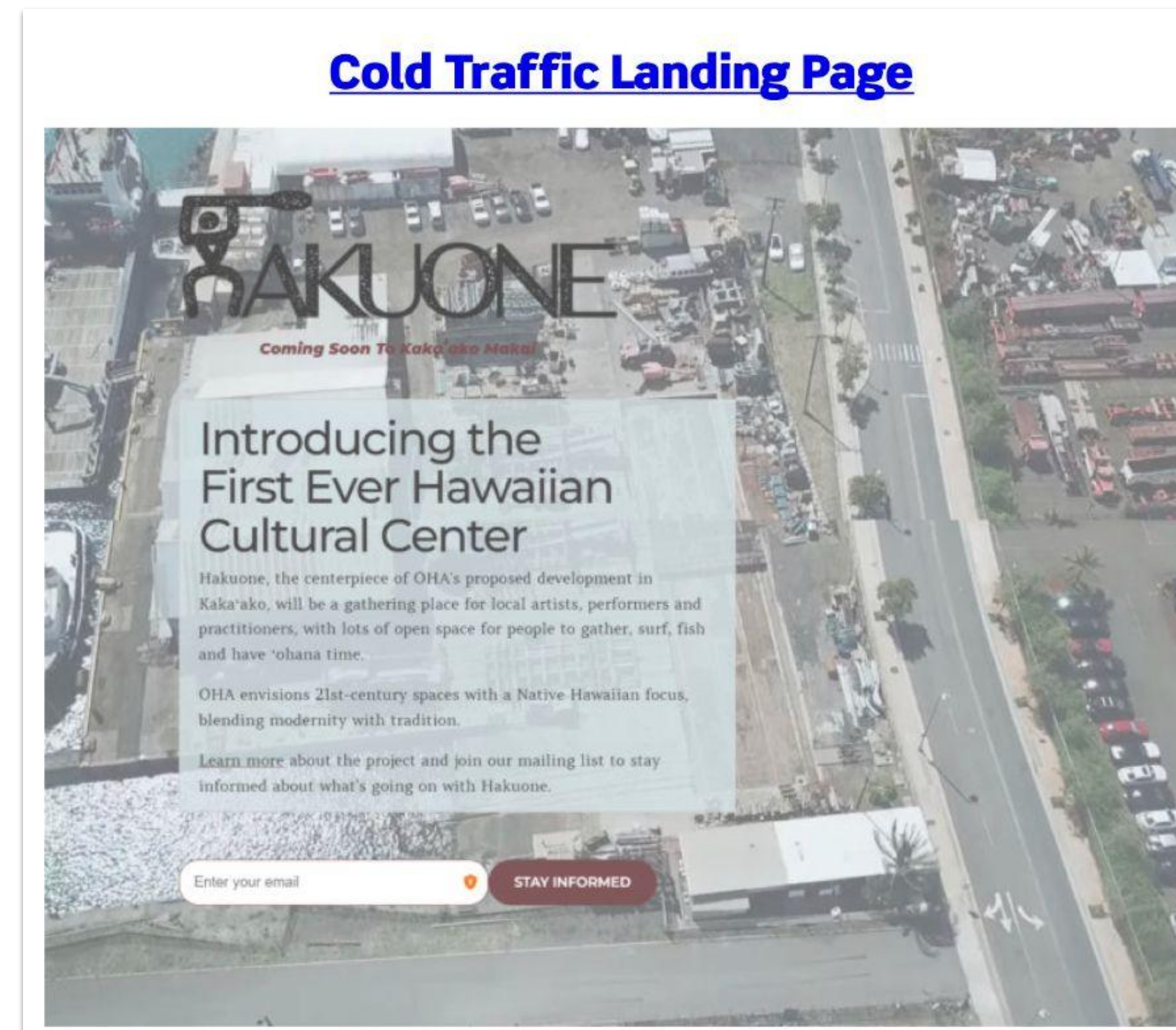
Paid Ads

- Google Ads (search & display networks)
- Facebook / Instagram ads



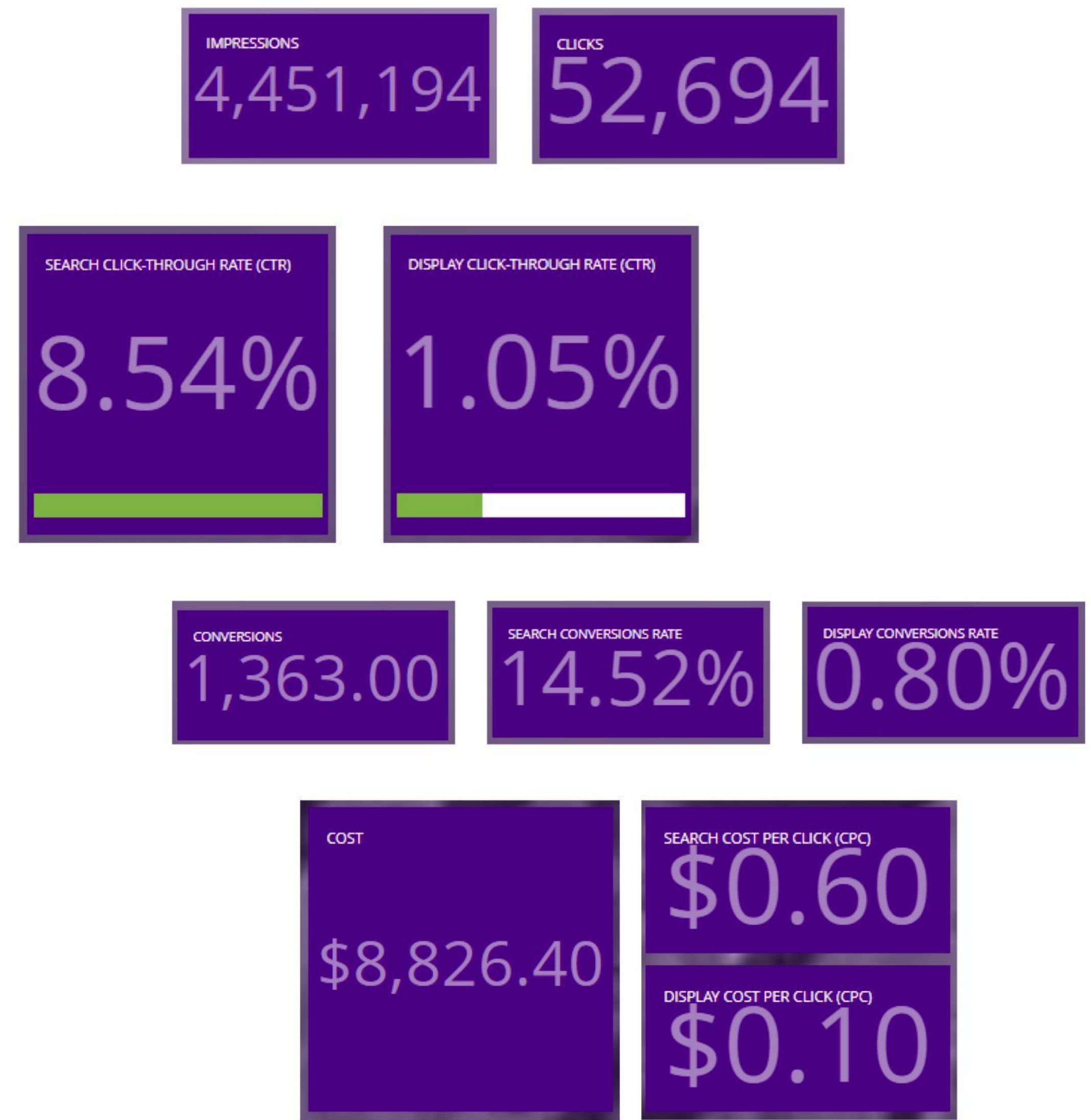
Dynamic Landing Pages

- Cold Traffic page
(hakuone.com/local)
- Warm Traffic page
(hakuone.com/kokua)



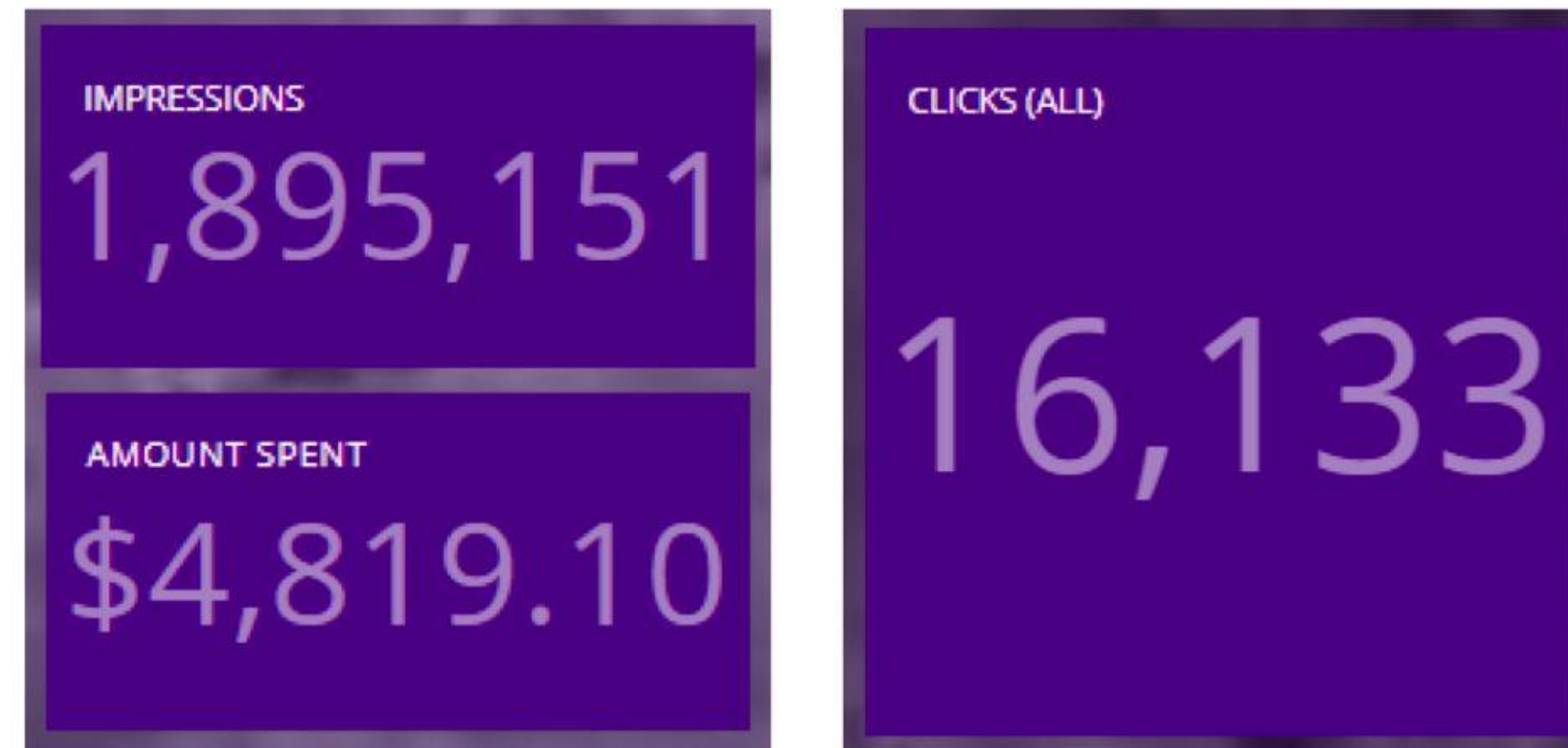
Performance (Google)

- Start Date: 2/11/23
- End Date: 4/23/23
- Benchmarks (CTR):
 - Search
 - > 4.1% Mobile
 - Display
 - >0.35% all devices
 - >0.60% mobile



Performance (FB/IG)

- Start Date: 2/11/23
- End Date: 4/23/23
- FB Ad Benchmark = 0.9%




Petition: Change.org

- Sign Ups: (as of 5/4/23)
 - Hakuone: 2,389
 - Friends of Kewalos: 1,119
 - Difference = 1,270

change.org Start a petition My petitions Browse Membership Q Log in

[Petition details](#) [Comments](#) [Updates](#)

Support Hakuone - Hawaiians Developing Hawaiian Lands



2,347 have signed. Let's get to 2,500!

At 2,500 signatures, this petition is more likely to get picked up by local news!

Pat Sasaki signed 1 hour ago

Cooper Long signed 9 hours ago

Sign this petition

First name

Last name

Email

Kaneohe, 96744
United States

Hakuone By Hawaiians started this petition

The State of Hawai'i gave OHA 30 acres of property scattered across nine parcels in Kaka'ako Makai in 2012. Now called Hakuone, the land was a partial settlement of decades of unpaid Public Land Trust funds due for the use of ceded Hawaiian land. The \$200 million valuation of that land, however, was based on the potential to build residential properties in the future.


Social Media + Grassroots Community Outreach



Hakuone Social Media

Social Media Channels - @hakuonehi + @hakuonewharf

- Facebook (since Jan 2023)
 - Page Reach = 158,000 Individual
 - Page Visits = 1,900 visits
- Instagram (since Jan 2023)
 - Accounts Reached = 81,048 accounts
 - Followers = + 1,285 new followers
 - Current = 1,579 followers
 - Impressions = 292,143 individuals



hakuonehi

Following ▾

Message

+👤

⋮

95 posts

1,659 followers


1,310 following

Hakuone


Recreating an 'ōiwi sense of place in Kaka'ako Makai #Hakuone #KakaakoMakai

linktr.ee/hakuone


Followed by 808prime, sonofoaahu, kaialuokahaluu + 7 more



TESTIMONY...



TAKE ACTION



FAQ

POSTS

REELS

TAGGED

Kakaako Makai limits not fair to Native Hawaiians

As a retired urban planner who has been following the debate over development proposals for the Office of Hawaiian Affairs' Kakaako Makai lands, I feel things are unfair.


The issues remind me of how indigenous Native Americans who lived in harmony with some of the most beautiful lands on Earth were banished to lands that white men did not want. The pattern is the same in Hawaii. OHA was given lands once used to incinerate opala, and the incinerated ash and other toxic debris were landfilled to create the Kakaako Waterfront Park. To add insult, state restrictions imposed on OHA contradict basic development mixed-use regulations allowed by the Hawaii Community Development Authority for Kakaako, including residential, commercial and the originally required light industrial. Hawaiians should stop being treated like wards of an estate and be allowed to provide for their own future. I can imagine all the laborers in trade unions building luxury condos and commercial spaces in nearby Kakaako thinking, "Oh, I no can live here." Imagine how proud local laborers would be as they build something for themselves for a change, and maybe look out from their residences as they enjoy the views of the ocean and mountain and think, "Oh, mine nevaah cost \$1 million."

Glenn Kimura
Wai'alaie

“

Hawaiians should stop being treated like wards of an estate and be allowed to provide for their own future.

– Glenn Kimura of Wai'alaie



Saiki should work to get OHA funding


House Speaker Scott Saiki has recently publicly acknowledged that remediation of a toxic landfill at Kakaako Makai and repairs to the wharf will likely cost more than \$100 million ("Renegotiate new Kakaako Makai settlement agreement for OHA," Star-Advertiser, Island Voices, Feb. 12). Saiki should follow through on his acknowledgement by working with his legislative colleagues to release the funds he projects the Office of Hawaiian Affairs needs to ensure the area is safe for all to use. In House Bill 133 HD1 SD2, the Senate has recognized \$71 million of such a need — \$65 million for the wharf repairs and \$6 million for an environmental impact study. At present, the state has a "legal easement" to Lot A, the former Fisherman's Wharf site. The state controls docks, access and use of the wharf, and the collection of the related income; therefore, it reasons that the state is responsible for the maintenance and repairs of the area to ensure public safety. Voters are watching and waiting for Saiki to lead, in collaboration with his Senate colleagues, to meet the state's legal and moral obligation.


Sylvia M. Hussey
Ka pouhana/Chief executive officer, Office of Hawaiian Affairs

“

Saiki should follow through on his acknowledgement by working with his legislative colleagues to release the funds he projects the Office of Hawaiian Affairs needs to ensure the area is safe for all to use. In House Bill 133 HD1 SD2, the Senate has recognized \$71 million of such a need — \$65 million for the wharf repairs and \$6 million for an environmental impact study.

– Sylvia M. Hussey
Ka Pouhana/CEO
Office of Hawaiian Affairs





HONOLULU CIVIL BEAT

Jonathan Okamura: Asian Settler Colonialism Explains Why OHA Should Be Allowed To Develop Kakaako Makai


89

4

The concept highlights the subjugation of Native Hawaiians, of which the Hakuone dispute is just the most recent of numerous examples over the decades.

By Jonathan Y. Okamura
April 23, 2023 · 6 min read

READ IT HERE:
<https://bit.ly/okumuraarticle>



© Confidential

Grassroots Outreach Event Calendar

In-Person Community Meeting #1: 11/30/22

In-Person Community Meeting #2: 12/6/22

In-Person Community Meeting #3: 12/13/22

Virtual Town Hall #1: 12/14/22

Virtual Town Hall #2: (Civic Clubs) 1/7/23

Virtual Town Hall #3: (SCHHA, AHHL) 1/8/23

Virtual Town Hall #4: 1/10/23

In-Person Community Meeting #4: 1/24/23

Legislative Briefing: 2/6/23

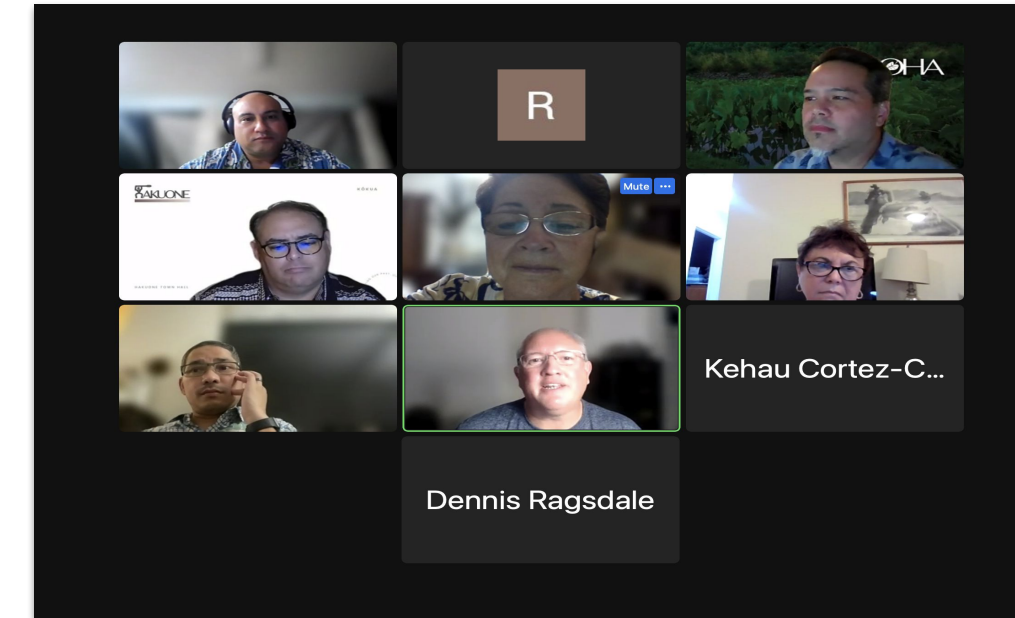
Virtual Town Hall #5 (Elizabeth Kahanu HCC Request) 2/23/23

Waianae Neighborhood Board Committee, In-Person/Zoom, 3/8/23

Kalihi Palama HCC, via Zoom, 3/14/23

Ko'olaupoko HCC, In-Person, 3/21/23

Resolution Passed to Support Hakuone Development by Makiki
Neighborhood Board #10 - 3/23



Website & Email

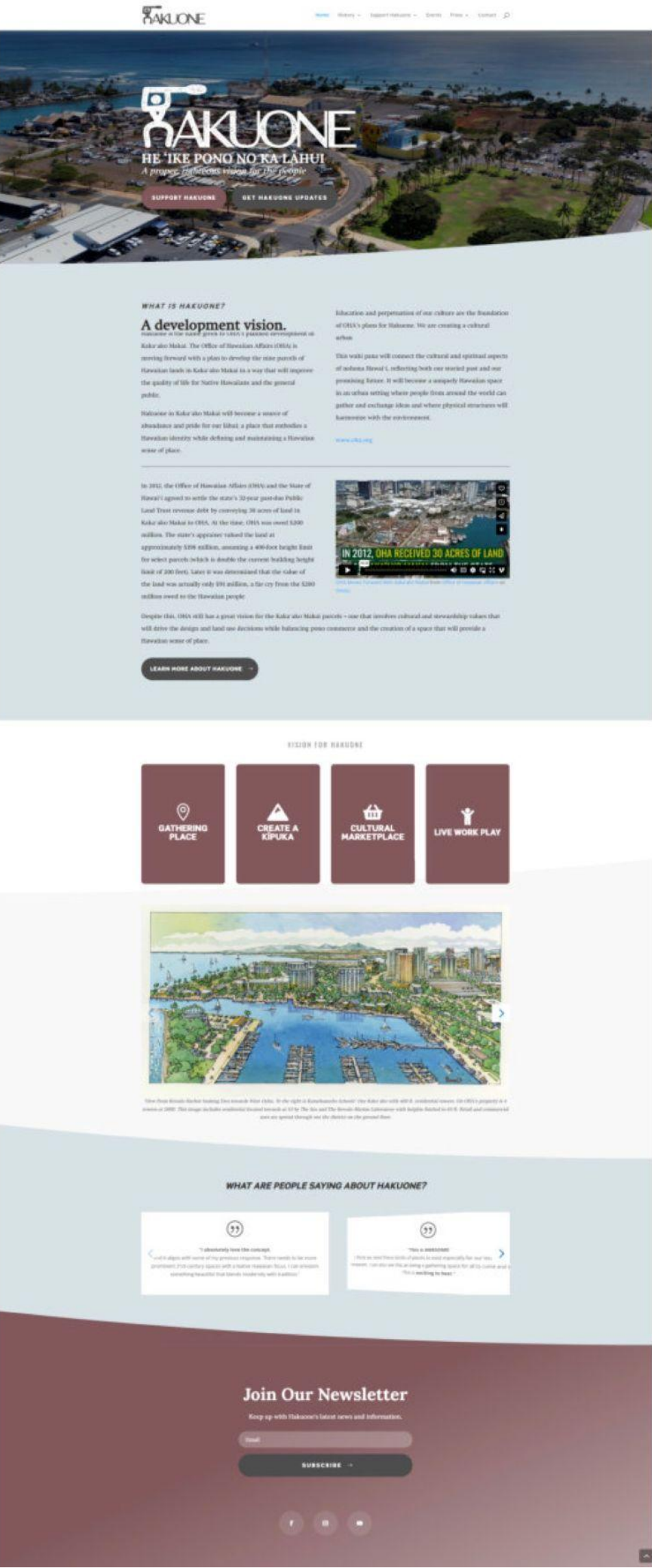
Waiākea Consulting




Website

Website - www.hakuone.com

- Real Time Updates
- Hakuone (Kaka’ako Makai) History
- Support Options (Actions Needed)
- Events
- Press Articles
- Media Assets



Legislative Bill Testimony Guide and Samples



Hakuone Legislative Bill Testimony Guide

Support justice for Native Hawaiians

OHA is asking the Hawaii State Legislature to fulfill Act 15, passed 10 years ago, and remedy the known and acknowledged flaws of the Public Trust Lands settlement that conveyed land in Kaka'ako Makai to OHA with many strings attached. First and foremost, we ask that lawmakers eliminate the discriminatory restriction of residential development as part of Hakuone, allowing for a full spectrum of housing options and providing critical funding to raise up all Native Hawaiians statewide.

The legislation that will accomplish this has been introduced in the 2023 legislature. The Senate Bill is SB736. The House Bill is HB270.

Before You Begin

1. Testimony is submitted via the [Hawaii State Capitol website](#).
2. Before you can submit testimony, you need to [register for an account](#).
3. Testimony is only accepted when a bill is scheduled for a hearing. If a bill is not scheduled the option to submit testimony won't be available on the website.
4. Once you've set up a Capitol website account, you can search for the bill easily from the homepage (SB736 and HB270), or save it to follow from your account and set up notifications.
5. Need more help? You can download and print this [pdf guide to the Capitol website](#).

When Submitting Testimony

1. At a minimum, you can select that you "Support" the bill and click submit.
2. Writing a message is recommended, and original and personal writing is ideal.
3. You can submit testimony as an individual or as a representative of an organization. If representing an organization, be sure to describe it in your testimony.
4. If the committee receiving your testimony includes the Senator or Representative of where you live, be sure to mention that.
5. You can type your message directly into the form on the Capitol website, or upload a document that you've separately prepared.

- The state's promises to native Hawaiians, compared to what has been delivered.
- What Hawaiian culture has contributed to the world, and why it must be perpetuated.

[To Honor the Past and Elevate Hawaiian Culture and Values](#)

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...aid be.

An aerial photograph of a coastal area, likely a port or industrial zone, featuring a large parking lot filled with cars, several buildings, and palm trees. The ocean is visible in the background under a clear sky. The image serves as the background for a campaign poster.

RAKUONE

ACTION NEEDED!


**CALL SPEAKER SAIKI AND REP.
YAMASHITA**


SIGN OUR PETITION

[Home](#)
[History](#)
[Support Hakuone](#)
[Events](#)
[Press](#)
[Contact](#)

ACTION NEEDED

[GET HAKUONE UPDATES](#)
[HISTORY OF HAKUONE](#)

We need your help! HB133 HD1 SD2 must be passed to provide crucial funds for necessary repairs on OHA's lands in Kaka'ako and Kōkianiloko.

Follow our step-by-step guide to let Speaker Saiki and Representative Kyle Yamashita know how important HB133 HD1 SD2 is.

STEP-BY-STEP GUIDE

1

Call Rep. Kyle Yamashita and let him know why it is important

[\(808\) 586-6330](tel:808.586.6330)

(Use script as step 2)

2

Ask Rep. Yamashita to move HB133 HD1 SD2 through conference committee

PHONE SCRIPT

I'm calling to respectfully urge you to use your authority to ensure that HB133 HD1 SD2 is passed this session in its current form. This bill is crucial to provide funds for necessary repairs on OHA's lands in Kaka'ako to the pavement/bulldozed, which have fallen into a state of disrepair due to state neglect. I'm concerned that the condition of disrepair was not disclosed at the time of settlement in 2012.

Additionally, the bill allocates funds for an EIS and the development of Kōkianiloko, which are essential for the Native Hawaiian community. As a supporter of this bill, I hope you will join me in advancing it through conference committee.

Thank you for your time and attention to this matter. Appreciate any help you can provide. Mahalo.

3

Call Speaker Saiki

[\(808\) 586-6100](tel:808.586-6100)

(Use script as step 4)

4

Let Speaker Saiki know why it is important to move HB133 HD1 SD2 through conference committee

PHONE SCRIPT

I am calling as a concerned community member regarding an important matter that affects Native Hawaiians.

As you are aware, the state transferred lands in Kaka'ako to OHA in order to settle a longstanding debt, while still retaining a legal easement to let A. This grants them control over boat docking and the collection of related income, as well as the responsibility for maintenance and repairs. It is their legal duty to provide the necessary funds to ensure that the land is safe for public use.

Despite numerous delays in respecting the rights enshrined in our constitution, Native Hawaiians have displayed a great deal of

5

Use form (below) to send Speaker Saiki an email

Paragraph

Write a Speaker Saiki

I am writing to express my appreciation for your recent comments acknowledging that Kaka'ako needs more resources for its long-term step in a cost-effective and long-term repair program. Thank you.

6

Use form (below) to send Rep. Yamashita an email

Paragraph

Write a Rep. Yamashita

I am writing to express my appreciation for the recent comments regarding the Kaka'ako lands. I am writing to express my appreciation for the recent comments regarding the Kaka'ako lands. I am writing to express my appreciation for the recent comments regarding the Kaka'ako lands.

7

Sign our petition in support of Hakuone

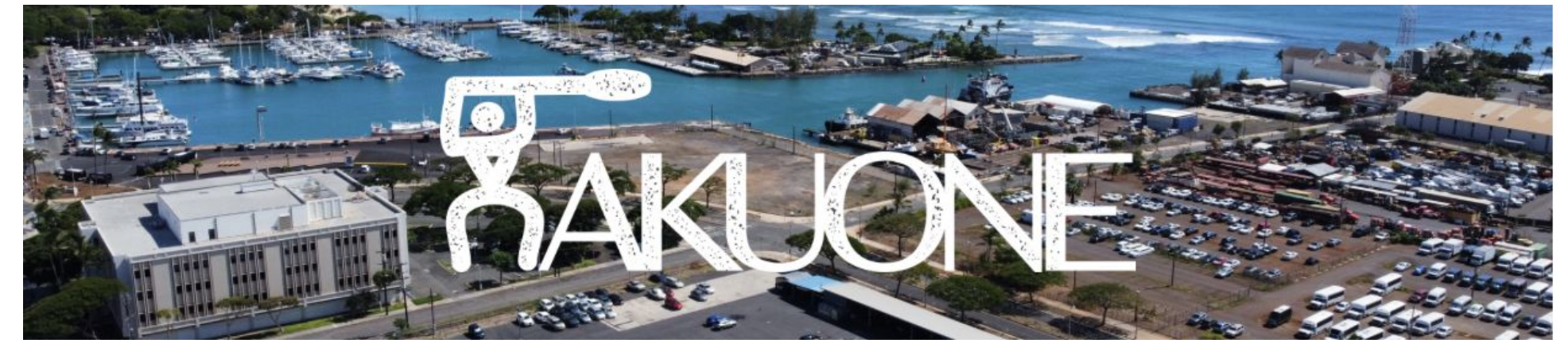
[SIGN NOW!](#)

Email Marketing

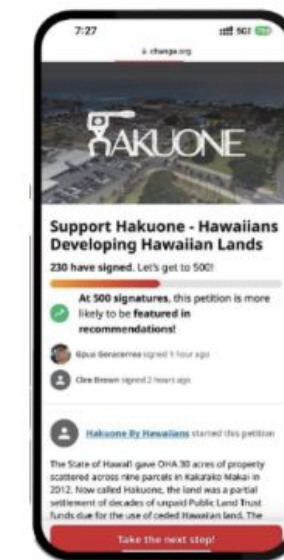
Close to 188,000 emails were sent out, receiving almost 70,000 opens, making our open rate slightly over 35%. *(standard is roughly 30%)*

Setup Direct Call to Action Pages to Support:

- Hakuone Legislative Initiatives
- Hakuone Change.org Petition



**SIGN OUR
PETITION IN
SUPPORT OF
HAKUONE**



Show your support for Hakuone by doing the following:

1. [Sign our petition.](#)
2. Share the petition with your friends and family.
3. Share the petition on your social media channels.



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You are receiving this email because you opted in via our website.

Our mailing address is:

Hakuone
1483 Pukana Pl
Hilo, HI 96720-3287

[Add us to your address book](#)

Mahalo Nui Loa



Repository of Campaign Assets & Deliverables Available