Development Committee Meeting Minutes
2/18/26 - 3:00 - 4:00 pm via Zoom

Attendance: Joan Gossett, Ken Curtis, Diane Harding, Jack O'Neill, Winston Welch, Jackie Wah, Whitney Bosel

Minutes of 10/15/25 Development Committee Meeting accepted with no revisions.

- **Outreach Program**

Myles reported Tyler attempting to set-up presentation with BOH for second half of March or first half of April. Myles will present history of TOC, Exceptional Tree program, restoration work, tree giveaways, examples of what TOC could offer in terms of events if they want to partner with us.

- **Full Circle Meeting**

Diane, Winston, Jackie, and Valerie Koenig (Facilitator) will meet this week to confirm agenda. Agenda and handouts will be emailed in advance to attendees. Include TOC Organizational Structure with handouts.

- **Keep Hawai'i Beautiful Campaign (KHB)**

Total collected so far for KHB campaign 2025: $11,150
Total collected from 2024 & 2025 campaigns: $19,150

First Insurance Company of Hawaii Charitable Foundation donated twice - $5,000 end of 2025. Sent second check for $5,000 for their 2026 donation. They also donated $5,000 to the original KHB campaign in 2024. FICOH has donated $15,000 so far and we have not even contacted them. They received thank you notes but no other contact. Feel it is important they receive phone call to thank them. Good to make a verbal / physical connection to all donors to nurture a relationship with them.

Jackie reached out to see if they were interested in TOC setting up an event for their employees. Person at FICOH said she would forward my email to the appropriate person. Goal is to connect with company to set-up more formal ties.

Myles stated tree planting events are expensive. If TOC sole funder, cost of trees is high. Even if trees paid for by another organization TOC still needs to provide supplies (tree stakes, ties, gator bags, etc.) and need to maintain tree for several years. For reference: For this year alone, TOC charging $15,000 to SeaGrant for maintenance of 30 (15-gal size) trees planted at Jarrett Middle School.

Best if TOC can partner with other organization who purchases trees and TOC does set-up, admin, etc.

Kaulunani Urban Forestry Program started school planting program we may be able to tap into. Myles has connected with them to find out if they can provide trees for events like this while TOC could supply volunteers. One event already funded, scheduled Oct/Nov 2026, in partnership with Trees for Honolulu's Future (TFHF), who received grant with 12/31/26 deadline to get trees in ground. Planting 40 large trees in big, open field across from Aiea Public Library. TOC in charge of finding and managing volunteers. Myles will ask Dan Dinnell (TFHF) if TOC can bring in more volunteers. Might be able to offer a company a limited number of spots for their employees.

Would give sponsors taste of what we do. Goal would be to sponsor their own stand alone annual event. We have values for that — how much it costs to plant X number of trees, X size, at a school or another location. They get recognition, employees get involved in feel good event, TOC maintains trees. Can bring them back later to see how trees are doing.

FYI, TOC does not have to accept a donation from a company that does not align with mission.

• **Acknowledging Donors**

In past, TOC put together events for special donors. Many years ago, event at Washington Place went well. Set-up hoping to receive large number of donations but ended up only receiving $1,000 (from one person) — maybe we did not approach it properly. Had about 75 people. Hawaiian catering, ti leaves, no paper plates, very nice event. Was billed as Exceptional Tree Initiative - Kathleen gave talk about how easy it is to donate.

Used to put on big gala but do not have the person power to do those now. Would bring in 40-50K. In 2016, Concert in the Forest made 16K, not a lot considering all the work that went into it but we received a bequest from someone who attended the concert and had no other contact with that person other than they attended concert.

Also held Inner Circle Member's events. Did special tour of Coconut Island. Took barge, 10 people, gave them nice guided tour. Might have brought box lunches to eat on island. Participants really enjoyed it.

Consider doing events for exceptional donors / corporate sponsors:

- Tree planting especially if find partner who purchases trees
- Tree tour of UH Manoa or Foster Garden
- Special event at locations like Hawaii Heritage Center in Manoa, Shangri-La, Honolulu Museum of Art, La Pietra, Lillistrand House (Whitney mentioned someone who attended Shower Tree Festival is docent). Whitney also mentioned Ossipoff project, on huge plot of preservation land in Ewa attempting to restore. Punahou alumni, who has shop in Kaimuki, does lei making class there.
- Invite to be guest at Annual Meeting.

Follow-up to Campaign Mailing & Other Donations

Keep Hawaii Beautiful
Call those who did not respond to mailing.

Divide up list to do the following:
- Will need to do some detective work to get phone number of person who handles charitable donations and how to get in touch with them.
- Mention letter mailed end of 2025. Did they receive it?
- Feel your company is a natural partner for us.
- Find out their giving cycle timeline.

Winston will work with Jackie to compile list.
Volunteers to do follow-up calls: Winston, Myles, Ken, Jack, Diane, Whitney

For companies who already donated. Donation shows interest in TOC. Winston will call 3 companies who gave to KHB.

Year-End Appeal 2025
$19,760 - 84 donors, 13 people donated $500 or more.
All donors received handwritten thank you note signed by Winston.

For donors who give $500 or more:
- BOD should also send personal thank you note. Send donor contact info to Diane and she will send thank you.
- Winston do follow-up calls.

• **Punahou**
Have at least three Punahou alum at this meeting. Half TOC board are also Punahou alumni. Think about setting up Punahou alumni / TOC connection inside of Punahou system. Establish official alumni affinity group to create pipeline with civically minded alumni — natural fit for TOC.

Alumni association very large, very active. Do big events every year. Recent events: concert, wine tasting, golf event. May be open to doing smaller events. Diane has been to events with three speakers generally culled from alumni. 45-50 people attend, pupu dinner, all alumni invited. Whitney knows someone on alumni association, doing 3-4 year stint.

Will be meeting with Punahou to discuss disposition of current trees and possibly exceptionalizing some trees on campus, can bring up idea of more formal association with school.

Ideas

- Do tour of Punahou trees and environs.
- Myles could set up mapping of trees on campus which could involve students.
- Profiles of our board members who are alumni.
- Set-up a partnership with student group. Student groups need faculty member to sponsor. Depends on finding student interest in environment. Few years ago, student whose mother was a state senator formed a group.

Miscellaneous

Whitney joining DAR. Organization owns house at bottom of Tantalus — first house on left, above Hana Haouli school, across from Exceptional Tree at Archie Baker Park. House does not have yard space but is historic house. Meeting room can hold 45 people. Could we possibly rent it for an event?