Development Committee Meeting Minutes
6/17/26 - 3:00 - 4:00 pm via Zoom

Attendance: Diane Harding, Joan Gossett, Jonathan Sudler, Jack O'Neill, Whitney Bosel, Winston Welch, Myles Ritchie, Jackie Wah

Minutes of 2/18/26 Development Committee Meeting accepted with no revisions.

- **One Million Trees and Counting**

Myles created several documents that highlight costs for TOC sponsorships to be included in fundraising campaigns. Documents are to be utilized, shared, capitalize on them. Longer version is 20 pages, shorter summary is 4 pages.

Something to share when meeting potential funders. Shows TOC history, what we are actively doing, and what we can do with your support. Not just saying we are a great historical organization, how we incorporate activism on legislative side as well as tree-related projects they may be interested in supporting, with corresponding costs, almost like a program menu.

Short version - overview of each project with associates costs. Sponsor uses to find project of interest, then to longer version for detailed information. Longer version - same content as shorter version with extensive description of the projects, how they would be implemented, their purpose. Projects span many different topics. Good for funders to know - it's not just tree planting and giveaways, have other important urban forestry projects that will increase urban canopy, tree health, public recognition of benefits of these trees, the whole spectrum of what we need to do to improve tree and tree care across the state. Project list has added benefit of being used for grant applications. Makes it easier to complete more applications as descriptions and costs already done.

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

Send out another physical mailing beginning of November but make sure we have the procedure for follow-up calls in place before mailing goes out so we are prepared to do follow-up in a timely manner. Myles and Winston will look over existing materials and incorporate One Million Trees and Counting into mailing. New materials give good reason send to existing list.

Myles will create script to use for follow-up calls so message is consistent and cohesive. Reminder that no one ever called the donors we have already received donations from — one who has donated $15,000 so far.

Myles updated existing mailing list that Ken put together, with as many people he could find who deal specifically with charity donations. Jackie merged existing list with Myles' information, put into format easier for her for mailings. She will email list out to Development Committee members to look over again.

Make KHB yearly campaign that we do around same time every year — and with some distance from other fundraising mailings that go out. KHB list not same list that gets year-end appeal although there can be some overlap.

Potential dates: Spring (Earth Day) or Fall (Arbor Day). October may be better so it does not interfere with other mailings. Discussion that focus of Arbor Day is trees, not as a fundraising event. TOC does tree events because of our mission so not sure would be a good idea to pair it with asking for money. Do quarterly communication — this is what we are doing, getting trees in ground, to reintroduce TOC to the public. In Fall, approach could be we celebrate Arbor Day without asking for donations.

TOC Outreach Presentations
Myles had emailed presentation to Tyler to send to BOH internship cohort, no response yet. At last meeting, Tyler said he was aiming to do something in the fall. The other group Tyler was targeting, a runner's club, did not seem interested.

Punahou School & Ways to Connect
Good potential projects for Punahou that we can interweave:

- Tree care and best practices: Myles suggested doing workshop on arboreal best practices for landscape crew and sub-contractors on what to do, what not to do, problems that can come up if not done correctly. Suggest more care in hiring of sub-contractors for big tree work.

Tree Maintenance of Badly Trimmed Trees - Winston contacted school but they have not responded. Although trucks are still there, work has stopped so his call may have been a factor. Email Nate Armour, Director of Physical Plant; Debbie Millikan, Director of Sustainability; and the President; see if they respond. Have been problems with infighting between different departments claiming their territory. Two landscape people may also have retired.

• Tree Mapping and Inventory: in discussion with school on doing tree inventory in conjunction with with students. They have historical documents on trees on the property.

• Exceptional Trees: during tree mapping, Myles could note trees with ET potential and help school with nomination process.

• Curriculum: working with faculty to develop curriculum based on urban forestry, arboreal culture, environmental, sustainability topics. Would promote useful, good jobs and career paths for students. Urban forestry, arboriculture, landscape architecture are bulletproof fields especially if factoring in AI. These sectors have money so actively promoting these potential job paths, in addition to some initial trainings, provide pathways to potential funding opportunities as we are providing direct path way for future workforce.

• Alumni or student group:
Maybe an alumni group and separate student group with TOC connecting them.

Clare Connors' daughter, Celeste (senior at Punahou), interested in setting up an environmental group. Clare met with Punahou President. Diane will reach out to her for updates on the meeting. Hope student club teaches them abut trees and how to trim trees properly. Note: student do not need permission to set-up their own groups.

At Steve Mechler's memorial, Joan and other classmates discussed setting up alumni group in his memory. Many ideas shared that are being put together - how to care for trees, educational activities, alumni community engagement, career pathways, emotional and cultural connections. Thinking of a tree club that partners with TOC. Joan will share the plan after she discusses with her group. Potential for alumni donations to the school to sponsor a lecture, other tree related events.

Weed Circle
Mud being reduced to 6-12 inches maximum at site. Once done, irrigation project could start up. Soil being tested for toxicity.

Women's Community Correctional Center (WCCC) Proposal
Myles proposed reviving plan to start nursery at WCCC. Provide inmates with new skills, socialization aspect. Project had been approved and funded but funding disappeared because could not be implemented due to the pandemic. Space available, would not infringe on current location for Learning to Grow (LTG).

Myles would teach inmates skills to propagate and care for plants, learn botanical aspects, urban forestry and arboreal culture, STEM concepts. Would be a workforce training system and a feeder system as inmates have profession when released. Massive void of qualified workers in nursery, urban forestry, arboreal culture. Could be pathway to work with county or state. TOC gets plants for planting or giveaways. Inmates learn new skills. County & state have a pipeline to workers. Very fundable, ticks many boxes. If we plant food producing trees to address food security, but not restricted by that, offers many things funders could get excited about.

Grant would cover the cost of set-up. Initial greenhouse can have basic irrigation, nothing elaborate, can get up and running for 25-50K. Need to discuss with LKOC to see if there is the capacity and interest. Speak with LTG volunteers Betsy and Kaoru from LKOC.

LKOC has many volunteers but problem now is getting students for the program. Current location not in high security area which limits number of highly vetted inmates who can be approved. Program was well attended in past but has only 5-6 women now. Previous warden wanted to get the area double fenced to make it medium security area which would open it up to more inmates. Also requires corrections officer to be there so it take away from staff. Inmates go a few days a week with LKOC volunteers there more often often harvesting vegetables.

Provides fresh produce for facility, growing a ton of stuff for them, is the only fresh produce cafeteria gets.

Membership
Whitney and Myles discussed membership tiers, setting up more planting events to bring in new members. Focus on social aspect of events to drum up interest with new, young members. Have sign-up table for memberships. Create inventory of TOC swag. Stickers to give away, sell tee shirts, wood laser engraved ornament with TOC logo tree. We already have TOC stickers and magnets. Jackie get approximate count of inventory on hand. Need to get approval to get funding for these items. Myles to share costs to produce tee shirts. Whitney will put together proposal for funding needs to present at next board meeting. Want to have gifts for different tier levels, mainly upper tier memberships. Who is going to do the fulfillment? Note: if someone chooses a gift, that affects their donation amount. Give option to opt-out of gift.

Division of Urban Forestry (DUF) Planting Partnership
DUF pitched idea they want to do more plantings and partnership in parks. Relatively low-cost option. DUF provides trees and space. We provide planting, volunteers, and maintenance until trees get established. Would need to schedule volunteers for watering at least once a week, rainy season could be adjusted. People feel good about getting more trees in their community. To proceed, present DUF with a planting project. They give current nursery. We make planting design from that inventory, tag trees, DUF delivers trees to site. TOC puts together event, bringing in volunteers.

Ke'ehi Lagoon, by airport, is potential location. Huge park, irrigation is there, tennis courts and baseball diamond are only active parts of park, tons of parking, has bathrooms, huge grassy area. Turn barren, dry area into a tree landscape near the water so good potential to capture storm runoff and help mitigate pollutants so they don't reach ocean.

Andy Kaufman is landscape architect, he could do landscape plan for upcoming plantings. He is an extension agent so doing projects for community is part of his job. He did planting plan for two-day tree planting scheduled at Aiea Park in October — another opportunity for volunteers. Brenda Lam could also be tapped to do planting plans.

Miscellaneous
Comments from people happy to get handwritten thank you note for donation from Winston.