

Development Committee Meeting Minutes
10/15/25 - 3:00 - 4:30 pm via Zoom

Attendance: Diane Harding, Ken Curtis, Joan Gossett, Tyler Dang, Maureen Murphy, Jonathan Sudler, Beverley Brand, Jack O'Neill, Myles Ritchie, Winston Welch, Jackie Wah

June 18, 2025 minutes approved with these corrections (in bold):

- Maui Outdoor Circle broke away when bank **consolidation** occurred.
- Title of Section Heading: TOC **Dues** Restructuring
- Propose TOC receive a reasonable percentage of all monies branches take in, **including donations as those monies go through the TOC accounting system which TOC pays for.**

- **Keep Hawai'i Beautiful Campaign**

Ken working on mailing list for this year's mailing. Will include those who donated to last year's appeal and tourist-related entities as well. Also include those who donate regularly to TOC's year-end appeal to let them know about the campaign. Ken will send mailing list to board members for feedback. Mailing should go out in November / December. Need a procedure in place to respond when we receive a donation. Ken will organize that.

Winston will contact Hawaii Community Foundation. Ask which funds they manage would be best suited for TOC to approach for funding and how should we go about it. Winston & Diane (and anyone else interested) set-up appointment to visit and discuss in person.

Myles created graphic that shows logos of corporations TOC has partnered with over last 10 years. Alexander & Baldwin was not included but they should be. Good to use when TOC pitches local companies as it includes mostly nationally-based companies. Shows we have a track record and hopefully encourages them to partner with TOC as well. Create QR code that leads to web page with all sponsor logos.

Create tangible benefits sponsors would receive for their support: i.e. for \$10,000 donation you get an Exceptional Tree Tour on University of Hawai'i campus, etc.

- **Arbor Day Foundation (ADF) Funding**

Corporations come to ADF, say they want to donate X amount of money for these states and want them to give out X number of trees. ADF reaches out to community partners (TOC main one in Hawai'i), gives funding criteria and we proceed from there. TOC has no direct contact with the corporations. On side note, ADF has donated their own money (on smaller scale) to TOC for tree giveaways. They have also topped off or matched a corporation's funding for a planned tree giveaway.

- **Tree Giveaways**

No tree giveaways planned for Hawai'i Island this year. Disaster funding TOC received for many years from Arbor Day Foundation has officially run out as we no longer qualify. ADF funding is going towards more recent disasters. Myles will tap into new ADF funding for community urban forestry projects.

Lani-Kailua, Manoa, and Kauai branches doing tree giveaways in November. Send info about tree giveaways to Myles and he will alert Kaulunani Urban & Community Forestry Program so they include it on their website calendar of tree giveaways and other Arbor Day activities.

- **Year-End Appeal Mailing**

Jackie needs letter by mid-November to give time to get all components together and delivered to mailing house. Aim to have mailing arrive first week of December. Letter on front, backside of letter has accomplishments of 2025.

- **TOC Organizational Structure**

A document to be used for branches to learn more about the relationships between TOC, the board, the staff, and the branches, explaining who does what. Describes what each group's role is and how each group interacts with the others, what the expectations are from branches regarding documentation and record keeping. When branch board changes, the incoming board members may not know what is expected of them. Also makes them aware of official documents TOC has on hand that branches can use (ex. Top 10 Reasons to Join TOC). Document will be sent to branch Presidents and will also be available online.

- **Bequest Program**

Enables people to let TOC know they will be leaving the organization money in their will or trust and can be enrolled in TOC's Legacy Society. Legacy Society Information page lists criteria for inclusion and the benefits. BOD would need to approve the program.

- **Outreach Program**

Tyler reported that Bank of Hawaii directed him to contact them in January 2026 to get scheduled for the summer 2026 internship program. He and Myles would do a presentation for the group.

- **Membership Renewal Letters**

Jackie delivered to mailing house yesterday. Sent to anyone whose membership expired in last few years and those whose membership will be expiring in November.

Submitted by Jackie Wah