

**Development Committee Meeting Minutes**  
**10/19/22 - 3:00-4:30 pm via Zoom**

Attendance: Diane Harding, Joan Gossett, Gordon Aoyagi, Mimi Bornhorst Gaddis, Jackie Wah, Winston Welch

Minutes of August 8, 2022 approved as Amended:

1. Hawaii Arbor Day - venue used being used as skatepark - not true. They will be turning into skatepark in the future. Tree giveaway will be held in same location as last year.
2. Banyan drive - picked 11 trees that were closest to where they were standing (cross out word "worst"). There are 47 out 50 trees needing treatment but there may be more. Change the paragraph that begins, "26 of the trees are on Naniloa..." to "Jonathan reports that 26 of the trees are on Naniloa..."

• **Shade Tree Commission Celebration**

Winston met with Managing Director. Requested Mayor declare November Arbor Month in Hawaii. Possible presentation of proclamation by Mayor, with ceremonial tree planting after. Would like TOC to have good representation at presentation, asking others to attend, talk about value of trees. Mayor said as long as does not cost any money or have any maintenance issues then he's all for planting trees. Also suggested after election over, for those still in office or new elected person, plant a tree in each city council member's district as awareness campaign.

Also discussed idea of 2<sup>nd</sup> Shade Tree Commission. Managing Director mentioned putting it under Parks Dept. Would not be a good idea because Parks Dept. not fully transparent. Board's commissions and committees just recently went online. Show basic functions but still not posting agendas or meeting minutes or list of who is in charge any of them. They only have 2 out of 9 members. Parks Director does not want to constitute Parks Board so that department being run with no advisors. Might be better led by Managing Director's office itself. Shade Tree Commission is about street trees, not trees in parks. Or might be better in Division of Urban Forestry (DUF) since they are the ones who plant trees although they are understaffed.

Maybe model after Mayor's Office of Culture and the Arts (MOCA) - separate group of people deciding on what public art to purchase and where it goes. 2<sup>nd</sup> Shade Tree Commission could be separate group making decisions on where to plant trees that City Council would approve.

Mimi and Heidi have tried to plant a tree in memory of their mother. Have offered to pay for it. Very difficult to find a place. On Oahu, okay to plant a forest (like in Wahiawa) but planting a tree is difficult. DUF more interested in canopy trees in different areas, bigger projects, not open to planting a single tree. Mimi and Heidi also trying to sponsor park bench at Ho'omaluhia, lots of bureaucracy and City Council has to approve.

Planting in a public park extremely difficult. Have to water and maintain for 180 days, have community buy-in, have architect design plant landscaping, an irrigation plan. Has to be certain sized tree, cannot plant little trees, has to be significantly sized tree.

TOC planted trees at Windward Community College, that's state property. They were appreciative but TOC had to maintain trees for 2 years - watered, trimmed, treated for pests. Not easy. Janitor had to be convinced to let us do it.

Something Shade Tree Commission should address the issue of how hard it is to plant a tree. Commission could figure out how to make process easier and faster. Connect all departments that

touch trees, which is a lot of them. One thing on Oahu - can have medium long-term outlook for trees. Could be copied for other islands.

- **Hawaii Mission Houses (HMH) History Theatre** - Fabulous night. Performances excellent especially Cherilla Lowrey portrayal, weather perfect, food very good. Several people related to those portrayed including descendants of Cherilla, Annie Alexander were in attendance and actor who portrayed Judd is related to Charles Judd. Professor Joseph Rock discovered loulu palm on Molokai. After Cherilla's death in 1928, he named palm after her (*Pritchardia Lowreyana* loulu palm) because she had done so much for planting in Honolulu. Video available from previous Cherilla Lowrey portrayal. Diane will send link to share.

Sold 83 tickets. Most in attendance were TOC although a few came from HMH's mailing list. Manifest has names and phone numbers but no emails. After paying MHM and ticket sales going towards final bill, we made \$2,025.25. Without \$5,000 grant would not have worked out as well.

- **Hawaii Arbor Day All-Branch Events**

Myles able to get additional funds from Arbor Day Foundation for the tree giveaways on Hawaii Island. New totals: East Hawaii Branch 755 trees, Waimea Branch 155 trees, Waikoloa Branch 105 trees. No other branches got funding from Arbor Day Foundation. Because East Hawaii has good track record from past tree giveaways, easier to get funding. Area had also been affected by natural disasters which was impetus for initial grant Myles secured.

Manoa Branch holding tree and plant giveaway on 11/12/22. Jerry Lam donating 100 trees to North Shore Branch for their giveaway.

Can TOC do PR for tree giveaways and that note that TOC is 110 years old? Need an overall press release with Melanie. She volunteered to write something. Can we ask HPR to do public service announcement for us? Some events are walk-up and some have trees reserved in advance - that needs to be clear. Need to emphasize first come, first served.

Concentrate on social media so Mimi can post on Instagram and Kathleen on Facebook. Design two-week Arbor Day campaign so something posted every day. Mimi has tree photos, can put together graphic for each branch event. If she shares posts with her friends and they share it with their friends, gets a lot of traction. Facebook post should include link to donate. Deciding to donate is an impulse.

Formulate posts so they ask a question. Spurs people to comment and engage. Once engaged, TOC feed would show up on their feeds. Example, post a question: Did you miss Arbor Day? Would you like to donate for next year's Arbor Day? Do you like mountain apples? Would you like a mountain apple tree in your yard?

Are the branches going to tout TOC's 110<sup>th</sup> anniversary since the initial idea of doing this is that it is something that tied all of us together as a consolidated organization, branches and TOC?

### **Banyan Drive**

Still waiting for grant check to come in for gall wasp treatment. Trees located between Don's hotel and Hilo Hawaiian. Mike Krauss had recent surgery so he is not ready to start.

### **Status of OMEKA Database on TOC History**

Project focus on collecting TOC archives in organized way. Asked UH Director of Archive Studies Program for intern. Ended up getting volunteer who is graduating, finishing Masters in Library

Science in Archival Management. Wendy Walker Chang has worked with OMEKA (online program). She read about TOC and likes the organization.

Winston asked her to step in and oversee 2 interns working on project, get them to understand as framework being created. Asked them to make template which we would refine as they do not know TOC as well as we do. Entire project will not be done before we lose interns at end of year. Wendy committed to helping us past December as a volunteer. Interns focusing on using this type of online program (OMEKA) and working with a client that may not even know what they have, a real-life encounter. Can't start scanning stuff without organization set up first. Thought interns would be putting together outline, overall list of categories.

Want Wendy to establish template so training manual can be created for volunteers to follow as new items come in. Need good tutorials where people can watch step-by-step videos: 1. Here is how to log-on to system. 2. Here is how to scan materials. 3. Here are types of key words to choose from, etc. People could use iPhones to scan materials, upload, and tag to site. Scanner app available that is better than taking a picture.

TOC archive may have different collections: i.e. LKOC Collection, Hilo Collection, 110<sup>th</sup> Anniversary Collection. Items cross referenced. Can include moving images, still images, news articles. Everything gets catalogued and uploaded online. Create own classifications, tags, and labels. Example: Trees, historical figures, Presidents of TOC, use our own words that make sense to us. Every single artifact gets coded with 10 key words and then placed in different collections. We already have a ton of info in a number of categories: environmental stuff, advocacy, tree planting, educational outreach, etc.

State Archive holding 55 boxes. Each branch has their own boxes which could be cataloged, digitized and uploaded to OMEKA. State Archivist interested in making our work a demo project to apply for funding to digitizing. All archives are kept only on Oahu (even neighbor island archives). They have advanced scanning machines.

### **Greenleaf**

Need to get another one out. Include article about Mission Houses event. Mention Alexander and Lowrey descendants were there. Go out in November after the events, an Arbor Month issue. Hard copy goes to those without emails. Not sure about the date last physical hard copy mailed, believe it was early 2022.

### **Donation Appeals**

Year-End Appeal - Promote what we concentrated on this year, we distributed over 1,000 trees. Follow last year's timeline for end-of-year mailing. Giving Tuesday - in past years have gotten very little response so we no longer promote that day.

### **Miscellaneous**

Former Kona Branch brings in \$300,000 a year (more revenue than TOC) from thrift shop. Volunteer staffed. For us to set-up a thrift shop. Where would we do it? Maybe if something drops in our lap.

Full Circle Meeting - find a branch to host it next year.

Next meeting: Wednesday, February 16, 2023

Submitted by Jackie Wah