

Development Committee Meeting Minutes
2/15/23 - 3:00-4:30 pm via Zoom

Attendance: Diane Harding, Joan Gossett, Stan Oka, Denise Soderholm, Gordon Aoyagi, Jackie Wah, Winston Welch

Minutes of October 22, 2022 approved as amended:
Correct spelling of Mike Krauss to Mike Kraus.

• **Fundraising**

Diane shared Green Advocacy Initiative put together 5-6 years ago that was specifically targeted for developers. Intended as multi-year project to raise money for TOC for tree planting. At this point, info out-of-date. Started with developers, then realtors, other businesses, various other people in community. Packets dropped off in person, not mailed. Returned a week later in person to get their thoughts. Packet very extensive with 4 sections: TOC financials; Strategic Plan 2019-2024; Annual Report; explained TOC - our mission, public policies, described what we wanted to do.

Extensive targeted packets sent to 3-5 people - only these bore fruit. Got response from 3 people. 2 gave us \$5,000 in first year with commitment to give \$5,000 every year for next 5 years. Third person we met, big developer said they were already planting on their own so were not interested. Had planned on altering packet for realtors whose industry benefits from street trees. Everything got dropped after Development Chair left the board and has not been pursued since.

Separately, sent out less targeted, less extensive mailing to 100 people culled from Pacific Business News Book of Lists. Got no responses back.

How to pick up where this left off:

1. Expand to developers building huge subdivisions, get involved from ground up, make sure they are planting trees. Many ways to approach people from different perspectives.
2. Develop sustaining program - want commitment for several years, 10-25K every year. Money for one year will not sustain us.
3. Instead of sending out 100, send out 20 targeted packets.
4. Brainstorm. Utilize our personal connections. Who do each of us know in X,Y, Z Company? We know you have a charitable wing. How do we get into your donor cycle? Who do we need to talk to? This is where we fell short in past.
5. Focus on real estate (with Mimi's guidance) over developers since we have tenuous relationships with developers. Put together welcome packet real estate agent can give to homeowner, info on how to join TOC in a branch in their area. Could be electronic packet that becomes a membership drive. For realtor, donate \$5,000 - for every house you sell, will give Lifetime Membership to client. Making agents planting partners. They benefit that there are no billboards and trees planted across the state.
6. Break our development efforts into different prongs:
 - a) Big ticket developers and corporations
 - b) Smaller organizations in targeted areas who may be in alliance with our mission
 - c) Building our membership
 - d) Ways to raise little bit of money and a lot of money

Each one has different focus and different approach. Melanie created TOC press packet. Instead of intense reading material, send out something shorter, more directed towards specific audience.

7. Have multi-prong approach in each category:
 - a) How to get more members
 - b) How to get more donors
8. Affiliation groups: target groups who benefit from trees. Examples: Porsche club, motorcycles clubs, classic car groups. They drive around islands enjoying beauty afforded to them by protection by TOC. The group organizes the ride. Each rider donates \$50 or \$100 to TOC. They send out notice ahead of time: give handout with TOC history - this is why we do not have billboards, aerial advertising, iron wood trees on Kalakaua Avenue, etc. TOC would just collect the money. Could raise \$2,000-\$3,000 per ride. Do it with enough groups and do it on a steady basis each year.
9. Target tour and travel companies who benefit from our work: E Noa, car rentals, Robert's Hawaii.
10. Focus on Corporate Sponsors who are established in community for good of the community. Businesses who are local, have charitable organizations (i.e. City Mill, Matson). Others who are national but want to be seen doing good in the community (i.e. Lowes, Home Depot).

Give this level of supporter higher level of membership or, maybe not call it membership, call it Sustaining Corporate Sponsorship - come up with different levels of sponsorship. Find list of names Gordon came up with in past board meeting.

Set-up tree planting or clean-up day for sponsor's employees and give free membership if person accepts it - cannot just make someone a member without their approval.

Reconnect with companies that bought tables at TOC concert in 2016: Kamehameha Schools, HECO, McNaughton Group / Kobayashi Group. They have past connection with TOC

11. Target companies or groups we already have an affiliation with:
 - a) Foodland - they do a lot of good in community and have connection with LKOC.
 - b) International Paper, State Farm, First Insurance of Hawaii - we have a connection through Arbor Day Foundation tree giveaways where their staff benefited by being involved at the event. One issue may be Arbor Day Foundation brought them to us and may not appreciate us appealing to these companies directly. Let Arbor Day Foundation know we want to connect with local franchise, make them members. They may be okay with that approach.
12. One reason to work with developers is building a relationship. If they were a "planting partner," could encourage them to make room in their plans for trees to be planted. On other hand, lot of work for little gain and gives opportunity to co-opt TOC for their own purposes. If they partner with TOC, gives them shield when environmental groups start attacking them for lack of environmental sensitivity. Can point to fact they donated to TOC so cannot be criticized. Some TOC members were not happy when we accepted donations from developers.
13. Target AARP members, other senior groups - they are all for livable and walkable cities.
14. Melanie Kosaka's work completed but she volunteered to do additional work on Corporate Outreach, which was third prong of the work that had been planned if she were to continue.
15. Memberships - continued need to gain more members.

What are benefits to joining TOC? People want to know what they get for their membership - need to give reasons to join or renew.

- a) Same as donation to Heart Association or political campaign. Advancing cause dear to you. If environment important to you - being part of TOC will help advance that cause.
- b) Contributing to greater good. Get to feel good about it.
- c) If someone belongs to an active branch, get direct benefits from branch advocacy and events.
- d) TOC does not tout itself enough and where we started. What do you get?
 - Need tailored press kit to tell people what they get. List some of our accomplishments.
 - You get to enjoy the beauty of Ala Moana Beach park, enjoy trees on Kalakaua, trees on Banyan Drive, Poipu, enjoy beauty without billboards.
- e) Create short videos called TOCTik to post on social media touting our accomplishments. Interviews, ask members when did you join TOC and why?
- f) Plan events as membership benefit: classes with Maureen, Diane Duff, Myles; restoration project at Bellows (Jackie has connection to that).

16. Lifetime Members - have 165 in database. Reconnect with them. In past, many LF memberships were given as gifts. Large percentage have probably passed away but we do not know about it. Ask branches to update their lists so they can be removed from database. If we have no email or mailing address, should also be removed. A HECO purchased a LF membership for one of their employees but we have had no contact with them.

17. Legacy Funds

Cherilla Lowrey's granddaughter, Virginia Lowrey Brown, passed away in January. Her daughter, Cynthia Brown Quisenberry attended event at Mission Houses Museum. Cynthia's cousin contacted TOC to set up memorial fund in her mother's name. Can be an ongoing fund: Virginia Lowrey Brown Memorial Fund. Unrestricted for general use: for beautification, education, and general support of TOC's mission.

Talked about a longer-range view. Approach other TOC legacy families (Founders and TOC Presidents) and encourage them to start their own fund. Or create the Legacy Fund to accept all legacy donations. Lowrey donations could start it off.

18. Follow-Up: How do we put good ideas discussed today into action?

Jackie will do minutes of meeting and email them to everyone present at meeting. That will be framework. Then decide on hierarchy and form groups to get work done.

Denise will help organize action steps and will put together outline from minutes. Everyone else look at minutes and come up with ideas to share. Discussion will continue at next board meeting.

• **Greenleaf**

Jackie started working on pulling together articles for next issue. Online version is easier. Hard copy takes much more time. Will include Annual report articles. Include Scott's Op-Ed from Star Advertiser. Need articles on 110-year celebration: tree giveaways, Mayor declaring November as Arbor Month, event at Mission Houses; letter from either Winston or Diane, etc.

• **Shade Tree Commission 2.0**

Stan wants to speak with Winston to collaborate on general direction before bringing it before the board. Stan in unique position. Knows what works, what does not work, where deficiencies are inside City & County (C&C). Can advise TOC on how to work better with C&C. TOC has two roles: role in advocacy and also as watchdog.

Rail Project

As Shade Tree Commission 2.0 would be city-oriented, great for rail since it's city project. TOC had given lot of input a while ago but the plans are constantly changing. HART mentioned none of the plans are set in stone. HART fired a lot of people and many other have left so not a lot of institutional memory and not a lot of accountability.

They have to plant trees to make up for tree removals. Stan felt process they went through could use improvement. Important for TOC to get into discussion on what will be planted and where -- that's where we can make the most difference.

TOC needs to push for tree planting before they start cutting down trees in and around downtown Honolulu. Now is the time to start thinking about it as it will take long time to implement. Who will do maintenance?

According to Stan, discussions took place in C&C regarding EIS and some decisions made a long time ago may need to be revisited. Have someone in position of authority do presentation for TOC so we are updated and gives TOC opportunity to provide input.

Winston, Diane and Steve Nimz met with HART and did walk through a few weeks ago around Dillingham area. Will be cutting down beautiful kamani trees on mauka side, side with no powerlines. Junky trees on makai side with powerlines going to stay. They do provide some shade for people walking along there and the buildings.

Discussion about planting trees on Honolulu Community College (HCC) property - long stretch that will be losing a lot of trees. That's State but we should begin to think about it now because it will take years before they can be planted. Approach them about working together to plant trees. Problem is top guy at HCC does not like trees. If community colleges got good press about willingness to have trees planted could be positive for them. Stan will take a look at the conditions of trees at HCC and report back.

TOC planted trees at Windward Community College but it took some convincing for them to allow it. We handled maintenance for 2 years (that maintenance period is now over). HCC has program called Natural Sciences, includes agriculture, botany - find director of this program to plant and partner to maintain them. Think about planting trees at Leeward Community College and HCC as they both need more trees. Kapiolani Community College and Windward Community College are fine.

How to deter agencies from prematurely removing trees: be clear TOC will say something. That may deter trees being taken down without proper authority. If they have no fear, they will keep doing it. Need to bring certain people from C&C to participate in discussions so they can be a part of the solution.

Stan will join Tree Committee.

- **OMEKA ~ TOC's History & Archive Project**

Decision made to house TOC records at Hawaii State Archive. They already have part of TOC archive handed over from UH Library. Once in their collection, we have access to everything but we can never bring it out once handed over. Need to decide if there are items we want to keep physical item. Diane would like to be involved to ensure things we want to keep do not get transferred. For items we want to keep the original, they will accept digitized version.

Will be working to get our records at TOC office moved there to get photocopied and entered into their collection. They have machine that photocopies 100 documents in 2 minutes, offered a room for us to do it. State would do just meta data level. Everything then gets uploaded to State records site.

Wendy Walker Chang, who completed her Masters in Library Science in Archival Management, has volunteered to assist us. Do an article in Greenleaf about the project and ask for other volunteers.

State Archivist excited to get branches archives as well. They have a boat that will transport records to Oahu. Get Kona Branch (their archives stored at thrift shop) and Maui branch records. Diane has Kaneohe records. Other branches have existed but we have no record of them - especially those on Hawaii Island. North Shore Branch has digitized their stuff so they could send that.

Would like to get interview with Cynthia Brown Quisenberry. Her mother collected every bit of information about TOC going back 100 years. Would be good to get that digitized and housed at State Archives.

We can import everything for our use into our OMEKA system. We would create collections organization that make sense to us.

• **Membership Survey Results**

See hardcopy for full results of survey posted on the TOC board website. Here are comments made when survey results discussed.

Some of Melanie Kosaka's work curtailed as she waited for results of TOC survey to combine with her focus group work.

Survey sent to current members at that time - 400. Received 196 responses. 41% have been members for more than 10 years - important group to approach and target (kind of like LF members)

Are you a member of a branch?

30% LKOC, 20% East Hawaii, 15% Waimea, 14% North Shore, 12% Manoa, 7% East Honolulu, Kauai 4%, Waikiki 1.5%, Waikoloa 1.5%, Kaneohe 0.7%

What topic or concern originally caused you to join TOC? Top responses:

29% Trees, vegetation or environmental conservation
16% Beautification
13% TOC project or community event
11% Signage - people may not have joined because of signage but they care about it

Conservation is about 1/3. Signage being low was surprise. May not be why someone joined but do care about it.

What do you value most about TOC as an organization? Top responses:

15% Trees, vegetation or environmental conservation
14% Advocacy - happy that this is high - means they care we are sitting at the table
11% Signage

May have joined for one reason but found other things they cared about after they learned more about TOC and that it's about community and involvement.

What words or phrases come to mind when you think of TOC? Top responses:

Word Cloud - larger the word, the more times mentioned.

1. Green
2. Trees
3. Beautiful
4. Clean
5. Hawaii

What topics would you like TOC to focus on? 226 answers. Top responses:

19% Trees / vegetation / environmental conservation

13% Trees / vegetation plantings

11% Advocacy

What other groups do you support? Top responses:

We should take ads in their publications or get Google Words that direct them to TOC website.

1. Sierra Club
2. Nature Conservancy
3. Greenpeace
4. Historic Hawaii
5. ACLU

Which of the following methods do you prefer to receive information from TOC? Top responses

(includes mailed & emailed responses):

73% Email

37% Branch newsletter

33% Greenleaf

30% TOC website

What social media platform do you use? Top responses:

47% NONE - shows the age of our members

42% Facebook

What respondents prefer to use, not how they find out about TOC. Did not ask respondent's age.

We are not using TOC social media as we should to reach out. In 5 years, these number could be very different.

How often would you like to receive information from TOC and/or your branch? Top responses:

50% Monthly

30% Quarterly

10% Weekly (via social media)

Maybe coordinate between TOC and branches where one sends out quarterly social media, the other fills in between. More advanced would be tailor amount of info to correspond with specific person's request, not able to do that now.

What kinds of events would you like to attend, if offered online? Top responses:

71% Guest lectures

59% Online learning workshops

45% Virtual garden tours

38% Interactive forums with politicians

25% Social media photo sharing

Set-up online guest lecture series: Maureen, Diane Duff, Myles, Mike Kraus giving talk about treating trees Banyan Drive. Members from any island or outside Hawaii could participate. Set-up online workshops: pruning, houseplants, lanai garden. Social media photo sharing: set-up "my favorite tree," etc.

How did you first learn about TOC?

1. Friend / neighbor via word of mouth
2. Entity always known about
3. Family member

4. Newspaper, magazine and/or other print publication

Friend / neighbor being so high - have members offer free membership to a friend.

Print publications - take advantage of that, get stories in magazines like Hawaiian Airline that link to TOC, a link to walking tour. Possible connection to tourist dollars.

What kinds of activities would you participate in from TOC or branches (post-Covid)? Top responses:

60% Private / public garden tours

58% Workshops & seminars

52% Guest lectures

50% Tree giveaways for community

43% Tree beautifications plantings

41% Community clean-ups

41% Maintenance for ongoing branch projects

40% Walks & hikes

This shows what members want in-person. Did not ask: How likely are you to attend this if offered online versus in-person?

3 people responded about being too old - tells us unless we reach out to new members we will continue to lose members.

Some who want to volunteer to help with archives. Have one person from LKOC who is interested. Do write-up in Greenleaf to get more.

- Did not ask if you are including TOC in planned giving. Should maybe do some follow-up questions based on what we've learned from results.
- Winston has raw data that he can share, if interested.
- Survey good info to determine member benefits and tiered way to do it.
- Survey shared with Melanie. Winston will get together with her to work it into a corporate angle or affiliate groups.

• **Miscellaneous**

Josie Bidgood interested in reviving Kaneohe branch. She's working with Windward Community College on 50th anniversary. Diane will contact her.

Get Mike Kraus contact info from Joan and make him Lifetime member. Donates lots of in-kind services. He said he was a LF member long ago although we have no record of it.

Submitted by Jackie Wah