

Development Committee Meeting Minutes
6/08/22 - 3:30-5:00 pm via Zoom

Attendance: Gordon Aoyagi, Joan Gossett, Diane Harding, Maureen Murphy, Kathy Whitmire, Jackie Wah, Winston Welch, Scott Wilson

Minutes of February 9, 2022 meeting approved.

Marie Riley Estate - Minutes reflect what was happening at that time. Changes since then, TOC received \$3,700 (not \$19,000) from remainder monies - fees and legal costs ate up funds. Additional small amount possible once legal work completed. \$30,000 recorded and deposited in temporary restricted fund to publish one manuscript left to TOC. Once book published, can release restrictions on money. Do not need to spend specific amount. If book sold, profits divided between TOC and LKOC. Could be printed, online or physical book. Find economical way to do it. Possibly join with Hawaii Nature Center (HNC) to do publications together. Give books to HNC, schools, TOC branches. No time frame mentioned so table publication until later date.

Shade Tree Commission Celebration

- **Cemetery Pupu Theatre:** Received \$5,000 grant from anonymous organization, can be used for production. To be scheduled last 2 weeks September or first 2 weeks October. Max 60 participants. Tickets offered first to TOC members and guests. Charge \$55 (what Mission Houses charges for their productions). Do one night, if big demand could schedule again later.

Other people buried at Oahu Cemetery with ties to TOC: Lorrin Thurston, head of Pacific Commercial Advertiser - influential in TOC's anti-billboard campaign. Published entire editions to anti-billboard movement. Was difficult for him as they were his advertisers. Louise Dillingham, designed Ala Moana Park, died 1925 so more recent. Maybe ask for script adjustment so they can be mentioned briefly.

- **Arbor Day Grant:** No word on funding. Myles continues to pester them. In past, Arbor Day has come up with funding very late but we hope to hear sooner. First time attempting a multi-grant location. Some branches may get money while others may not.

Kona Branch - Kelly Greenwell, past president Kona branch 1997-98, interested in reviving branch. Wants to apply for federal funding to address homelessness, building parks. Has huge nursery, known to be difficult to work with. He approached TOC in past. Diane met with him around 2014. He wanted Kona branch to be clearing house for activity in area. Had specific agenda so Marti said not good fit for TOC. Sounds similar now, wants TOC as a platform for his agenda so may still not be a good fit.

TOC History Book - Book pivoting from tree book to book on TOC history. Positive board response. Will still have section on Exceptional Tree program, include top 10 ETs.

Barbara Pope revising proposal. Ask her for recommendations on writers, editors, local historians. Will need writer / editor / coordinator. Bob Sigall declined to be writer.

Question to ask before we begin: Who is target market? What do we want to do with book? Hope to accomplish? Doing primarily to raise TOC profile? Expecting to break even? Obvious market are TOC members. What to do beyond that?

If we have a market, a goal, and say what we are going to do with book, can approach sponsors to underwrite budget. Get costs covered by sponsor who gets recognition in book.

Market broadly throughout the state. Use to raise public awareness of TOC. Publicize our history. So much of what TOC has done taken for granted. Bring awareness of what TOC has done for the state back to forefront. Finished book could be given out for fundraising purposes to potential big donors and sponsors.

TOC integrated into history of state, going back to 1912. We touch on a lot of history: branch history, American history, environmental history, Hawaiian history, women's history, history of the territory, ecological history, economic history.

To give book depth, rather than recanting facts, sprinkle with oral histories from TOC members, branch officers - have many people who have a long history with TOC. Have wealth of knowledge with current branch members who have been involved for many years, members who have been on branch boards for 30-40 years. Have wonderful stories to share.

Just audio. Some may not want to be on video. Get interviews transcribed, sent to editor to be included. [App called "decipher me" can transcribe interviews.] Have someone familiar with TOC do interviews -- would be more nimble with follow-up questions.

Come up with core set of questions to ask each interviewee. What got you involved with TOC? When did you join or become involved? Name significant things you were involved in. Any particular stories to share? Winston has questions from questionnaire, could start with those and add to them. Start interviews with Presidents, past Presidents. Ask if there are others we should interview. Possibly post oral history interviews online.

Cherilla Lowrey's granddaughter, Virginia Lowrey Brown, still alive, 102 years old. Winston had talked with family about interviewing her. She is no longer able but daughter, Cynthia Quinsenberry; son, DeSoto Brown; and grandson, Russell Lowrey might be interested. Because of their lineage, family feels very connected to TOC.

Branches have a lot of history. Oral histories can talk about what they have been doing on North Shore, LKOC, Waimea, etc. for years. One person from each branch to be highlighted and added to the history and used for the book.

LKOC has 15-20 scrapbooks, going back to 1948 when branch first started, with every article referencing LKOC or TOC, going up to early 2000s. Not sure how organized. Scrapbooks in storage locker, not climate controlled or protected. Many photos stained, glued into scrapbooks, articles yellowed with age. Have some original photos by official photographers and newspaper clipping with same photo. Not sure what historian has been doing the last 20 years.

Diane put together 50-page TOC history document with photos. Much of that information already posted online (TOC and LKOC websites). Would like branches to collect more history to be added.

Maureen - Kauai branch has history starting in the 70s. Has a couple of boxes but knows there are a lot more. Trying to locate them. Will send what history she has collected to Diane. Gidget put together good archive of North Shore branch, now housed at North Shore Chamber of Commerce, and will be getting it digitized.

TOC archive was housed at UH. Sally Edwards' records may have been there. Was handed off to State Archives when UH library flooded 2004. State Archives gives one folder at a time so very time consuming. Wonder if they would unarchive them? Find temporary place to house just to digitize everything and return everything to them. One box had reel-to-reel tape.

Scott will contact Davianna McGregor, Director Center for Oral History and faculty Dept. of Ethnic Studies. See if they have oral histories about TOC. Also contact Warren Nishimoto, retired from Center for Oral History but still know ropes.

Winston spoke to Melanie about book. Suggested sponsorship from HECO or A&B. Hotel lobbies good location to place book. More value for trees part of book. Down the line, will ask for her help on PR.

Formed book committee: Scott, Diane, Maureen, Winston, Joan. Scott will set-up meeting. Winston send questionnaire questions to Scott.

Next meeting: Wednesday, August 10, 2022

Submitted by Jackie Wah