

Development Committee Meeting Minutes
12/06/23 - 3:00-4:30 pm via Zoom

Attendance: Diane Harding, Joan Gossett, Whitney Bosel, Ken Curtis, Maureen Murphy, Mimi Bornhorst Gaddis, Jackie Wah, Winston Welch

Minutes of October 18, 2023 presented. Approved with no changes.

• **Public Outreach**

Maureen sent list of workshops she could do. Could be offered to members only, used to entice non-members to join. Potential topics: how to prune trees, pest control, how to care for young trees, anything to do with horticulture.

Could be done on Zoom, using Powerpoints, or live (Maureen willing to travel). For live workshop, would start inside with Powerpoint presentation then move outdoors for demonstration. Live would be best but holding online means anyone from any island could attend. During COVID, LKOC did workshops on Zoom. Participants picked up materials ahead of time. During online workshop they followed instructor and asked questions along the way.

Maureen did workshops on Kauai about 10 years ago. Received 3 grants from Kaulunani to fund them. Apply to Kaulunani again but for broader outreach. Could divide into categories - workshops for TOC members geared with information for homeowners. Other classes for county workers to educate on proper pruning and tree maintenance. Winston spoke with Heather (with Kaulunani) about best practices for county workers and adjacent employees so would be good to follow-up, see if funding available. Hawaii County did terrible job of cutting Banyan Trees on Banyan Drive so this kind of workshop is sorely needed. Plan for early next year.

• **Year-End Donor Appeal**

Mailing went out end of November and has been received. So far, received a little over \$2,000 but it's early. Will receive donations steadily through the month and into January.

• **New Donor Appeal**

Letter and donation card revised after comments and suggestions made. Donor card now has QR code, donation goal will be 300k.

Page 1 - How does TOC relate to cultural resources? TOC has restored heiau in Kamanele Park, protected Kawainui Marsh, and Loko Ea fishpond on North Shore. In 1951, LKOC got permit from territory of Hawaii to clear Ulupo Heiau of invasive species. At the time was not even marked on maps. Wanted to uncover for archeological inspection which eventually led to being put on parks register. Diane sent copy of article to person with the Hawaiian organization who maintains Ulupo Heiau. They had no idea LKOC had done that. This is in our history and Hawaiian groups should be made aware of it.

Whitney suggested edits to shorten letter. Discussion with group ensued. Whitney will send her version with edits to Diane to incorporate into final letter. If letter shorter and made to look more like a letter would help to define it in the mailing.

Page 3 & Page 4 - Chronological history (some dates need correcting). This mailing will be going out to those who are not familiar with TOC so this piece is important as it lets recipients know who we are, what we have done. This may be something the recipient might keep because it has reference information (even if they toss the letter). Print on a different paper to set it off from the letter. Mimi suggested HP HeavyWeight Project paper (Office Depot) - slightly heavier, slightly glossier.

Include bumper sticker? Current TOC bumper sticker is small so it fits in envelope. Need new source to get them printed. Even if not put on car may be used somewhere else. Or consider including round TOC sticker.

Page 3 - Highlight tag line: *For over a century, Hawaii has...* It's centered, make it either bold or italic. Use bold throughout to highlight main points to get them across. Bottom Page 4 - Lists achievements accomplished in collaboration with other groups in text box. Good for others to know who we have partnered with in the past. Consider moving text box to another page.

Mailing List - Who is this mailing going to?

Real estate brokerage firms. Mimi will put together list of super star producers (about 30 agents). Says can tell by advertising who is doing well. Maureen will do search for real estate stars on Kauai. For developers, search for biggest real estate investors in Hawaii.

Tourism Industry: tour companies, hotels. Do Google search for names of PR agents for top line hotels. These requests go to PR person, not general manager.

Ken will oversee the mailing list. Once master spreadsheet created (make sure spreadsheet has way to distinguish which industry: tourism industry, real estate, etc.), will be emailed to board members so they can add their contacts. Should be completed and email back to him.

Ken will also send out list he compiled from Instrumentl.com of 167 foundations in Hawaii investing between \$200,000 - \$1,000,000 a year. Identify a target market - foundations with proven track record of investing certain amounts. Board members should look over list, see if they have any connection to any organizations on the list.

Mailing won't be perfect, will be perpetual work in process. Main thing is to get out first one and improve as we go along. First mailing will be couple hundred recipients - will get same letter, same donation card. To begin production of mailing, Jackie needs finalized text and photos and mailing list in Excel before she can begin formatting and printing process.

A dedicated Google docs has been set-up for Development Committee, central place to gather all information, past and present dealing with fundraising.

FYI, Bonterra (TOC's online CRM) has free fundraising materials available online if anyone interested, contact Winston for access.

- **New Business**

Someone willing to give TOC 10k for long-term project of retrofitting older neighborhoods with underground wiring, starting in areas most affected first. Wants to pursue topic by giving TOC seed money to work with HECO, also work on getting laws changed. Funds held in unrestricted fund earmarked for this project. If any monies left would go to general beautification fund. 10K not a lot of funding so best use may be to hire lobbyist. This shows people willing to give funds for specific restricted projects. Some history: TOC started campaign in mid-50s for underground wiring. 1990s resulted in legislation, due to TOC efforts, requiring new subdivisions and federal highways to have underground wiring.

Submitted by Jackie Wah