

Development Committee Meeting Minutes
6/21/23 - 3:00-4:30 pm via Zoom

Attendance: Diane Harding, Joan Gossett, Maureen Murphy, Gordon Aoyagi, Jackie Wah, Winston Welch

Minutes of February 15, 2023 approved.

• **Manoa Branch**

Held general membership meeting in May. Congratulations Gordon who is now President; Maura Okamoto, Treasurer; Whitney Bosel, Secretary. Added 5 new board members, carried over 5 former board members. Held meeting since GMM. Jerry Lam named Senior Emeritus Advisor. Will be doing 1,000 Tree Giveaway in 2024 with Jerry as Chair, Whitney and Brenda Lam co-Chairs. Send Manoa Branch Roster to Gordon and Whitney.

• **Arbor Day Grant**

Arbor Day Foundation told Myles have sponsor interested in reinvesting in Hawaii. Myles submitted large grant request to cover purchasing trees for all branches.

• **Membership**

Current Membership: 590 members (includes those who lapsed in last 3 months). Do Fall membership mailing to full mailing list. Ask members to consider gifting membership for holidays for friends and family. Include checkbox: want to receive newsletter by mail?

• **Branches**

Diane inspired by Manoa Branch General Membership Meeting where Jerry Lam compiled list significant Manoa Branch achievements over last 10 years and board biographies of all board members. Started doing same for LKOC. Get other branches to do.

Kona Branch archives. Need to retrieve from Manager library and Kona thrift shop. Large Rubbermaid container. Must be gone through before giving to Hawaii State Archives.

Put together Branch Handbook. Helpful when new board members join, provides continuity of information. Include acknowledging membership renewals, donations from the reports they receive from TOC, etc.

• **Greenleaf Spring 2023**

Hardcopies sent to members and donors with no email address. Decision made to send hardcopies to the remaining members and donors since 2019 last time hardcopies sent to full list. Will still be posted online but no email blast.

• **Survey Results**

Discussion of actionable steps in response to results. People interested in content and interactive events. Things to promote on social media, email, in Greenleaf.

Guest lecture series on variety of topics:

- Maureen happy to do for TOC if there is interest.
- Promote webinars put on by other professional organizations. Would be no work for TOC, just provide link.

Connect members to groups doing things:

- Example: Garden Club doing show at Honolulu Museum of Art.
- Create community calendar on TOC website with clean, green, beautiful events (clean-ups, events that pertain to environment).

Workshops:

- Online learning workshops. Example: how to transplant plants, repot orchids.
- LKOC has done these via Zoom. They have committee who puts them on. Participants pick-up materials. Take class from home with instructor on Zoom. Difficult for TOC to put on because no committee to do work. Maybe ask branches to host on behalf of TOC. In person easier to do.

Informative events:

- Informative rather than interactive. Example: forums with community leaders, political leaders.
- Interviews with those doing interesting things in community. Example: someone who adopted park or garden. Someone talking about a place they special to them.

Promote things we already have:

- Virtual garden tours. Have a lot on LKOC website, resources page. Gets good feedback.
- Myles' Google Trekker tours. Post one tour a week on social media. Set-up automatic posts.

Community outreach projects:

- Jackie set-up service project for private Kailua company at Bellows Air Force Base. Bellows has Project Coordinator so easier for TOC to tap into system already set-up. Could offer to TOC members, branches. Find other groups already set-up to do service project so less work for TOC.
- Set-up clean-up weeks. Graffiti, beach, weed, trash clean-ups. Focus on commercial corridors. May run into union issues. City & County may push back as taking jobs away from state workers (even if they are not doing it). Maybe turn into educational event to get around that.

Melanie's focus group results. Not too different from TOC Members Survey:

- People want events to join.
- People want to feel a part of a community.
- Need to do better outreach to let people know about TOC.
- Melanie could move to Phase III (if we want), developing corporate proposals although we may want to do it on our own.

• Fundraising

February 2023 minutes laid out map on how to proceed.

Develop fundraising packet. Send draft to all board members and ask for feedback. Put onto Google docs so everyone can edit.

- Work on mailing targeted to companies aligned with TOC's cause (not developers targeted last time).
- Tailor cover letter, rest of appeal mailing with be standard.
- Ask for funds for business operations of organization, not to plant trees.
- Ask for donations because they like what we do (i.e. donors give to Heart Assn. because they like cause).
- Case Statement (already created that described what we want to do), rework to say why TOC should continue to exist, why they should support us.
- Green Initiative put together by Diane & Steve.
- Promote TOC history. Create insert with historic vignettes. Tell our story. Make them go Wow! had no idea TOC has done so much since 1912. Choose from what Diane has posted online: https://www.outdoorcircle.org/uploads/2/6/1/4/26147365/toc_history_legacy_lasting_impacts.pdf
- LKOC website has facts about TOC and interactive map showing where we have done things.
- Include Melanie's PR packet.

Come up with the strongest possible appeal, magnet that will attract sponsors, then decide who and how to approach donors:

- Corporate lenders, sustaining corporate lenders, sustaining business members, friends of TOC.
- Mailing list: gather connections from board members, ideas on businesses to include. Cold mailing to wide list.

LKOC sent 150 Kailua Town Party donor appeal packets. Got 12 responses. Raised \$23,500. Some who had never given money before. Worked in Kailua because LKOC has presence there.

Create sub-committee of Development Committee to work on appeal, a working group. Group: Diane, Gordon, Joan, Winston, Jackie. Request other board members who are absent from meeting to join.

Submitted by Jackie Wah