

**Development Committee Meeting Minutes**  
**2/09/22 - 3:30-5:00 pm via Zoom**

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

Minutes of October 13, 2021 meeting approved.

**Shade Tree Commission Celebration** - Meeting with Winston, Melanie, Diane, Jackie. Objectives for events: build awareness of TOC's critical role in founding of Shade Tree Commission 100 years ago as well as celebrate TOC's founding 110 years ago. Some potential ideas.

- Cemetery Pupu Theatre at Oahu Cemetery: 90-minute historically accurate program with 3-5 actors performing as people with ties to TOC or the kind of work TOC has championed. Examples: Cherilla Lowrey, Annie Alexander, Charlie Judd (Territorial Forester). Actor stays in place, attendees move from actor to actor. Enactment done by person's graveside. After actor finishes TOC could give few words about how person influenced TOC, how TOC influenced them, what we do today stemmed from person's influence. Actors and director hold debrief in chapel with Q&A afterwards.

Mission Houses set everything up. We pay for their services. Cost is \$5,000-\$7,000 with food and wine. They normally charge \$55. We can charge what we want to cover costs. Event open to TOC members and guests (ask guests to become members). Limited to 60 people. Have to work around Mission Houses schedule so after July 17<sup>th</sup> - maybe September or October? If popular could schedule another performance at later date. Melanie may get companies to donate items for swag bag with ticket purchase. Event could generate publicity, educate the public, fundraise, a benefit for being a TOC member.

Winston applied for \$5,000 grant from Foundation who wishes to remain anonymous. They solicited us to apply. Grant request was broad, stated monies would "culminate in planting, maintenance of green spaces, and education awareness campaigns including historical, artistic portrayal," so could be used to fund Cemetery Pupu Theatre.

- July is National Picnic Month. Hold event encouraging people to picnic in the parks, bring own food. Offer free walking tours - tours already put together by Brian Bagnall and Myles. Shows path to walk, gives times for length, blurbs about trees. Enlist Dept. of Urban Forestry (DUF) personnel, Myles, Steve Nimz to give tours. Advance sign-up. Limit 15-20 people per group. Encourage formation of Tree Ambassadors to give tours on regular basis as more sustained activity. Could hold an Exceptional Tree celebration. TOC nominate a few trees for ET status fronting DUF nursery that TOC started. Plant symbolic tree with Mayor at Honolulu Hale to get City & County involved.

- TOC Arbor Day Grant for Statewide Event for Branches in November around Hawaii Arbor Day. Many branches confirmed interest: East Hawaii Branch annual tree giveaway. Kauai Branch dovetail with Kauai Landscape Industry Council's Arbor Day tree giveaway and could contribute more this year. Manoa Branch requested fruit trees for giveaway planned 11/12. LKOC may partner with Smart Trees who has held tree giveaways in Kailua on Hawaii Arbor Day or possibly do tree planting in public park. Waimea tours of Nature Park, possibly plant giveaway. Waikoloa Branch tours of their community garden. Have not heard from North Shore Branch yet.

Would like branches to do some kind of event on 11/05 (or in November) to show how inclusive TOC is statewide. Does not have to be tree giveaway or tree planting. Can be something to promote branch. Work with Melanie on press releases to show we are one organization with many branches. Tree giveaways and tree planting funds contingent on grant from Arbor Day. TOC submitting everything as one grant.

Possible Future Activities - Christian Palmer at Windward Community College expressed interest in doing 2<sup>nd</sup> tree planting there. May not have enough time to include in November. East Hawaii Branch thinking of doing native species tree planting ceremony honoring kupuna of hula at Edith Kanakaole Stadium where Merrie Monarch is held. Invite Hawaiian community. For tree plantings, try to get city and county or parks departments to maintain the trees.

**Majesty III** - Scott sent draft of proposed table of contents, five different sections of book to potential designers and book distributors. Received good feedback on publishing book. Projected initial run 1,500 books, same as previous runs for Majesty I and II. According to printers, publishers and book designers, a conservative number given the interest, topicality and our intention to use as PR tool for TOC. UH Press has distribution network, confident they could handle sales. Trees for Honolulu's Future expressed interest in 500 copies, other organizations also interested because of the topic and interest in trees and climate change.

Majesty III would be different from I & II - will be statewide, put together in more structured sections. Also include deeper meaning of trees from Hawaiian cultural perspective. Will highlight ET program and it's growth over the years.

Scott got proposals from two book designers. One from Barbara Pope, well-respected book designer. Other recommended by Mutual Publishing, Nancy Watanabe. Design fees ranged from \$8,400-15,000. Printing costs set, done in Hong Kong or Singapore. Customs and 15% contingency. Total cost \$40,000-47,000. Revenues \$30,000. Very rough sketch.

Would approach granting agencies to get funds to cover costs, we recover two-thirds of the costs down the road. Try to get published sometime this year during TOC's 110<sup>th</sup> anniversary.

Designer costs: Nancy Watanabe has done books on flora/flora - \$8,400 fee. Barbara Pope Book design - \$15,600 fee. Her price includes added value: overseeing printing, marketing help, experience on how to sell a local book, and follow through on all production details. Have to consider what quality book we want to produce. Book at higher quality with higher price tag, something people would put on their coffee tables or want to purchase as gift.

Price of book: could charge \$35-\$40 - adjusted as actual costs determined. Get grant to cover part of costs so we do not have to raise price of book to cover it all.

Majesty I and II had sponsorship pages identifying granting organizations in preface so could do that again. Write proposal, get preliminary read from grantors and possibly advance the money from TOC investments with assumption we will get it back. Approach HECO for individual grant. Also HCDA. Other businesses with interest in trees who would like to be associated with TOC. Given desirability and topicality, good chance of getting money but not necessarily in timeframe, may be too late for this year. Foundation have different grant deadlines.

About 1,500 Exceptional Trees on current list, some duplicates. Arborist Advisory Committees on every island would nominate Exceptional Trees on their island. May include trees from past books. Reach out to branches for their favorite ETs on their island.

Hawaii Island - no Arborist Advisory Committee right now. Not in compliance with the law and do not seem to care. Joan and Jonathan working a long time to get them to comply. Oahu Arborist Advisory Committee just re-formed so no commitment from them on this project yet.

Would need new photography in digital format. Negatives from past books no longer viable. Contacted same photographer from I and II, who submitted proposal to photograph 150 trees. Scott proposing 150 trees but not sure of condition of the trees or how many duplicates. Trees have to look good. Some have died. Could go to 175 pages but no longer, number of pages determines the number of trees included.

Myles critical to project, has visited every ET. Part of text recycled with new text written by him on additional trees. Wants to have input on picking the trees, could function in lieu of arborist committees not in place. Need to budget for his time. Would be part of his contract with UH.

May want diversity of writers to get different perspectives (Native Hawaiian, arborist, horticultural, botanist, landscaping council, or someone in public who loves trees and has an interest in them); Ulalia Woodside about Hawaiian perspective on natural environment, Josh Sand; Heidi Bornhorst. Writers paid standing rate, cost per word or per page. Maureen happy to do verbiage for ETs on Kauai.

Jonathan requests info from Hawaii State Archives proving Banyan Drive from Majesty II is legitimate and is Exceptional Tree grove. Records were destroyed in fire. Would help get Arborist Advisory committee back together since Banyan Tree Drive is so iconic. It takes up two pages in Majesty II, all the other trees are only one page.

**Greenleaf** - Have people write something for Greenleaf about why they put TOC in their planned giving - "Why I included TOC in my planned giving."

**Marie Riley Estate** - Being settled now. TOC receiving 19K cash as remainder beneficiary, 30K to produce book from her manuscript. Kathleen has someone who can put book together so TOC staff does not have to do it. Print 500 copies - cost 15K-20K maximum. 8x8 hard glossy paperback, nice looking.

With potential 5-10K extra money left after printing book, petition court, ask to use balance of money for education since that is what book is about and was Marie Riley's intent. Kathleen saw these kinds of petitions when she was trust officer and managed probate. Said each one was approved by the court. Should be done before disbursement is made.

Winston talk to Todd at Nature Center as they have attorney working on this. See what their plans are. Makes sense if TOC and Nature Center petitioned court requesting additional money be used for other educational purposes. May end up giving books to Hawaii Nature Center for children that come for their programs. Could also give to all branches to distribute in community, Kailua Town Party, other TOC events.

Submitted by Jackie Wah