

Minutes - Board Meeting 10/05/22

05 October 2022 / 3:30 PM / Four Seasons

ATTENDEES

Sarah Kamanu, Erin Lee, Ty McDonald, Christian Renz, Tony Savarese, Garrett Webb

AGENDA

Conference Business

- Erin prepared a sheet on who has paid so far for the conference and Ty read to the board his prepared Sponsor and Exhibitor list to date
- Garrett will facilitate the payment for the LICH Exhibitor table
- The board clarified that board members don't have to pay to attend the conference
- The board clarified that attendee rates go up after October 18th
- We'll need to remember to raise the conference attendee price on the morning of the 19th
- The board discussed roles for the board members at the conference:
 - Two people for normal check in (Erin and Ty?)
 - One person for walk-in people to process their payments. (Garrett)
 - Announcements will be Christian
 - Room Monitor will be Tony
- A member list will need to be printed out to verify membership discounts at the door for walk-ins. Tony will print a current list out for Garrett.
- Christian will let Ken Sugai know that we don't need him to volunteer but would like him to attend.
- Tony will reach out to the speakers to get their powerpoints to have them backed up in Google Slides in case something goes wrong
- Erin will write the bios for all the speakers. She needs high resolution photos of all the speakers except for David Tamura. She already has a high-res photo of David.

- We need to tell the trade show exhibitors beforehand to go inside and look for Ty when they get there.
- Ty will find out from the Westin the earliest time that trade show exhibitors can come in and set up.
- Garrett will make HILA name tags for all the board members
- Ty will bring name tags for the attendees
- Garrett wants to reach out to HMAA, a former sponsor
- Ty will contact DIG to get their logo
- Sarah brought up a new potential exhibitor, UH/Lynker
- The board won't comp a table to them right now but may contact them later about sponsorship or advertising on the HILA website
- The board will plan to be at the conference at 7 am to set up. The conference will probably end around 4 pm.
- Time permitting, the board will reach out to exhibitors to see if they'd like to provide door prizes
- Ty brought up entertainment. Erin will check with John Palos. Christian has an alternative that he'll contact, Daniel. The board agreed that it would make sense to pay the entertainment
- The board voted and approved covering travel expenses for Hannah Lutgen

Advertising - 2022 conference and beyond

- 13 attendees registered for the conference so far
- Attendee number needs to come up. Ty suggests reaching out to Condo associations
- Garrett suggested putting up posters
- Christian suggested direct calling, with everyone reaching out to their contacts
- Sarah has reached out to radio stations and tv stations to see about promoting the conference.
- There is a radio package available for roughly \$800
- There are also television options available.
- The board approved spending on radio
- The board did not approve tv spending this time but will consider it for next year with more time to plan
- Sarah will write the radio ad and send it to everybody for review

- Erin proposed reaching out to the resorts to get some more paid attendees. Erin will reach out to Ka'uhane and Christian will reach out to Kansas.
- Ty said West Hawaii Today would probably do a free posting. Ty will check it out.
- Garrett will promote Matt Ritter and Jenn Yost through his own channels
- Sarah brought up promoting through print magazines in the future

Field Trip

- Erin brought up the field trip lunch. Garrett said everybody will eat at Ili Kuponu. Erin proposed a budget of \$15 a person for lunch. Erin will pick up the lunches.
- Ty proposed free attendance at the conference for Norman and Ricky
- Ty wanted to establish the maximum number of attendees for the field trip. Garrett thought it wasn't a significant concern but proposed 50 people as a max number.

NEXT MONTH'S AGENDA

- There is confusion on the website for our sponsors on what kind of sponsorship they're signing up for. We need clarity and simplification on the sponsorship levels at some point
- There are probably sponsors on recurring payments that need to be taken off so they're not debited next year when they're not expecting it.
- Tony will work on setting up the Facebook non-profit page later and use pictures and video from the conference as our first posts
- Christian will supply Tony with the organizing docs to set up the HILA page

NEXT MEETING

- Next virtual meeting will be Monday the 24th at 3:30 on Zoom.
- Next in person meeting will be on Thursday, November 3rd.