

HILA HAWAII

# Minutes - Board Meeting 12/07/22

---

07 December 2022 / 3:30 PM / Four Seasons

## ATTENDEES

Sarah Kamanu, Erin Lee, Ty McDonald, Ka'uhane Morton, Tony Savarese, Garrett Webb

## AGENDA

- Garrett updated the board on LICH's finances
- Garrett proposed a possible donation from HILA to help LICH
- Katy DesHotels will be leaving as the CEO of LICH
- The shared storage unit with LICH will need to be resolved. Do we continue renting it?
- HILA owns the test boxes that are stored in the shared storage unit
- Christian has offered to store HILA's items but not LICH's items
- Garrett said that he, Erin, and Ty will need to inventory the items
- At our last zoom meeting, it was decided that we would try to empty the storage unit before the end of the year
- Garrett knows which items are ours and which belong to LICH.
- Erin said we need to contact Karen at LICH and let her know that we're going to stop renting the storage and that we need to know what they'd like to do with their items.
- Our share of the storage unit is \$107 per month
- Erin gave a Treasury update
- Ty shared the Profit and Loss statement from the conference
- Erin suggested a conference advertising cutback to increase our margin
- Ka'uhane shared that the conference had a really positive effect on the people that he brought, beyond any benefit that CEU's would give them.
- The board discussed ways to expand HILA and to increase revenue at the conference
- Garrett suggested advertising earlier in the year next time to get more people to the conference

- Ka'uhane suggested that HILA have a booth on February 25th at the "Grow Hawaiian Festival" at the Amy Greenwell Botanical Garden
- Ty mentioned that there's an opportunity to establish a good relationship with Manuel Jadalang, and his students, to create a pipeline of opportunity for new people interested in the landscape industry.
- Erin suggested that David Tarnas could still have some possible involvement in the future since he serves on important committees that are relevant to our industry
- Ka'uhane suggested that Water Conservation is an important industry consideration that a lot of people could use instruction on. It could be a future conference topic and also an ongoing subject to cover for years.
- When asked, Ka'uhane said targeting contractors and designers could potentially have the biggest effect on water conservation overall.
- Ka'uhane said that Scott could potentially teach a class or give a conference speech (or both) on water conservation
- Should "sustainability" be an underlying guiding theme going forward with the near term HILA instruction? The board discussed possible topics: Water conservation, Battery Equipment, Permaculture, Regenerative Agriculture
- Is it possible to have a new "hands on course" planned and ready to promote if HILA does the "Grow Hawaiian" event?
- The board discussed the "Tropical Landscape Certificate" program with Ka'uhane
- Ka'uhane suggested that "plant knowledge" and "understanding plant palettes" are important topics to focus on for instruction going forward
- The board agreed that more training excursions might be a good thing to explore for next year. They might be less difficult to produce than the normal classes and could maybe be offered at a lower price.
- Christian was missed but otherwise it was a great meeting, with lots of energy going into next year!

## NEXT MEETING

Thursday, Jan 12th at 3:30