

HILA HAWAII

Minutes - Board Meeting 1/12/23

12 January 2023 / 3:30 PM / Four Seasons

ATTENDEES

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

AGENDA

First order of Business

- The board talked about some goals for 2023
- Erin said we should discuss what the real value of a membership is from a potential members perspective
- Christian said the "Hands on Courses" should be a near term focus since the "TLC" program probably won't be available for a while
- Sarah said that her husband James could help with some courses on irrigation
- Ka'uhane proposed that HILA get Oliver Black involved in training with irrigation and water conservation with a focus on hands-on
- Ty suggested that maybe irrigation and water conservation should be a possible theme for the year since there's so much content to cover
- The board agreed that water conservation/irrigation should be the theme of the year
- Tony suggested we rethink the "hands on course" model, with a focus on developing completely developed and written out classes that are repeatable. Those courses could then be easily redone with new students and new instructors. They could also be licensed to other island's organization's courses for a fee.

- The board generally agreed that paying a little extra to have someone develop a complete, repeatable, course that we can license makes sense
- If another island paid to license one of our courses and paid us \$150, they could still easily make money if everything is laid out for them
- Ka'uhane suggested filming the classes and charging a fee for them
- Garrett suggested that the website needs attention
- Christian noted that if several experts from different organizations are developing content the diversity of perspectives will create community buy in
- The board discussed some possible topics for the year. Irrigation assessment, Principles of irrigation, Maintenance of Irrigation, Troubleshooting, Installation, Advanced Installation
- Ty said that the target audience needs to be considered in the process of picking which classes we make
- Ty said we should start with the basics in case there's some students that want to take them all in order of difficulty.
- The board agreed that a series would make sense
- Ty said this new course design approach would be good because it will standardize content and that there was too much variability before at times since the instructors were just whoever we could find
- Ka'uhane mentioned there are advanced techniques (helium, pressure checking, etc...) that could be covered in the troubleshooting course
- Ka'uhane said that it's important to include an "assessment" component to the irrigation maintenance course and that checklists are important during assessment.
- Erin said that improper gluing and installing components backwards are common mistakes that people need irrigation instruction on
- Ty said that we have some "basic principles of irrigation" information in our archives from previous courses
- Christian asked the board whether we want to develop the course in house or outsource the course development
- The board talked about several potential people that could possibly help with course development or teaching. Lynette, Jim from Pacific Pipe,

James Kamanu, Mel Palea, Francis Tagolayang, Kefrat, and Caz Dimarco were some names that came up.

- Ka'uhane and Erin said they may have others that could assist with the hands on portion to help the instructors
- Ty brought up that there's a distinction sometimes between someone who's knowledgeable and someone that's a natural teacher in front of a large audience
- The four proposed courses the board settled on (titles subject to change) are:
 1. Basic Principles of Irrigation
 2. Irrigation installation
 3. Irrigation Maintenance
 4. Advanced Irrigation Installation and Maintenance
- The board agreed they should each be 3 hour courses
- Christian proposed Friday April 28th as a proposed date for the first course
- Christian will create and teach the first course and will create the "teachers edition" for that course
- Christian said that the "TLC" should be restarted next month
- Christian noted LICH supports the "TLC" development and that a recent LICH group email suggested there may be grant funds available for developing the content
- Garrett reiterated that there will need to be a test developed for the "TLC" content that we're creating
- Erin said that the test is a priority but will have to be developed after the course content is developed

Second order of business

- Sarah opened the discussion about marketing and suggested we avoid a lot of spending and take advantage of our relationships with our vendors to promote HILA with cheaper methods like fliers, etc...
- Sarah is versed in the radio and print options that are available as an option if we have the budget for a future event
- Erin agreed with the minimalist approach for now

- The board agreed advertising and marketing will be shelved for now until we have more funds
- The board discussed the website and its impact on marketing
- Tony mentioned it would be nice to know the metrics of the website, especially how many visitors we're getting
- Sarah mentioned that it's important to be consistent with the advertising and maintain a steady output for it to be effective

Third order of business

- Garrett said the website needs attention from the Board
- Erin said the membership rates may need to increase
- Christian said we'll discuss that at the next meeting
- Tony brought up that the website's membership buttons say "Join or renew", implying to a person looking at the website that renewal takes action from them when in fact they auto-renew on a subscription.
- Garrett updated everyone on some important updates to the website's membership and certification pages
- Christian asked Erin for a 2022 financial report if possible at our next meeting

NEXT MEETING

- February 2nd at 3:30
- Kukio Conference Room at the Mauka Facility