

Hawai'i AgriTourism Association – Group Memory August 9, 2007
Small Committee Meeting #2

August 9, 2007 AgriTourism Association Meeting

Attendants:

Oahu

Donna Ching - CTAHR
Kylie Matsuda – Kahuku Farms
Robb Anderson – North Shore Community
Jill Coryell – Hibiscus Lady

Molokai

Brenda Kaneshiro - Molokai Meli
Lani Weigert - Alii Kula Lavender
Toni – Alii Kula Lavender

Lanai

Alberta de Jetley – Bonnie's Farm

Kauai

Patti Valentine – Kauai County Farm Bureau
Darla Domingo – Kauai Coffee Inc.

Hawaii:

Kona

Nancy Ginter-Miller – Produce to Products.
Deepa Alban – Kona Joe Coffee
Ken Love – 12 Trees Project
Diane Sands - administrator
Randyll Rupar – Sanctuary of Mana Ke'a Gardens

Honoka'a (technical difficulty)

Lorie Farrell – Big Island Farm Bureau

Phone hook-up

Kent Fleming

Absent

Mark Takemoto – Castle & Cooke
Carlos Sandoval – Maui Land & Pineapple
Gloria Biven – Hawaii Coffee Co.
Robbie Kane - HTA

Agenda & Expectations of meeting – Donna Ching

- Committee members will provide progress update and field comments from others; discuss next steps
- Process reminder to meeting attendees to respect the work accomplished by committee members. At general meetings, attendees will have an opportunity to provide feedback and suggestions on the material developed by committee members. Committee members will have the final say on how feedback will be incorporated into the final draft of the material.

By-laws – update by Nancy Ginter-Miller

#1 question: are we a 501c6 or 501c5...from the attorney recommended by Robbie Kane (Winfred Pong), it appears that we would be a 501c6 unless we change the wording in the mission statement. If the organization is a 501c6 or 501c5 then donations are only tax deductible as a business expense, not on a personal tax return.

- Suggestion to get insurance for the board
- Need for funding

Suggested changes to by-laws:

- Board member can be on the Board and on specific committees. The original text said that each committee should have 3 board members, but the current board size could not meet this requirement. *Suggestion to change it to say “voting members”*,
- Clarification on Section 2, #C, page 2: 4WD access = 4 Wheel Drive access
- Section 3 – Founding Member, clarification what is meant by “not limited to residents of Hawaii”. *This is allowed because Hawaii (and Kona in particular) has so many part-time residents, we don’t want to limit membership to just full-time residents.*
- Question about pg. 5, Article 6: What is the difference between Executive Committee and the Board of Directors? *The Executive Committee is the portion of the Board of Directors that takes action on certain things. Suggestion that there should be 3 Board members on the Executive Committee, but because we are statewide we should have at least 5 members.*
- Also, on pg. 5, Section 2, 3 & 4: we just need 1 director for each committee to chair the committee and then general members can fill the other spots in the committee.
- Correction: page 6, article 7, section 2: *should be 1 year.*
- Suggestion to decide on a voting procedure for when the general membership votes and the election process for different islands
- Suggestion to research ways to ensure that general voting includes all of the islands so that we can get candidates from all islands much like the Coffee Growers Assn and the Farm Bureau hold their general voting.
- Question: is the person heading the committee elected by the Board of Directors? *Yes, this would be mostly as an oversight committee member. But the director who is on the committee can also elect someone to be chair or co-chair.*

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- Suggestion to have something in the by-laws that addresses voting/attendance by videoconference, email & phone calls (section 8)
- Should someone on the Board be on the Standards committee so that we can be compliant with our new by-laws? *Suggestion to have Lani Weigert be on the Standards committee so it can be compliant.*
- Lani could also help with the ordinance work. Lani is working on an ordinance bill for Maui county that is similar to Hawaii county Bill 148. Ensure that the bill introduced on Maui also reflects other islands' needs because it will set a precedence. Once the precedence is set, it is very difficult to change legislation. We will have variations for each island, but the master plan has to have the State's working definition of agritourism.
- Suggestion to combine the Standards and ordinance work into one committee. Rename the committee the "Standards and Legislative Committee"
- STANDARDS & LEGISLATIVE COMMITTEE;
Lani Weigert, Deepa Alban, Randyll Rupar, Lorie Farrell and Alberta deJetley.
Nancy Ginter-Miller will also assist the committee since she has made progress in Hawaii county with different legislative issues.

BANKING part of by-laws:

- Pg. 7 – what about 2 signatures? *It is supposed to be 2 of 3 signatures (assuming Executive Director and 2 officers). It can be any 2 out of the 3 signatures. This was an oversight when we incorporated changes suggested by attorney, Winfred Pong.*

Everyone agreed that the rest of the by-laws were OK and we can move forward with final draft of by-laws after these changes are made.

Founding Member Letter

- The current letter still indicates benefits. There is an indication that these benefits will be provided or that these benefits are already available. *This is a typo...most of the benefits will be listed under "Potential Benefits for Members".*
- Question: what are the benefits that a founding member would get that a full member would not get? *Realistically, we don't have many benefits to offer at this point. But, a Founding Member also gets their name on the letterhead and knowledge that they help to startup the association.*
- What if someone wants to give \$500 the next year? *Answer: we certainly wouldn't turn it down...maybe revisit the benefits at that time.*
- How will the members be listed on the letterhead. *Answer: alpha (traditionally in other organizations)...we can decide the detail later.*

Everyone agreed to approve the Founding Member and Friends of AgriTourism letters as long as the benefits are listed as "potential benefits". This will allow us to start sending out the letters and drum up funding.

Budget (Ken Love)

- The 2 draft budgets are based on 2 different scenarios. We need to use one of these as a goal or a basis to begin. We may need to work off other associations to meet our marketing budget to keep our 2008 marketing budget low. It is the duty of each member to drum up more membership.
- Nancy and Lani will work on a “Join the Member” flyer.

Everyone agreed to approve the budget with the largest dollars needed because it is easier to make changes on a larger budget than work with a small, limiting budget.

Standards (Randyll Rugar)

- Decision to keep the standards as simple as possible. The basic question is “are we in compliance with the current standards?”
- Small-scale operations will be approved with a simple process like a Plan Approval. Large-scale operations would need to apply for special use permits.
- Suggestion to work with Lorie Farrell and get information from the Farm Bureau about current standards and current definitions of large scale vs. small scale standards.
- Alberta asked to switch to the Standards Committee
- Lani suggested that she be the point person on the Standards & Legislative committee.

Other Issues: Optimizing Email Communication

- Emailing standards for the committee: suggestion to use “HATA” in the subject line to make it easier for people to identify emails. Committee members will be on the “To” line and everyone else will be on the “cc” line.
- Suggestion to set-up a mailing group.

Next meetings:

- **September 13th** 10:00am – 1:00pm scheduled for the next Board/Committee meeting. Brenda is not available but is OK with the meeting being held with her absent. Alberta needs the polycom to go through Manoa instead of Molokai. Donna will help setup Polycom.
** HATA needs to start looking into teleconference options since Polycom may not be available once Donna leaves. Alberta suggested that we each speak with our community associations to secure a teleconference site (ie. Lanai’s site is available to community members.
- **October 11th 2:00-4:30pm Plant Quarantine – General Meeting**

NEXT STEPS before 9/13 meeting:

Lani will get the website domain, logo and membership form completed by end of 8/20.
A brochure draft can be available by 8/20.

Nancy:

- What type of incorporation is HATA?
- Need to file the by-laws first
- Get to the bank and open a non-profit bank account
- File the articles of incorporation
- Work on the non-profit status
- Need a good non-profit attorney who is licensed in Hawaii and willing to work with us.

Diane: will send out Founding Member letters as soon as Lani is finished with membership form and logo.