

March 18, 2008
Board of Director's Meeting Summary
Jon Itomura

The second Board of Director's meeting was called to order at 7:04p.m. without a full quorum. Pursuant to our Bylaws, we need 30 members to meet quorum so please make every effort to attend or send a representative with voting proxy so that we may address issues expeditiously.

I want to encourage the attendance of Special guests or special presentations so please let Jane Serikaku or myself know if you have anyone you would like to bring to the meeting. Example: I have spoken with Kana Uchino. She is a native Okinawan who was a member on the historic Hokulea trip from Hawaii to Okinawa, took pictures and put together a slide presentation of her once in a lifetime experience. She is currently a researcher at Coconut Island in Kaneohe Bay.



The HUOA Investment Committee presented their report stating that since August 2005, HUOA assets allocated with the Evergreen fund has outperformed benchmarks and even with necessary withdrawals, the fund is still growing. They also responded to inquiries to change the Investment Objectives and Policy Guidelines to a more conservative portfolio. The Board voted to approve a change from a 70% stocks/equity and 30% bond ratio to a 55% stock and 45% bond allocation policy to generate a 6% average rate of return.

Mahalo to committee chair Bob Kamemoto and David Shimabukuro and also Cyrus Tamashiro for all his dedicated research.

A request by an HUOA Board member to inquire about IRS Notice Filing Requirements generated a response from Rod Tomasa, asst, treasurer & Mr. Arakaki, HUOA's accountant. Karen Kuba Hori walked Karen Takara through it to file for Nakagusuku and also helped Gainor Miyashiro. They walked through the electronic filing process and typed it out in instruction form. Forms need to be done by May 15, Karen Kuba Hori has offered her assistance. Alan Arakaki also offered services but for a charge. Presidents, please relay to incoming presidents the information regarding tax filing.

Good Search Fundraising proposals

Laura Nakasone, HUOA Executive Assistant provided information on a internet search engine called "Good Search" that uses Yahoo to do searches. Good search has a social mission. Anytime you use good search, it will donate a penny to the organization you select. 50% of their advertising revenue is what is used to pay nonprofits. A flyer was distributed that explained concerns and instructions. There is an additional benefit called "Good Shop." You can shop online and % of spending is donated (still comes from advertising revenue). The flyer also shows other local nonprofits that are already signed up. \$13,200 raised in the first year by the

animal cruelty foundation. We have sample e-mails that can be sent out to friends and family to encourage them to use good search and make money for HUOA.

A motion to approve this as an official HUOA fundraiser was made and approved.

*If you hear of fundraising ideas, don't hesitate to bring them up to the board.

Another fundraising idea was raised.

Domino's Pizza card. Pay \$1.00 for the card, value of the card is buy 1 get 1 free (10 opportunities), HUOA's upfront cost is \$1 per card then sell for \$10. Ryan Namaka isn't here yet... I was seeking approval to do it as a pilot program starting with 100 cards but decided to pass it out at the Capital Campaign meeting so we'll see how successful we are. Ryan donated \$100 to purchase 100 cards on behalf of HUOA. Plus, members at the meeting including myself purchased at least \$100 worth (10 cards) so HUOA is already ahead on this "pilot" project. A school in West Oahu did it and the Dominos in that area had the highest sales for that month in the entire state!

WUB is receiving a scholarship grant from the East West Alumni Association through the Okinawa Prefectural government ("OPG"). In order to request a donation from the Okinawa government, however, OPG wants it to go through and be approved by HUOA. This will be revisited in next meeting when we receive OPG's request in writing

I will be working with Treasurer Kendall Zukeran to simplify the financial statement format. That will enable us to provide simpler statements for review at Board meetings supported by the official worksheets.

Alan Chinen Ikuyu Madin

Annual Fund Drive handout as of March 18, reported \$87,880 for 2007-2008. We are behind in both the number of donors as well as the amount of money coming in compared to previous years.

Ikuyu Madin (Capital Campaign) handout reflected \$1,255,959.89 representing 2,840 donors. The Ikuyu Madin committee is targeting the 60th anniversary of HUOA in 2011 to have a completed project across the street.

Legislative Update: the HB 3279 is moving on to the Senate Ways and Means Committee.

Administration Committee – Ford Chinen

Committee is looking to address at least 2 projects this year: 1) roof leaks in Higa building, initially thought \$50,000 for repairs, but now looking at a lower cost because may not need to re-do entire roof, but rather do a spot caulking treatment and sealant. Modifications that need to be done to making the facility ADA accessible, estimated at \$50,000 may not be necessary and the Higa building south west wall will be sealed to prevent moisture from seeping through.

Club Sustainment and Development – Jr Chibariyo – reported by David Tokuda

Please have your members e-mail David if they are attending the Chibariyo event on April 4th. Presidents: please encourage your members to come out and bring younger okinawans to meet other okinawans. This event is a continuation of sorts from the Chibarana event last

year. There will be various fun activities and entertainment to encourage everyone to meet others and bond so you get to know more people and feel more comfortable participating. davidtokuda@hotmail.com or call HUOA and they will relay to david. FREE!!! HUOA leadership group will be facilitating focus group discussions.

Wayne Miyahira's position ends this month, as of March 31st he will no longer be on paid staff. His current position was designated to be a temporary position when it was created about a year and a half ago. Funds have lapsed for the position but we will all be in support of his term as the United Japanese Society President for 2008-2009 (our parent organization).

Program

The JTB Parade included about 50-60 people...and it went smoothly. Mahalo to Sandy Kaneshiro and Norman Nakasone for logistics, etc, HOC for support and volunteers that marched. There is another parade in June, Nomran will ask for marchers again later Ronlyn Arakaki, HUOA Club Representative and Yomitan President coordinated the booth at the Honolulu festival convention fair. They made almost \$900 in sales of various HUOA products and educational materials. It was a very last minute request and Ronlyn stepped forward to take it on with only a week to prep.

Other last minute requests: City and County Culture and Arts are sponsoring Art on the Block in April and will be coordinated by Hui O'Laulima.

Communications and Information – Paul Komeji

This committee has been focusing on establishing new goals for this years...have already set the groundwork...so now want to increase exposure of HUOA

Goals:

- increase communication, club awareness of HUOA activities as well as to community and related groups
- better feeling for the clubs' wants and needs...
- ways to increase revenues
- coordinate the HUOA planning

Ideas:

- e-mail updates not only to club pres but also collect e-mail adds of huoa members that want to receive certain updates can push info out to them in next uchinanchu will have request for e-mail addy of members
- look for projects that are self-sustaining, not just one time...
- want to start sell Hawaii Okinawa Today shows to people that want to watch on demand...
- look to starting a class for older less tech-savvy members to get them involved and teach them how to use the computers, ask about Clayton Arakaki's project.
- uchinanchu has featured more "how-to" articles to use website
- potentially have BOD highlights on the website so people in clubs and can't make it to meeting can get the information
- with limited resources we have, try to reach as many people as we can...
- trying to focus on centralizing the PR for the various projects/events ...consolidate that to avoid info getting "re-invented" along the way

- how many hits does the website get a day? – paul can't remember, but it's pretty significant even have out-of-state people accessing site
- your clubs newsletter can be posted...can even decrease costs to your club in not having to mail
- presidents: remind your club members to utilize the website so Paul gets ideas of what can be done to improve the site

2007 Festival – Jon Itomura

The unofficial net proceeds is estimated to be about \$16,000. We will provide with a written worksheet once everything has been finalized. But keep in mind that it was special 25th anniversary that was both impressive and expensive.

2008 Festival – Ford Chinen

Committees are already assigned. Ford wants to control expenses and have healthy profits of about \$75000 net.

Club dues...thank you to the clubs who already turned in...14 clubs still outstanding!!!

Club Reports

We always acknowledge reports from our neighbor island clubs but we don't hear club reports from Oahu clubs. Oahu clubs were requested to give 1-2 sentence report about interesting updates/events/shinnen enkai. This unexpectedly but positively turned into a one hour presentation! A darn good one. ☺

Natsumero Festival

Sunday July 20

A karaoke group of 60-80 members from Okinawa will combine with local karaoke groups to perform at HOC with proceeds go to the Capital Campaign.

A motion to approve HUOA sponsorship of Natsumero Festival and its budget was moved and approved.

Darci Gibo was awarded 1 year scholarship from Okinawa government to study at Gedai. She currently studies sanshin under Grant Murata

Meeting was adjourned 9:42pm