

Minutes for December 1, 2016

In Attendance:

Jane Clement - Exec. Assistant to Dru Kanuha
Davelyn Barido - Exec. Assistant to Maile David
Rob Curtiss - DOA
Paul Strauss - DOH
Susan Kim – Governor’s Rep. West Hawaii
Franny Brewer - BIISC
Carolyn Dillon

The Coalition membership continues to grow. New valuable additions include leaders of industry in farm associations and landscape associations to include Board members for: the Kona Coffee Farm Association (KCFA), Landscape Industry Council of Hawaii (LICH), and Hawaii Island Landscape Association (HILA), and Aloha Arborist Association (AAA).

The focus of this meeting was to drill down further on office location of, and funding for, the staff personnel who will train the newly proposed LFA service sector ie. licensed landscapers and tree trimmers.

Carolyn reiterated that the Coalition was conceived to address a need in West Hawaii, and that no invasive species or LFA representation exists on the West side. Therefore, the vision is for the staff to be based on the West side. Franny explained though that any grant money going to BIISC must be used to staff from their Hilo office.

Jane suggested that the County has some empty office space in Kona that could be used, however council member contingency funds cannot be used for staff salaries. The solution might be that County funds from the General Budget could be used, though the 2017 Budget has already been set, meaning any funds would not be available until 2018.

Another important fact discussed was that the General Budget does not, and has never had, a line-item for Invasive Species. Jane suggested one possible solution would be to make an amendment to the 2017 Budget to include this line-item which would also move up our timeline for County funds.

Should County funds be made available the new staff personnel might be under Glen Sako, County Director of R&D. It was decided that Glen Sako should be contacted and invited to attend the next meeting to discuss further.

We next discussed things we could do to move the initiative further without current funds or staffing. Paul suggested the College of Tropical Agriculture and Human Resources (CTAHR) as a possible way to connect with and provide the basic BIISC training. Rob suggested the HILA conference held annually at Waikoloa as another means to piggyback onto existing entities for basic training. Both these avenues could be used to “test market” the initiative at little expense. The time line on these two ideas would be a March launch. Jane offered that council member contingency funds could be used for the brand development of this i.e. stickers, pamphlets, radio & print ads, etc. The deadline to submit for those funds would be February.

Rob suggested that the next action item should be to identify and create “the brand,” ie. an iconic name and catchy tagline for the LFA Coalition. On that note, a few days after this meeting I contacted a friend of mine, Bevin Perrine, who is a brand development professional with emphasis on print design. He’s interested in our project and has some great advice and ideas he’d like to share with the group. He’s going to put together a few concepts to present to us at our next meeting.

The next meeting date is forthcoming -- expected to be sometime in January. I’ll be sure to put up a Doodle Poll as soon as we have some dates available.