Hawai'i State Association of Counties (HSAC)
Counties of Kaua'i, Maui, Hawai'i and City & County of Honolulu
200 S. High Street, Wailuku, Hawaii 96793 (808) 270-7665 www.hicounties.com

AGENDA

HSAC EXECUTIVE COMMITTEE MEETING
Friday, July 8, 2016, at 10 a.m. or soon thereafter
Honolulu Hale, Committee Meeting Room
530 South King Street
Honolulu, Hawaii 96813

RECEIVED
CITY CLERK
C & C OF HONOLULU
2016 JUL -1 PM 1:07

I. CALL TO ORDER

II. APPROVAL OF AGENDA

III. MINUTES

A. Minutes of the June 22, 2016 HSAC Executive Committee meeting, as submitted by the HSAC Secretary.

IV. REPORTS

A. Treasurer's Report
   1. Treasurer's Report for the month of June 2016, as submitted by the HSAC Treasurer.

B. County Reports
   1. City and County of Honolulu Report
   2. County of Hawaii Report
   3. County of Kauai Report
   4. County of Maui Report

C. National Association of Counties (NACo) Report
   2016 NACo Annual Conference & Exposition
   Los Angeles County, Long Beach • July 22-25, 2016

D. Western Interstate Region (WIR) Report

V. NEW BUSINESS

A. Financial summary and agreement for services for the Hawaii State Association of Counties, submitted by Becker Communications, Inc.

VI. UNFINISHED BUSINESS

A. State Legislature update and discussion on lobbying efforts

VII. ANNOUNCEMENTS

A. Scheduling of the next meeting

B. Other announcements

VIII. ADJOURNMENT

MINUTES
HSAC EXECUTIVE COMMITTEE MEETING
June 22, 2016
Keauhou III, Sheraton Kona Resort
78-128 Ehukai Street
Kailua-Kona, Hawai'i 96740

I. CALL TO ORDER

The HSAC Executive Committee was called to order by HSAC President and County of Maui Councilmember Michael Victorino at 8:35 a.m. The following members comprising a quorum were present:

County of Maui:	President Michael Victorino, County of Maui Councilmember
County of Hawai'i:	Vice President Dennis "Fresh" Onishi, County of Hawai'i Councilmember
County of Kaua'i:	Secretary Mel Rapozo, County of Kaua'i Council Chair
City and County of Honolulu:	Treasurer Ikaika Anderson, City and County of Honolulu Councilmember
Others Present:	Gladys C. Baisa, County of Maui Councilmember Riki Hokama, County of Maui Councilmember Robert Carroll, County of Maui Councilmember Danny Paleka, County of Hawai'i Councilmember KipuKai Kuali'i, County of Kaua'i Councilmember Honolulu staff Lisa-Ann Kimura, Staff Attorney, Office of Council Services; Honolulu staff Brandon Mitsuda, Council Liaison, Honolulu City Council Administrative Support Services; Honolulu staff Francisco Figueiredo, Legislative Aide, Office of Councilmember Ikaika Anderson;

County of Maui staff Kit Zulueta, Communication Director, Office of Council Services;
Kaua'i staff Aida Kawamura, Legislative Assistant, Office of Council Services

President Victorino extended his appreciation to the County of Hawai'i and Vice President Onishi, Hawai'i County Councilmember, for their hard work and hosting the 2016 Annual HSAC Conference.

Vice President Onishi acknowledged Hawai'i County staff members who did the hard work planning the logistics for the 2016 Annual HSAC Conference.

II. APPROVAL OF AGENDA

Vice President Onishi moved for approval of the Agenda as circulated, seconded by Secretary Rapozo, and unanimously carried.

III. MINUTES

A. Minutes of the May 31, 2016 HSAC Executive Committee meeting, as submitted by the HSAC Secretary.

Vice President Onishi moved for approval of the Minutes of the May 31, 2016 HSAC Executive Committee Meeting, seconded by Secretary Rapozo, and unanimously carried.

IV. REPORTS

A. Treasurer's Report

1. Treasurer's Report for the month of May 2016, as submitted by the HSAC Treasurer.

Treasurer Anderson moved to approve the Treasurer's Report for May 2016, seconded by Vice President Onishi, and unanimously carried.

B. County Reports

1. City and County of Honolulu Report. Treasurer Anderson reported that the City Council passed Bill 13, Relating to the Legislative

Budget, Bill 14, Relating to the Executive Operating Budget, Bill 15, Relating to the Executive Capital Budget, and Bill 18, Relating to the Honolulu Authority for Rapid Transportation (HART) Operating Budget, and Bill 19, Relating to the HART Capital Budget, on June 1, 2016. Bill 27, which temporarily exempts ADUs (Additional Dwelling Units) from the requirement to donate land for park and playground purposes, was passed out of committee as amended. ADUs are the City's initiative to bring online additional rental units to address additional housing needs. Honolulu City Council welcomed Councilmembers visiting from Edogawa City, Japan, in the Council Chambers. Finally, Treasurer Anderson represented the Honolulu City Council in New York City on the arrival of the Hokulea. The Hokulea crew had the opportunity to request permission from the indigenous people of Manhattan who trace their lineage back to the area of Manhattan over the past 10,000 years to enter their homeland and spend some time there. Hawai'i's County Mayors, Hawai'i County Council Chair Drew Kanuha, and State Senator Kai Kahele were present at the Hokulea's welcome ceremonies.

2. County of Hawai'i Report. Vice President Onishi reported that Hawai'i County's Styrofoam Ban proposal received a 4:4 vote, thereby defeating the proposal. Several Councilmembers believed that this is a littering problem, and nationally, the United States is one of the countries that least dumps trash into the ocean. Hawai'i County Council also considered increasing Council term limits to 12 years, but the measure has been postponed. Vice President Onishi welcomed and thanked everyone for supporting the 2016 HSAC Annual Conference in Kona.

3. County of Kaua'i Report. Secretary Rapozo reported that the Council approved the County's budgets with no tax increases. The Council considered a Charter amendment relating to implementing a County-Manager form of government, but due to an Attorney General's opinion and research done by Council Services legal staff, it was determined that the County Manager would be subject to Civil Service law and thus undermine the Council's authority over this position. Therefore, the Council received and filed this proposal. After numerous meetings, the Council also rejected establishing a General Excise & Use Tax surcharge.

4. County of Maui Report. President Victorino reported that the Council is dealing with a number of issues and approximately 16 Charter amendments, which includes a proposal for a County Manager form of government. The County has been petitioned to acquire or lease all agricultural lands for organic farming purposes, but currently, the petition does not have the required number of signatures to move forward. President Victorino stated that the Council supports diversified farming, which provides everyone who wants to farm an opportunity to do so. The Council is considering amendments to the budget to address homelessness. Under the leadership of Immediate Past President of NACo Riki Hokama, who chairs the Budget & Finance Committee, Maui County's annual budgets are also complete. The Council has been very prudent at looking at the issues and ensuring that moneys are spent appropriately and in the right places.

   Treasurer Anderson moved for approval of the county reports, seconded by Vice President Onishi, and unanimously carried.

C. National Association of Counties (NACo) Report

Vice President Onishi requested that the NACo Report be deferred until the next HSAC Executive Committee Meeting. There were no objections.

Immediate Past President of NACo Riki Hokama, County of Maui Councilmember, reported that NACo will present to the membership a new format on elections of officers with respect to compression of votes. Currently NACo follows the Electoral College format. NACo is proposing to compress each vote, giving a higher dollar value to each vote, resulting in better equality for the smaller states. The key for Hawai'i is supporting the right candidates to achieve appointments and leadership considerations that Hawai'i has enjoyed over the past 30 years. Hawai'i also needs to continue its level of participation to help guarantee considerations for appointments. Councilmember Hokama noted that Hawai'i has alliances with Missouri and California. He introduced Richard Forster, President of the California State Association of Counties, and asked that members support Sister State California by attending the upcoming NACo Annual Conference in Long Beach. Councilmember Hokama also introduced a conference corporate sponsor from NACo, Dan Brady, who is now working for Splunk.

D. Western Interstate Region (WIR) Report

President Victorino noted that Council Chair Mike White, County of Maui, submitted a written report dated June 16, 2016.

Vice President Onishi moved for approval of the NACo and WIR reports, seconded by Treasurer Anderson, and unanimously carried.

V. NEW BUSINESS

A. Communication from Hawai'i County Clerk Stewart Maeda, transmitting Resolution No. 537-16, entitled "A RESOLUTION APPROVING THE HAWAI'I STATE ASSOCIATION OF COUNTIES FISCAL YEAR 2016-2017 PROPOSED OPERATING BUDGET," adopted on June 3, 2016.

Vice President Onishi moved to receive the communication for the record, seconded by Secretary Rapozo, and unanimously carried.

B. Communication from Hawai'i County Clerk Stewart Maeda, transmitting Resolution No. 538-16, entitled "A RESOLUTION APPROVING THE HAWAI'I STATE ASSOCIATION OF COUNTIES SLATE OF OFFICERS, NOMINEES TO THE NATIONAL ASSOCIATION OF COUNTIES BOARD OF DIRECTORS, AND NOMINEES TO THE WESTERN INTERSTATE REGION BOARD OF DIRECTORS FOR FISCAL YEAR 2016-2017," adopted on June 3, 2016.

Vice President Onishi moved to receive the communication for the record, seconded by Secretary Rapozo, and unanimously carried.

C. Honolulu City Council Resolution 16-125, entitled "APPROVING THE PROPOSED BUDGET FOR THE HAWAI'I STATE ASSOCIATION OF COUNTIES FOR THE FISCAL YEAR 2017," adopted on June 1, 2016.

Treasurer Anderson moved to receive the communication for the record, seconded by Secretary Rapozo, and unanimously carried.

D. Honolulu City Council Resolution 16-126, entitled "RELATING TO APPOINTMENTS AND NOMINATIONS FOR THE HAWAI'I STATE ASSOCIATION OF COUNTIES," adopted on June 1, 2016.

Vice President Onishi moved to receive the communication for the record, seconded by Secretary Rapozo, and unanimously carried.

E. Discussion and consideration of nominations to NACo Steering Committees.

President Victorino noted receipt of the following NACo Steering Committee nominations:

- Valerie Poindexter, Hawai'i County Council – Health
- Mike White, Maui County Council – Transportation
- Michael Victorino, Maui County Council – Environmental, Energy & Land Use
- Don Couch, Maui County Council – Telecommunications Technology or Agricultural and Rural Affairs
- Ikaika Anderson – Large Urban Caucus Presidential Appointment

President Victorino invited all Councilmembers to submit their applications for nomination to a NACo Steering Committee, and noted that applications need to be submitted annually. He reported that he will be seeking reappointment to the Rural Action Caucus Committee and will serve until his term expires.

Treasurer Anderson moved for approval of all nominations to the NACo Steering Committees, seconded by Vice President Onishi, and unanimously carried.

VI. UNFINISHED BUSINESS

A. State Legislature update and discussion on lobbying efforts.

President Victorino noted that Scott Ishikawa from Becker Communications is present at the meeting and will provide a briefing and update during the General Membership Meeting.

Vice President Onishi voiced concern that State Legislators ignored the Counties, especially regarding the transient accommodations tax. HSAC needs to focus on developing strategy to get support from the legislators, so that the counties are not forced to consider raising taxes.

There were no objections to deferring discussion on this matter until the forthcoming General Membership Meeting scheduled for 10 a.m.

VII. ANNOUNCEMENTS

A. The next Executive Committee meeting is scheduled for Friday, July 8, 2016, at 10:00 a.m. on O'ahu.

B. Other announcements.

Vice President Onishi recognized the presence of NACo Executive Director Matt Chase.

VIII. ADJOURNMENT

The meeting was adjourned at 9:07 a.m.

Respectfully submitted,

MEL RAPOZO, Secretary
Hawai'i State Association of Counties

BECKER
COMMUNICATIONS ◆ INC
ONLINE, OFFLINE AND INLINE WITH YOUR GOALS

FINANCIAL SUMMARY/AGREEMENT FOR SERVICES
HAWAII STATE ASSOCIATION OF COUNTIES
AND BECKER COMMUNICATIONS, INC.
(effective April 1, 2016)

I. Professional Services: To be provided by Becker Communications (Agency) to Hawaii State Association of Counties (Client); to be billed hourly at $180 for all services as outlined in the scope of services document dated March 29, 2016.

II. Additional Charges: 3% of the monthly fee is billed for coverage of internal administrative costs. Additional costs that may be incurred, such as supplier charges for printing, postage, promotional items, etc. and Hawaii general excise tax, will be also charged. Out-of-pocket charges exceeding $300 will only be incurred with prior client approval.

III. Billing Procedures: Client will receive an invoice on or about the 1st of each month for the previous month's services. Out-of-pocket costs incurred in the previous month will be included and line-itemed. Payment will be due within 30 days of the invoice date. A monthly fee of 1.5% will be charged for outstanding invoices.

IV. Exclusivity: During the term of this Agreement, Client shall (1) not appoint any other company in Hawaii to provide public relations services without the expressed written consent of Becker Communications; and (2) Becker Communications agrees that during the term of this agreement, it shall not represent or promote any individual or entity that may be construed as a direct competitor or opposition to the Client.

V. Confidentiality: Becker Communications agrees (1) to keep confidential all information obtained, analyses developed, and content of all discussions held in connection with its representation, unless the Client authorizes Becker Communications to publicize such information; and (2) to use such confidential information solely in connection with its engagement by the Client. In return, Client agrees to keep confidential all recommendations and plans developed by Becker Communications on the Client's behalf.

VI. Indemnification: Agency and its principals, and Client and its principals, agree to defend, indemnify and hold each other harmless from any and all liability, claims, suits, actions, demands or other choice of action, including losses, damages, costs, expenses and reasonable attorneys' fees incurred (specifically including any and all attachments, liens, levies or the like) arising out of or from the other party's negligent acts, errors, or omissions in providing its services and fulfilling its obligations under this Agreement.

VII. Ownership of Materials: Agency agrees that materials produced on behalf of the Client are intended for Client's ownership. In turn, Client agrees that ownership of materials produced on its behalf by Agency will be transferred to Client upon full payment of all invoices.

VIII. Compliance with Laws, etc.: Agency agrees to comply with all applicable laws, regulations and ordinances.

IX. Disputes: Agency and Client agree that in the event of disagreement, dispute, controversy, delay, unanticipated extra expense, or problem that may arise during the course of this agreement, or following its completion, the parties will cooperate in good faith to explore and, if possible, arrive at an amicable resolution of the problem without resort to litigation or arbitration. In the event that the parties are unable to resolve problems between themselves, a mediator acceptable to all parties will be utilized to resolve the dispute. Notwithstanding the foregoing, the parties agree that any action taken or statements made in an effort to resolve a dispute shall be without prejudice to any legal right or defense in the event resolution is not accomplished.

X. Terms of Agreement: This agreement shall be in effect through December 31, 2016. Either party may terminate this agreement by providing 30 days' written notice to the other party.

APPROVED AND ACCEPTED ON: _____

HAWAII STATE ASSOCIATION OF COUNTIES
By

Michael Victorino, President

BECKER COMMUNICATIONS, INC.

By

Caroline Witherspoon, President

BECKER
COMMUNICATIONS ◆ INC
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OUTLINE OF PUBLIC RELATIONS SERVICES FOR
HAWAII STATE ASSOCIATION OF COUNTIES (HSAC)
March 29, 2016

Established in January 1986, BCI is ranked as one of Hawaii's top-three public relations firms by *Pacific Business News*. Our dedicated professionals provide strategic public relations, marketing and communication services that support the goals and objectives of a wide variety of clients in the public, private and nonprofit sectors.

We develop tailor-made programs and campaigns based on each client's objectives, opportunities and challenges. We then integrate and align all tactics, to ensure consistency of messaging along with appropriate timing. We call our approach Full Alignment Communication, and our track record speaks to its success.

Our services include:

- Government Relations
- Issue Management
- Media Relations
- Community Engagement
- Special Events
- Online Marketing and Communications
- Marketing
- Advertising
- Crisis Communications
- Presentation and Media Skills Training

Putting our clients' goals and objectives first, our mission is to:

- Help your organization reach its goals through strategic planning and implementation of comprehensive integrated programs that build and strengthen relationships between you and your target audiences (lawmakers, public).

- Help you create a unified voice and assist them in ensuring that your "walk" matches your "talk;" and

- Produce results that exceed our clients' expectations.

As a full-service public relations agency, BCI has significant experience in providing the services you require. We have worked with a number of associations and non-profit organizations over the years in the areas of media relations and legislative support, including the Honolulu Board of Realtors, Catholic Charities Hawaii, and the Hawaii Association of Independent Schools, among others.

PROPOSED SERVICES FOR HSAC

BCI will develop, implement and manage a coordinated and comprehensive public relations campaign to reach targeted audiences and maximize public support for the Hawaii State Association of Counties. We seek to achieve these broad goals by:

- Helping craft a public campaign to gain support for the counties' positions on select bills before the 2016 State Legislature. Among our activities will be:
    - Developing and distributing press release(s)
    - Proactively pitching print, broadcast and online stories to ensure press coverage is focused on your agenda. Among the targeted media:
        - Associated Press
        - Civil Beat
        - Ethnic media (OHA "Ka Wai Ola" Newspaper, Hawaii Hochi, Fil-Am Courier)
        - Garden Island
        - Hawaii Business Magazine
        - Hawaii News Now
        - Hawaii Public Radio
        - Hawaii Tribune-Herald
        - Honolulu Star-Advertiser
        - KHON-2
        - KITV-4
        - Maui News
        - Maui Now
        - Midweek
        - Pacific Business News
        - West Hawaii Today
    - Assisting with the placement of newspaper/radio advertisements to include rate negotiation, media buying, copywriting and creative design as needed
    - Developing collateral material in support of legislative initiatives (i.e., flyer)
    - Developing content for social media (i.e., sample posts, infographics)
    - Developing a template e-newsletter to provide legislative updates to key supporters
- Producing a press conference in Honolulu featuring the members of the HSAC Executive Board and the four Council Chairs. Our activities will include:
    - Venue selection and logistics
    - Media outreach and management
    - Development of press materials
    - Onsite coordination

- Helping maintain a consistent message during the remainder of the legislative session to keep the topic top of mind for the public and state legislators. Our efforts will include:

    - Working with you to identify effective messages
    - Planning for and responding quickly and effectively to public issues that arise that would impact legislation that affects the counties

OUR FEES

We work with clients on either an hourly or monthly retainer basis. For all professional time spent on non-issue/crisis-related services, the options are:

Hourly Options:
1. Project-by-project basis, or,
2. A billing "ceiling" up to which we can perform each month.

In either case, the hourly rate is $180 the scope of services as outlined above.

Project Fee:
If you prefer, a project fee of $3,000 would cover the services as outlined above through the end of the legislative session.

In all cases, out-of-pocket expenses for vendor charges such as printing, graphic design, advertising placements, and production are billed separately. Approved net billable expenses are billed to yield a 15 percent gross margin. No major costs are incurred without client approval.

An hourly record is kept of all activities, and will be presented to you each month.

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