



JCHS Alumni & Community Foundation

Minutes of the Saturday, October 25, 2014 Meeting  
James Campbell Company Executive Offices

**ATTENDANCE:**

**Board Members:**

Tesha Malama  
Sugar Alfafara-Pires  
Melvon Ahlo-Pinera  
Jo Ann Kaneshiro  
Tami Carlos  
Tom Clements  
Roxanne Costa  
Rogan Kahalehili  
Liz Santa Ana  
Nani Gaui  
Teresa Gonsalves

**Members:**

David Alcos  
Lexi Gaui  
Sis Gaui  
Tracy Grado  
Frelynn Kahalehili  
Jr. Tupuola  
Roxanne Tupuola

Dale Newcomb-Excused  
Mitchell Tynanes-Excused  
Leslie Griffin  
Principal Naomi Takamori

**Board Members Absent:**

Kerry Bise-Excused  
Kurt Fevella-Excused  
Alan Kodama-Excused

**RECORDER:** Jo Ann Kaneshiro

**CALL TO ORDER:**

The meeting was called to order at 8:00 a.m.

**INTRODUCTIONS AND  
ALMA MATER:**

Introductions were made around the table of those present (see above) and our Alma Mater was recited.

**MINUTES:**

Meeting Date: September 25, 2014 as amended  
Motioned for approval: Melvon Ahlo-Pinera  
Seconded: Liz Santa Ana

**FINANCIAL REPORT:**

Melvon, Treasurer, reported the following as of 10/25/2014:  
FHB Checking: \$25,562.00  
PayPal Account: \$290.45  
Motioned for approval:  
Seconded:

No change, same as last month.

**ACTION: Jo Ann to set up appointment with FHB so Tesha, Melvon, Tami and Jo Ann can sign new signature card as voted for in previous meeting.**

**OLD BUSINESS:**

Code of Conduct: As was proposed and voted in last month's meeting to research samples and language for a new Code of Conduct policy, Teresa reported she researched and viewed the Hawaii Alliance of Non-Profit Organizations (HANO) and the National Council of Non-Profits (NCNP) as the two non-profit organizations that she will align our Code of Conduct policy to.

**ACTION: Teresa asked that the members view the HANO and NCNP websites above and she will provide drafts of the Code of Conduct policy at our next meeting.**

JCHS Football Program

Wish List:

Melvon reported that she spoke with Coach Amosa regarding the sled; Amosa originally wanted to get a sled like St. Louis' sled. Being that it is homemade; decided they didn't want to go that route; continued research and found sleds - cost average \$5,000, but \$3,000 for shipping; looking for networking cost of shipping

Tom Clements asked if JCHS was still part of weed and seed area; has a contact who works with inner-city schools; disadvantaged school football program on the mainland; will check to see if JCHS fits into his program; we may have to do write up with application for grant, etc.

Melvon also networking with Punahou athletics; also has contact who sponsored Waipahu High's sled; also asked group if anyone has contact who works with shipping, i.e., Matson, McCabe, etc. David Alcos added that he may have contact/vendor that may be able to ship with construction material. Need to follow up.

**ACTION: Tesha to compile list of different sleds, descriptions, cost, shipping, etc. and will meet with Melvon, Amosa and David to streamline search; and 2) Meet to discuss remainder of items need to be paid out for the golf tournament; will set up after playoffs.**

Foundation Shirt:

Tesha displayed sample Foundation shirt with design - logo and paw prints. Tesha was reminded that in a previous meeting, the group voted no paw prints, logo embroidered only on front of collared, dry-fit shirt. Tesha recommended her design for 2015 Homecoming. Nani mentioned that she has resource to do embroidery logo on dry-fit shirt.

**ACTION: Nani to follow up with cost.**

Promotional Items: Tesha asked the Homecoming committee members present to start looking into promotional items; Rocky reported that she left a message with Shaner(?), no return call.

**ACTION: Sugar and Rocky to follow up with promotional items, clapper, pom poms, etc. Need to have before 2015 golf tournament and homecoming.**

**MEMBERSHIP:**

New Membership: New Members: 1 Roberta Torralva  
Renewal Members: 1 LuAnn Faborito  
Total Members to Date: 91

Teresa announced the next membership meeting is on November 6 at 5:30 p.m. with the Scholarship committee meeting to follow. Membership committee members: Roxanne, Jo Ann, Teresa and Sugar; Scholarship committee members: Tami, Nani, and Teresa. Teresa invited everyone to join the scholarship committee.

At the membership meeting, Teresa discussed and proposed to join HANO which would be \$100 membership per year; under \$50K in revenue. Teresa motioned that the Foundation join HANO as a valued non-profit resource; Liz seconded motion. Discussion: Provide tech support; training; discounted rate on training classes; workshop on grant proposals; geared to Hawaii non-profits; networking with other non-profits and vendors. Vote: All in favor.

**ACTION: Teresa to check on individual/group? registration fee for members attending workshop/training sessions?**

**SCHOLARSHIP:**

Liz reported that she has been in contact with the Lagaso family and reminded them that we will need their criteria for their Lagaso scholarship for the November 6 meeting.

**ACTION: Teresa to send to Liz the Foundation application/policy process that we have on file as a template for the Lagaso scholarship.**

**SPORTS & FITNESS**

**COMPLEX:**

CIP Project: Tesha reported that the Foundation's CIP list is focused on replacing the track. The monies that have been appropriated today to the school is not going to replace the track; monies will move the field; redo the field; new comfort station at old announcers booth. We still have not seen the drawings. We submitted our CIP request to McDermott; assuming he wins election.

**ACTION: Final draft list will be emailed to all before we send to McDermott.**

**POLICY:**

Code of Conduct: Deferred until next meeting, see above.

**NEW BUSINESS:**

Public Relations  
Consultant:

Tesha proposed we pursue obtaining a marketing and promotions consultant and/or agency that can focus on promoting and marketing the Foundation's two main goals, 1) sports complex and 2) scholarships. We would need to follow contractual process with 3 proposals.

In order to make money for sports complex project, etc. we need to put out money; therefore, we need consultant to organize Foundation that can successfully market and promote Foundation. Do we agree? If yes, do we pursue consultant and/or agency to place. This would be on a contractual basis bases on percentage of money raised.

Background: The Foundation received letter from IRS, confirming non-profit status 509(a)(2) public charity; bequeathed funds; gives us more leverage to enter into partnerships with organizations similar to Aloha United Way contributing funds through scholarships, etc.

Liz suggested perhaps one of our members could train as future marketing/promotions consultant; one who knows heart and culture of a Hawaii non-profit organization. Tom Clements, a corporate PR person himself explained that what we are looking for is an Agency PR type consultant focused on promoting products, etc. Tom volunteered to be liaison person; to work with Agency PR consultant and be part of the process. He highly supports Agency PR; believes that you get what you pay for and agrees that the Foundation should put out the money. Frelynn suggested we also get a student majoring/mastering in business at UHWO and work as intern with PR person. David emphasized that we need to do our due diligence in our search. Melvon emphasized contingency basis.

Tesha went around the room and the group agreed and voted in favor of the Foundation search for Agency type PR consultant.

Teresa recommended Tom chair task force to search for PR consultant; Tom suggested Frelynn as co-chair. As due diligence, the Foundation to develop draft scope of PR consultant and RFP (request for proposal). Goals: 1) sports complex; 2) scholarship.

Tesha also suggested Annette Oasay join task force as a resource with local promotions and marketing.

**ACTION: 1) Tesha to follow up with Annette Oasay; 2) Tom and Frelynn to set up planning meeting; 3) Jo Ann and Teresa to FB and email blast to ask for volunteers to help on task force.**

Aloun Farm:

David Alcos discussed the possibility for Aloun Farm to make donations to school programs through the Foundation as a taxable means for them. Tesha, as part of the agenda process, suggested to David that they request to be added to agenda for further discussion by the members and Board of the Foundation.

Reminders: **ACTION: Please sign up for “Remind” text messaging:**

**Enter this number: (571) 248-3303**

**Text this message: “@jchsalumni”**

**The “REMIND” text messaging service is a ONE-WAY SMS/text service.  
No one in the group can reply to the message.**

**NEXT MEETING:** Saturday, November 22, 2014, 8:00 a.m. at JC Executive Offices

**ADJOURNED:** The meeting adjourned at 9:05 a.m.