

Introductions & roll call from each location

Maui

Lani Weigert – HATA/AKL

Charlene Kauhane – Maui County Farm Bureau/Maui Cattle Co

Luisa Castro – UH/Maui Ag Research Center

Ian Ballantyne of Hana Tropicals

Lisa Hodgkins of Hale Akua Garden Farm

Jeff Ferguson with Mauigrown Coffee

Molokai

Emanuela “Manu” Vinciguerra – Kumu Farms

Maria Holmes – Coffees of Hawaii

Viola Wichman -- L&R Farms

Hawaii Island

Kona

Les Apoliona – KS Land Mgmt Division

Nancy Ginter Miller – Produce to Product

Whendi Grad – Big Island Bees

Hilo

Stephanie Donoho – Dept R&D, County of Hawaii

Barcus Adams – Kalani Honua

Lorie Farrell – HFBF

Taylor Jane – summer intern

Christopher – Kau Farm

Hamakua

Jim Reddekopp – Hawn Vanilla Co.

Kauai

Don Mahi – Mahi Nani Farm

Laurie Ho – USDA

Terry Sullivan – Edible Hawn Islands

Oahu

Donna Ching – UH/Cooperative Extension

Yukashi Smith –HDOA

Pam Boyar – Haleiwa & Hawaii Kai Farmers Market

Rob Anderson – North Shore Farmers Market

Old Business and Remarks

Lani reported back that she had a good meeting with Bobby Jean (BJ). There were a lot of questions generated. BJ would like to make AgTourism Ordinance Bill #148 easy for farmers to comply with. She wants feedback on how her staff is working with the farmers who come to the Planning Dept. BJ is working on trying to get her staff on board with ag-tourism. Compliance of

the May deadline is no longer in place. She hasn't received any complaints against the farmers doing ag-tourism. She doesn't have enough information about the issues so Lani gave her feedback.

Lani told BJ that plan approval for every application is too difficult and expensive. For example, drainage is now in the plan approval even though it doesn't apply to farmers. Farmers who just want to do a simple tour should not be at the level of a hotel development. BJ is open to waiving some points. She is focused on environmental impacts. What would be a good tier system? Wants the HATA members to help come up with ideas, like a questionnaire that her staff could use when working with a farmer trying to become ag-tourism permitted. BJ would talk to the county council to approve it based on our recommendations. BJ told Lani that Mayor Kenoi wants to help agriculture and the farmers on Hawaii Island because there are farmers operating illegally so BJ is committed to working on this issue. BJ needs our recommendations to give to her to get to the council approval.

Stephanie told the group that there has been a lot of work within the Planning Department on the AgTourism Ordinance Bill #148. She and Margarita "Day Day" Hopkins gave BJ their tier system ideas and recommendations.

After much discussion, the group decided on the following:

1. Lorie will send Lani the survey that she already uses for her farmers who want to be included in the HFBF ag-tourism tour. The survey contains questions to help a farmer determine what kind of ag-tourism they do on their farms. Lani will work with Lorie Farrell to frame the survey so that we can describe the ag-tourism operating tiers (a tier system for what criteria a farmer has to satisfy based on number of visitors). We need to tier the activities so people can have different requirements of permitting. Lani would send out the survey to all farmer networks (HOFA, HFBF, Hawaii Farmers Union, etc.)

2. Stephanie said she would send her and Day Day's recommendations to Lani to share with HATA members. There are things that are already allowed in county "zoning." She recommends that everyone look at their current ag zoning for what farmers are already "allowed" to do to be in compliance. She also would appreciate farmers contacting the Planning Department if on the Big Island and taking the time to talk with them.

Education – *Luisa Castro to report on WSARE grant application. Dania Katz to report on Take Me To The Farm Day.*

Luisa reported on two possible grant RFPs. There is a Small Business Innovation Research Program grant due September 2, 2010 that would cover \$100K for 8 months and the WSARE Professional Development Program grant due November 5, 2010 that would cover \$60K for 24 months. These could be used to conduct ag-tourism training at multiple locations on all the major islands and not just on Hawaii island. Lani reported on behalf of Dania about the development of a "Take Me to the Farm Day", whereby kids and their families would visit HATA member farms. Stephanie reported that the \$3,500 request for funding was approved by the County of Hawaii for Gear Up for Agricultural Tourism Training program. There is an opportunity to collaborate with Kanu Hawaii, who wants to focus on local eating, local farms. Lani will advise more.

Membership - *Charlene Kauhane to report on new membership deadlines and added benefits for highest membership level.*

Charlene informed us that the membership drive would begin in November 2010 to solicit new members. It will be run as an annual membership on the calendar year and will be based on a membership tier. Members who donate at a higher rate would benefit by earning a F2F meeting with Lani (and other ag-tourism experts in HATA) who could assist the farm member with ag-tourism related ideas and options. So a \$500 level member will get farmer-mentoring time. Pam is also willing to do this for farmers markets members.

Marketing – *Lani to report marketing efforts to support Education events. Main purpose of marketing is to support and further the efforts of HATA members and the ag tourism industry at large.*

Lani reiterated that by organizing the “Take me to the Farm” day, HATA would be promoting the farmers who are HATA members. Stephanie asked if a master calendar of ag events existed because the Hawaii Tourism Authority (HTA) is working under a brand new management. She is encouraging us to feed events into the HTA web site so that our information can be integrated with their new web site, which will be broadcast internationally. By feeding, HTA could access this information easily and send to their larger audience. Lani agreed that this would be something important to work on.

Funding & Finance – *Nancy Miller to report current HATA budget status*

Nancy reported that we have \$2,542.00 in the HATA account.

Governmental Affairs – *Action steps will directly relate to discussions and suggestions gathered during the “update provided by Planning Director, Bobby Jean, at the start of the meeting. Maui County Planning committee chair contacted Lani to begin working on Maui Ag Tourism ordinance.*

Ag Events & Festivals

Pam Boyar reported on the new farmers market that opened in Hawaii Kai – making the farmers market on Oahu available “coast to coast”. They had around 1,500 visitors and the farmers are doing great. They are getting an abundant number of farmers and are going to start mapping them on an Oahu map.

Lani advised that HATA would have a table at the 2010 Ag conference on 9/23 & 9/24 at Ihilani Resort on Oahu, to promote the Grown on Oahu Bus Tour and Education on AgTourism in Hawaii to encourage memberships. Grown on Oahu Bus Tour tickets will be available for Online purchase only at the www.hiagtourism.org from August 1 thru September 17, with remaining tickets sold at the conference. Only 40 seats will be offered.

Next Polycom Meeting will be Wednesday October 6, 2010