



**Hawaii AgriTourism Association (HATA)
Polycom Meeting Agenda
Wednesday, January 19, 2011
1:30pm**

Locations to be set up: Oahu, Maui, Kauai, Hilo, Kona, Hamakua
Molokai, Lanai

1. Old Business and Remarks

- a. Update from Lani on Ag Tourism Survey results taken October 2010

2. Events – Lance Kimura & Deborah Shigehara will update on Gear Up Agricultural Tourism Training Program. March 9 – 8a-4p @ Komohana Extension Office in Hilo.

Program draft

Module One (Marketing/Internet Technology/Social Media/Customer Service)

Module Two (Farm Readiness)

Lunch

Module 3 (Best Practices/Good neighbor policy/pitfalls)

Module 4 (County Ordinance)

Module 5 (Next steps-Funding Sources/Partnerships)

- Speed dating/Small group discussion

3. Governmental Affairs – Attorney David Kaapu will share his experience with processing Ag Tourism venues on the Big Island in accordance with Bill 148. He has already completed one farm and another farm is going thru the process. He'll explain how long it takes, what is required and approximate costs to complete the permitting process.

4. Membership - Charlene Kauhane (Hata Membership Chair) to report on the planning of our first membership mixer to attract new members and build mutual collaborations, while networking with others in the industry (Visitors Bureau, Hotel Association, Chamber, Office Economic Development, HTA, etc). Depending on the success of the mixer, another mixer will be planned for last

quarter and eventually, more can be set up on other islands. Membership lists will be updated on current members.

5. Marketing – Lani to report on changes with the mission, brochure and website. Reprint brochure. Created table display to include marketing pieces like a membership application, flyer, tablecloth, etc. as funds become available. Update web site with twitter, FaceBook, new board photo with personal bios and calendar of events. Log in to: <http://www.hiagtourism.org/>

6. Funding & Finance – Fred Rickert (Hata Treasurer) to report current HATA budget status. Share plans on creating systems and processes for reporting membership dues, tee shirt sales and creating a 3-year operating budget.

7. Education - Dania (Hata Vice President) Luisa Castro (Hata Secretary)
Share New Hata Mission based on Six Core Expectations

1. leadership/vision
2. responsibility – Kuleana
3. respect - Aloha
4. collaborative – Laulima, Lokahi
5. education
6. viability

8. Next Polycom: Next quarterly polycom meeting tentatively set for Wednesday April 6 at 9:30am. RSVP reminders will be sent out 3 times prior to the next meeting.

Additional Preliminary dates for 2011 – Wednesday July 6, October 12,