

## HATA Polycom Minutes

6/3/09 10am

Oahu, Maui, Molokai, Kauai, Hilo, Kona, Haumakua

Lanai – no attendees

### **1. Welcome & Introduction of all participating from every location**

#### **Oahu-**

Robb Anderson – Northshore Farmers -  
Dr. Wenhao H.Sun- Marine AgriFuture, LLC. –  
Kehaulani Lum – Ka Mahi`ai`Ihi o Wailea.  
See Ba Thee – Alii Turf Company –  
Pam Boyar – Haleiwa Farmers Market  
Donna Ching- Polycom Coordinator

#### **Hilo -**

Sherri Miller – Moon Rise Tea  
Luisa Castro – CTAHR  
Daryn Arai – Planning Dept – Hawaii County  
Stephanie Donoho –Tourism Specialist – Hawaii County

#### **Hamakua -**

Earl Tanaka- Hawaii Island Farm Bureau  
Lorie Farrell – Hawaii Island Farm Bureau  
Diane Quitiquit – Parker Ranch (via telephone)

#### **Kona –**

Nancy Miller - Hata/Produce to Product  
Dave Bateman – Heavenly Hawaiian Farms  
Marcy Montgomery – Sustainable Living Center & Hawaii Butterfly  
Randyl Rupar  
Jennifer Greenwell – Greenwell Coffee  
John Richards – Kahua Ranch

#### **Maui -**

Lani Weigert – HATA/AKL  
Pomai Weigert – HATA/AKL  
Kanoë Medina – AKL intern  
William Jacintho – Beef & Bloom, MCC Ag Dept  
Clark Hashimoto – Ag Specialist /OED  
Warren Watanabe – Maui County Farm Bureau  
Charlene Kauhane - “ “ “ “  
Cheryl Ambrozic – Maui Flower Growers Association  
Carol Reiman – Maui Hotel & Lodging Association  
Carlos Sandoval – Maui Land & Pine/Kapalua Farms  
Dania Katz – Edible Hawaii Magazine/ Maui Rep

### **Kauai -**

John Gordines – Kauai Ag Research Center  
Jerry Ornellas – Kauai Farm Bureau  
Bob Gunter – Koloa Rum Co & Hawaiian Fruit Specialties  
Hobey Beck – Waikoko Farm  
Neill Sams – Orchid Alley  
Melissa McFerrin – Kauai County Farm Bureau  
Bill Spitz – OED/Kauai County  
Roy Yamakawa-CTAR

### **Molokai -**

Tanya Mendija – Molokai Community College

**2. Funding/Finance** – Update report from Secretary/Treasurer Nancy Miller on funds from memberships and any other sources. Update from Lani on Finance committee development and updated 2009 Hata Budget. Nancy Miller (Hawaii Island-Kona) reported that Hata has \$415 left in checking account with largest payable owed to law firm that processed Hata's 501 c3.

Membership stats :- 78 members  
- 28 renewed membership  
- 50 need renewals

Right now, all marketing fund for hata are solely from membership fees  
Membership Renewal and Recruitment letters will be sent out By HATA Admin by end of June.

-Neil Sam (Kauai)- Suggests Rural Business Grant Program to gain additional funding & will email to Lani to explore possibilities.

**3. Marketing/Communication** – Another request to all Hata members to send info in about events at their farms and/or events they are involved in. Only member info will be posted on website. Info must be received between the 15th & 1st. Please send “news” to [info@hiagtourism.org](mailto:info@hiagtourism.org) for newsletter that comes out after our Polycom each quarter.

Update on marketing efforts.

Lani Weigert (Maui) HTA Maui has asked Hata to create a Marketing Brochure that features all the legally permitted farms by county to be distributed to visitors . Collaborative funds are needed to match HTA's grant monies. Lani will approach Maui Farm Bureau & Maui Visitor Bureau to work the project together. There is a deadline to submit proposal to HTA by July 30<sup>th</sup>.

Hata Members can request Hata brochures to distribute at events and festivals to promote both the awareness of Agtourism and membership to the association. Brochures can be requested at [info@hiagtourism.org](mailto:info@hiagtourism.org)

- Bill Spitz (Kauai) advised that a request for funds to hold an Agtourism 101 training class on Kauai has been approved. Lani to provide training materials and instruction for a training class offered in August or September.

- Lani will collaborate with Maui County Farm Bureau for AgTourism 101 training in September as well.
  - Lorie Farrell (Hawaii Island-Haumakua)
    - Suggests utilizing internet (free sources) to allow regular updating and inexpensive exposure.
    - All farms on Ag tourism map must be permitted and compliant venues
  - Clark Hashimoto- (Maui)
    - Will report on what pool of funding Ag maps will fall under for the County Level.
  - Lani Weigert (Maui)
    - Funds for Map on Hawaii Island??
    - CPEP is an option
  - Lori Farrell (Hawaii Island-Haumakua)
    - Big Island Farm Bureau has some product development money
  - Stephanie Donoho (Big Island-Hilo)
    - HTA budget will be announced June 4<sup>th</sup>.
    - E-mail Lani the request for CPEP proposal money
    - For both Hawaii Island/Maui counties
  - Lani Weigert (Maui)
    - Current HATA Members and Known Ag. Tourism venues that will become HATA members may be added to the map if legally permitted. Non- members and non compliant farms, will not.

**4. Festivals & Events** – Updates from the following members regarding events on their island that Hata could be represented.

The following members volunteer to represent their islands at upcoming events and keep HATA updated on events in their area.

- Neil Sams for Kauai
- Pam Boyar for Oahu
- Lori Farrell for Big Island
- Lani Weigert for Maui

- Neil Sams (Kauai)
  - Farm Bureau Fair: August 30<sup>th</sup>
  - Kauai Coconut Festival: 1<sup>st</sup> Saturday and Sunday in October
  - Marketing efforts for Hata will entail offering Hata Brochures to promote Agtourism awareness and membership;

- Pam Boyar (Oahu)
  - State Farm Fair July 17 & 18<sup>th</sup> at Bishop Museum
  - WIFI at events: To allow people to go to the website
  - Suggests that all ag tourism venues carry the brochure to create stronger branding and community camaraderie

- Char Kauhane (Maui)
  - Recommends table to promote Kama'aina Travel
  - Wholesaler/Hotel chain
    - Ex: Hawaiian Airlines
- Nancy Miller (Hawaii Island-Kona)
  - Brochure Packages are currently available ob Hawaii Island
  - Mango Festival 8/1
- Lorie Farrell (Hawaii Island-Haumakua)
  - Clarifies that HATA event participation should be membership driven
  - With a Larger Membership- HATA awareness will increase.
- Stephanie Donoho (Hawaii Island-Hilo)
  - Recruitment Opportunities to connect directly to farmer
    - Kona Coffee Festival: November
    - Haumakua Alive Event: October
    - Taste of Hawaiian Range: TBA
    - I Malama Aina: October

**5. Education** – Efforts to educate others on Agtourism. Lani to set up AgTourism Training 101 for all counties as funds become available to educate members and potential members.

Lani mentioned in collaboration with Maui County Farm Bureau 500 2<sup>nd</sup> graders on Maui participated in Ag in the Classroom to learn more about agriculture in tourism.

- Dania Katz (Maui)- School level Awareness is vital, Field trips, Farm tours, Collaboration with county Farm Bureaus to organize this efforts.

Melissa McFerrin from Kauai County Fair Bureau as mentioned that Kauai does “Ag in the Classroom” once a year , along with collaborate with all county farm bureaus on Ag Awareness Day held at the State Capitol on Oahu each year.

**6. Membership** – The following have accepted to assist with recruiting efforts on their perspective islands. Update report on progress on recruiting more members from:  
 Diane Quitiquit (Hawaii) Parker Ranch –  
 Lorie Farrell (Hawaii) Hawaii Island Farm Bureau  
 Luisa Castro (Hawaii) College of Tropical Ag and Human Resources, Hawaii Island –  
 Renewal  
 Laurie Ho (Kauai) USDA  
 Pamela Boyar (Oahu) – Haleiwa Farmers Market -  
 Lani Weigert (Maui/Lanai/Molokai) – Hata/AKL

Lani asked if all participants can send emails and contact info for “potential” members to [info@hiagtourism.org](mailto:info@hiagtourism.org) to follow up on membership lead.

**7. Government Affairs** – Update on progress with AgTourism ordinance. On Hawaii Island, Daryn Arai from the Planning Department attended the meeting to update members on status of assisting people become compliant. All other counties have yet to pass their AgTourism bill which means your voice is vital to forming a ordinance you can live with.

-Daryn Arai’s hopes to:

To present adequate information (brochures, instruction sheet, etc.)

It takes 60 days to process application, not including reviews from other departments such as public works, etc. Keep application brief and easy. Make it a “fill in the blank” application. Bill 148 is not created for all types of ag tourism. Bill 148 focuses on the land use component and “start up” Agtourism venues. Farms, ranches, wineries and dairies may conform to the requirements of Bill 148 or apply for a Special Use Permit. Revisions for Bill 148 can be submitted to Daryn Arai, and is due on November 7<sup>th</sup>, 2009

Diane (Hawaii-Parker Ranch)- Concerned with Bill 148

HATA needs to be aware of the concerns with Code Integration

Hard for historical places to comply 20-30+ years of operation.

Stables, trails, ATV storage, etc. Issues with the hours of operation

John Richards (Kahua Ranch -Hawaii Island) Public hearing process is time consuming.

Permit process is expensive and cumbersome for special use permit

**8. Date for next HATA Meeting** will be Wed September 9, 2009 at 10am.

Parking at UH Manoa for next polycom meeting simply needs to email

[info@hiagtourism.org](mailto:info@hiagtourism.org) for map on where to park.