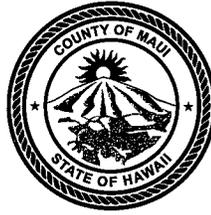


ALAN M. ARAKAWA  
Mayor



RECEIVED

KA'ALA BUENCONSEJO  
Director

BRIANNE L. SAVAGE  
Deputy Director

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(808) 270-7230  
Fax (808) 270-7934

**DEPARTMENT OF PARKS AND RECREATION**  
700 Hali'a Nako'a Street Unit 2, Wailuku, Hawaii 96793

OFFICE OF THE  
COUNTY COUNCIL

August 31, 2015

Honorable Alan M. Arakawa  
Mayor, County of Maui  
200 South High Street  
Wailuku, Hawaii 96793

For Transmittal to:

Honorable Don Guzman, Chair  
Economic Development, Energy, Agriculture,  
and Recreation Committee  
200 South High Street  
Wailuku, Hawaii 96793

Dear Chair Guzman:

**SUBJECT: LEASE AND LICENSE OF COUNTY-CONTROLLED PARCELS  
TO FRIENDS OF MOKU'ULA, INC. (LAHAINA) (EAR-2)**

Transmitted herewith is the Annual Real Property Grant Report for period Fiscal Year July 1, 2014 to June 30, 2015. The report dated August 19, 2015 was submitted to the Parks Department by Blossom Feiteira, Executive Director, Friends of Moku'ula.

Should you have any questions, please feel free to contact me at ext. 7385.

Sincerely,

Handwritten signature of Ka'ala Buenconsejo in black ink.

KA'ALA BUENCONSEJO  
Director of Parks and Recreation

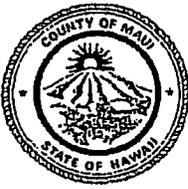
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2015 AUG 31 PM 2:56  
OFFICE OF THE MAYOR

APPROVED FOR TRANSMITTAL

Handwritten signature of Alan M. Arakawa in black ink.  
\_\_\_\_\_  
Mayor Date

9/1/15  
Date



# DEPARTMENT OF PARKS AND RECREATION

700 Hali'a Nakoa Street, Unit 2, Wailuku, Hawaii 96793

## ANNUAL REAL PROPERTY GRANT REPORT

Report Period: Fiscal Year July 1, 2014 - June 30, 2015

ORGANIZATION: Blossom FEITEIRA

Tax Map Key Number(s): (2) 4-6-007. por 002 and 036 AND (2) 4-6-007.001

**Department of Parks and Recreation's Mission:** The purpose of the Department of Parks and Recreation is to provide safe, satisfying and cost-effective recreational opportunities for the residents of and visitors to Maui County.

### INSTRUCTION

Provide a narrative response to each question below for each quarter and fiscal year.

#### I. Program Data/Status Summary

- List each program goal/benchmark for the leased/licensed site and how it contributes towards the Parks Department's mission (noted above).
- What objectives/action steps were completed this fiscal year for each goal?
- What measurable outcomes were achieved this fiscal year?
- Were your organization's programs/activities open to the public? If so, how were they promoted to residents and visitors?
- Give actual number of people attended at activities, programs and events on property for each quarter of the fiscal year.
- What objectives/actions steps will be accomplished during the next fiscal year?

#### II. Narrative Report

- What program challenges occurred this fiscal year and how were they addressed and/or resolved?
- Describe any staff changes in your organization.
- Were there any fundraising activities on leased/licensed property? If so, please indicate how many, type of activity, primary beneficiary of the fundraising, and how your organization participated and benefited from the activity.
- Describe improvements on the property, its condition, and your risk evaluation program. How often are site inspections done and by who?
- Disclosure of any organizational conflict of interest and criminal violations.
- Were audits done this fiscal year? When is the next audit planned for your organization?

Please submit the following information with this report:

- Board of Directors' Minutes.
- Updated list of Board of Directors
- Financial status report including but not limited to the total revenue generated on the property leased/licensed.
- Update Tenant Contact Information Form.
- Current Liability Insurance Certificate naming the County of Maui as additional insured.

Report Prepared by: Blossom FEITEIRA  
Print Name/Title

[Signature] 08/19/2015  
Signature Date

**PROGRAM DATA/STATUS  
SUMMARY**

Department of Parks and Recreation  
Annual Real Property Grant Report  
Fiscal Year July 1, 2014 - June 30 2015

I. **Program Data/Status Summary**

- a. List each program goal/benchmark for the leased/licensed site and how it contributes towards the Parks Department's mission.

1. Conduct a major clean up of the leased and licensed area by third quarter of FY 2015.

In March, 2014, Friends of Moku`ula initiated an action to start the clean up of the licensed area that had been overgrown and neglected. Activities included the removal of invasive trees, brush and human trash (clothes, excrement, bedding, etc.). The Friends paid \$10,300.00 for this effort.

In January of 2015, in partnership with the County of Maui, a clean up of the larger parcel still under the jurisdiction of the County took place that included the removal of overgrown ground cover, invasive brush, cutting and removing fan palm trees and the trimming of the larger fan palms. Further assistance was given in the consolidation of other detritus found under the cover of brush and trees including clothing, bedding, furniture (bed frames, mattresses, refrigerator, couches, suitcases) for removal by the Friends. Friends of Moku`ula provided refreshments for the work crew over the course of three days of clean-up and paid, \$3000.00 to remove the human trash found on the property.

2. Increase Participation in Maui Nei through social media, travel agencies and interaction with the tourist industry.

During the grant period several things occurred within the industry that resulted in a decrease in revenue generated that impacted our program costs.

Maui Nei Tours serves as our program arm of the Friends of Mokuula, and, though the program it is able to generate revenue that is re-invested in the program. One of our major client bases, the cruise ships, decreased the number of stops in Lahaina which resulted in a lower revenue stream. The Friends immediately re-visited our strategy and laid out a new plan to generate income by concentrating our efforts in the FIT population of our visitor industry. Re-establishing relationships with travel agencies, hotels, and the Maui Visitors Bureau provided us with the ability to reach out to a larger

audience and participants, while still providing for our community participation through the schools, and community groups.

3. Increase in Board members by two.

As part of the overall strategy for board recruitment, the Board increased its numbers by two; one with over 25 years of construction management and one with marketing and tourism background. In December of 2014, one board member resigned his position as he was leaving the state. In March 2015, the board increased their number by an additional two seats; a person with finance background, and in a unique response, the board moved to provide a seat to another organization whose members are cultural experts in protocol and traditional practices.

In total, the board increased their numbers by a total of 3 seats.

4. Develop plans for a museum for artifacts from Mokuula.

In discussions with community and experts in the field, it was necessary to determine what would the Friends do with any artifacts we may acquire during the excavation. Currently, artifacts recovered from previous archaeological activities are currently held in storage at the Bishop Museum, some of which are considered significant. If the Friends and the community wished to keep these treasures here in Lahaina, there would need to be a facility in which to house and display them.

The Friends initiated a conversation with the current landlord to negotiate for a space at 505 that would allow us to process, catalog and display artifacts uncovered at the leased and licensed area. Negotiations are ongoing.

5. Develop strategy for fundraising.

In FY 2015, the board and staff revisited the project plan to re-visit its original plan for restoration and development of the licensed area. At an estimated cost of \$67 million dollars in 2007 dollars, the cost of both project restoration and development of a parking lot and buildings were well outside the reach of the organization, if the goal was to achieve completion in a timely manner.

In order to develop a fundraising strategy, there were several key issues and challenges to consider.

- a. Given the history of the organization, it would be a difficult endeavor to generate that level of funding without some key accomplishments under our belt.
- b. That a large part of the required funding would be applied to areas that may not be interesting enough for funders to contribute; i.e. parking lot and relocation of the Salvation Army and the Sewage Booster Station.
- c. Costs associated with the actual restoration activities had to be at a level that would prevent the “start and stop” actions that have taken place in other archaeological areas.

Keeping this issues at the forefront of our discussions led us to revise the restoration plan that would encourage “smaller bites” and incorporating more mission based activities that would be in keeping with the goal of restoration.

In consultation with both the lineal descendants, larger community and Dr. Kleiger, along with other experts in the field of excavation, the revisions included the removal of the proposed parking lot and it’s \$3.2 million dollar price tag, the removal of the two proposed hale and landscaping and it’s \$1.7 million dollar price tag; consultation and negotiations with Kamehameha Schools land asset division for lands to relocate the Salvation Army, and a revisit and breakdown of the larger restoration of the island itself.

In addition, the AIS work underway with the County revealed several significant areas and potential areas that would have an impact on our general plans for restoration.

As such, the board returned to the table and incorporated the findings of the AIS made a determination to “start small” in our restoration efforts, beginning with the key findings of the AIS. In other words, we would fundraise to initiate a smaller restoration project that would allow us to begin work using a smaller area. We would excavate and restore and preserve these particular areas in a way that would also allow us to continue on to the bigger responsibilities as we move forward.

With this new strategy in place, we have developed a fundraising strategy that will allow us to focus in on the individual smaller projects, one at a time, in consecutive order so that we may be better able to undertake larger portions of the project area as we move forward.

6. Increase community participation by two events.

In FY 2014, time spent in community clearly showed a need to provide the community with a place at the table in the future plans for Moku`ula. Part of that realization was the formation of a committee of families who are lineal descendants of Pi`ilani. As they move forward with some long range planning activities, they also believed that there needed to be some kind of activity that would allow for kupuna to share their stories and memories of Lahaina and Moku`ula. The Friends initiated the "Moku`ula By Moonlight" series and launched this endeavor on July 1, 2015. Careful marketing using all forms of communication, including social media, website and community word of mouth, the launch was highly successful in many ways. An informal head count of people attending showed 70 people in attendance. Partnering with Hui Wa`a O Kaulua and Na Aikane, Mokuula By Moonlight provided opportunities for both practitioners and kupuna to share the evening telling stories and sharing music.

This program series will be held every other month at the full moon.

Another community event effort continues underway with the restoration of the "Mea Kanu" of Moku`ula. In the removal of the parking lot plan, Kupuna began to share stories of the area that incorporated an ulu grove, coconut trees, taro patches and sweet potato patches. Using this information, and incorporating 21<sup>st</sup> century methods, the Friends have begun to lay out a plan for restoring the Mea Kanu, using it as a teaching tool for keiki to come to learn about traditional agricultural methods and practices. Partnerships with youth organizations are ongoing, and community donors for materials for raised garden beds have been identified. We hope to launch the Mea Kanu by the end of the third quarter of FY 2016.

7. Establishing a Fundraising strategy by end of FY 2015.

As this goal is related to item number 5, this strategy has been developed with the long term goals in mind, particularly, the support for the maintenance and management of the island and pond.

With a growing number of grantors moving to reduce grant funds and purposes, it is inherent upon us to realize that relying on grant funds alone can create some critical issues with regard to the long term management of the area. There will need to be significant work done to ensure that there will be a reliable and sustainable stream of revenue in order to ensure the continuation of Moku`ula and Loko O Mokuhinia.

Keeping this long term vision in mind, efforts have begun to identify activities that will result in a reliable stream of revenue. In addition,

exploration of other fundraising opportunities are being done to determine the short and long term funding sources for the future.

The Friends continue to work on this strategy and hope to complete it by end of the second quarter of FY 2016.

b. What objectives/action steps were completed this fiscal year for each goal?

As outlined in section (a) above, the following objectives and action steps were completed this fiscal year.

1. Conduct major clean up of the leased and licensed area by third quarter of FY 2015. – Completed in January 2015.
2. Increase participation in Maui Nei through social media, travel agencies and interaction with tourist industry. – Unanticipated impact resulted in the 22% decrease in participation, program outreach component revised and refocused. This objective will be part of FY 2016 efforts.
3. Increase in board membership by two. – Completed October 2014, increased by two additional seats in April 2015.
4. Develop plans for museum for artifacts from Moku`ula. – Completed March 2015.
5. Develop strategy for project fundraising. – Final approval of Board of Directors necessary for completion of this objective. Anticipate final board approval end of 1<sup>st</sup> quarter of FY 2016
6. Increase community participation by two events. – 50% complete. This objective will be complete by end of 2<sup>nd</sup> quarter of FY 2016 and will be part of FY 2016.
7. Establish fundraising strategy by end of FY 2015. Final approval of Board of Directors necessary for completion of this objective. Anticipate final approval end of 1<sup>st</sup> quarter of FY 2016.

c. What measurable outcomes were achieved this fiscal year?

Of the seven identified objectives, the Friends completed four by end of FY 2015, is set to complete 2 by end of 1<sup>st</sup> quarter of FY 2016 and is 50% complete of 1.

d. Were your organization's programs/activities open to the public? If so, how were they promoted to residents and visitors?

All of the current programs and activities of the Friends are open to the public. We continue to outreach into both the residential and visitor community through our websites, email blasts and our social media sites at facebook and twitter.

- e. Give actual number of people attended at activities, programs and events on property for each quarter of the fiscal year?

1<sup>st</sup> quarter: July to September: 45 adults 42 children under the age of 13  
2<sup>nd</sup> quarter: October to December: 30 adults, 20 children under the age of 13  
3<sup>rd</sup> quarter: January to March: 23 adults, 0 children under the age of 13  
4<sup>th</sup> quarter: April to June: 56 adults, 35 children under the age of 13

- f. What objectives/action steps will be accomplished during the next fiscal year?

In FY 2016, the Friends intend:

1. Work with the County of Maui to complete the fencing of the park area;
2. Initiate and complete the excavation and restoration of two significant areas in Loko O Mokuhinia and Moku`ula;
3. Begin the development of the excavation and restoration of one significant area at Moku`ula;
4. Complete the initiation of Mea Kanu;
5. Develop plan for one major fundraising event;

## **NARRATIVE REPORT**

II. **Narrative Report.**

- a. What program challenges occurred this fiscal year and how were they addressed and/or resolved?

Of primary importance was the impact of decreased revenue from Maui Nei Tours. Because of our reliance on the Cruise ship, we were not prepared for their decision to shorten their calendar on the water.

The result of their unexpected decision is that Maui Nei's ability to sustain itself was severely hampered, and resulted in the loss of 22% in income by the end of FY 2015.

While hurtful, the Friends decided to continue to program using a different approach to promote the tour. The Friends initiated a regular schedule of visits to the hotels promoting the tours through the concierge desks, and began catering to the independent traveler and groups. Continued exposure to historic sites and presentations of Moku`ula and our plans for restoration has been slowly making an impact and we are seeing a slight increase in participation. Continued marketing and outreach to schools and community groups also are showing results in bookings for the tour.

- b. Describe any staff changes in your organization.

Since 2013, the Friends have worked with two individuals, both who, while enthusiastic about the project, unfortunately did not have the skills that was necessary to meet the needs of the organization and the project. The part-time caretaker also left temporarily, which resulted in the hiring of a landscaping contractor to fulfill the maintenance needs of the area.

The release of these employees clearly provided the Friends with a better understanding of it's staffing needs in order to move the plans forward.

A recruitment process took place once again with a clearer understanding of what skill set was needed for both the office and the project area. New hires in July of 2015 were initiated for both positions and they are now filled.

- c. Were there any fundraising activities on leased/licensed property? If so, please indicate how many, type of activity, primary beneficiary of the fundraising, and how your organization benefited from the activity.

During FY 2015, the Friends expanded our parking lot activity to include the licensed area for Halloween overflow parking. The friends realized a total of \$263.00 in revenue from that one night of parking. Other Funding sources outside of the grant area were provided by private donors.

- d. Describe improvements on the property, its condition, and your risk evaluation program.

In fiscal year 2015, the friends did not conduct any other improvements on the properties. However, because there is no fencing that can be used for security, access by the community in general takes place on a daily basis, up to and including short cuts, two and four wheel access and homeless camping. Although these activities are not condoned by the Friends, our risk for liability is increased. Therefore, the Friends have made certain the area carries appropriate liability coverage, and maintain continued monitoring of the area to reduce our risk.

- e. Disclosure of any organizational conflict of interest and criminal violations.

There are no conflict of interest actions or criminal violations.

- f. Were audits done this fiscal year? When is the next audit planned for your organization?

There was not audit in FY 2015. Our next audit is scheduled for the 2<sup>nd</sup> quarter of FY 2016.

**BOARD OF DIRECTORS  
MINUTES**

Minutes of Board of Directors Meeting  
Friends of Moku'ula, Inc.  
July 14, 2014

Attendance: Directors Present: Caroline K. Peters Belsom, William J. Albinger, Jr., Kauai Kahaialli'i (by phone) , Warren Freeland (by phone , and Chris Kaiokamaile (by phone)  
Excused: Kimo Falconer, Valentina Stewart Watson, and Julie Yoneyama  
Also present was Blossom Feitera.

1. Call to Order: The meeting was called to order at 5:16PM. by Kauai Kahaiakilli'i who noted that a quorum was present.
  
2. Minutes of June 9, 2014 Meeting: The minutes were reviewed and following a motion duly made (Peters Belsom) and seconded (Kaiokamaile) were approved.
  
3. Treasurer's Report. The Board reviewed the financial reports. It was noted that this report is in the new format discussed at the last Board meeting. It was noted that we had a negative net income for the month of \$11,088.47 due to a timing delay in transferring money from Ka Lua o Kiha into FOM's account. It still looks good for a positive year-end report.  
It was noted that a new computer will be acquired for use by the accountant. It was further noted that parking revenue increased by \$30,000. Ms. Feitera noted that in discussions with the County about their need to do trenching in the parking lot it had been agreed that the work would be scheduled so that only two parking spaces would be lost at any one time.
  
4. Maui Nei Report: Ms. Carlucci noted that a video of Moku'ula that had been shot and is used for marketing and is now up on Yelp.  
She noted that the new website has been developed and that it can be updated directly by staff. It is very visually oriented and can easily be updated This would result in more on-line sales of tours of Moku'ula. It was done within the approved budgeted cost not to exceed \$4,000.
  
5. Budget. The Board noted that at the last meeting it had reviewed the draft budget for the coming fiscal year.. Upon motion duly made (Albinger) and seconded (Yonayama), the Board accepted the revised form of the draft budget and instructed Ms. Feitera to send out the final budget as so revised to the Board for them to vote by email. They asked that the final vote be entered in FOM's records.

6. Executive Director's Report Ms. Feitera reported that a complaint was being prepared for abuse of office by an elected official and was being reviewed by counsel. She told the Board that it will be held until she gets further approval of counsel and the Board.

To get help in maintaining and improving the site, FOM has been approved as a community service organization by the courts – one of only two in Lahaina. She also will be establishing a community work day each month from 8-11.

Ms. Feitera also discussed the need for fundraising to pay for anticipated expenses like county permits. And rebuilding the parking lot. She will talk with Old Lahaina Lu'au about restarting their main fundraising event late November or early December

She discussed the need for a museum/storage for artifacts once excavation starts. She estimates needing about 10,000 sq. ft. of space. She estimated the cost of building this out to be about \$300,000.

She told the Board Paul Klieger will be here August 4-12. UH-Maui College will have him speak with classes. She hopes Ka'anapali Beach Hotel will host him. She will arrange a lunch for directors and former Board members at our next Board Meeting.

## 7. Board Committees

Executive. Upon motion duly made and seconded, the Board ratified the FY 2014-15 Budget format presented at the last meeting. The Board was asked to help clarify what absences get applied to paid time off. This will be discussed at the next meeting. Our office assistant, Noe Akima, will be signed up with Kaiser for health insurance. Estimated cost about \$500/month which needs to be factored into the budget.

Restoration. The County has delivered 5 truckloads of dirt which needs to be moved to the back and mixed with mulch to provide good soil for planting. We need to prepare a list for an irrigation system so that we can ask potential suppliers to donate the needed supplies as well as a needed container for storage (Matson?) and a riding mower (Home Depot?)

Maui Nei. We need to terminate the separate EIN that Maui Nei has since it is a cultural program of FOM. We also need to close out its bank account and transfer any balances into FOM's account.

Nominations. Interest in joining the Board has been expressed by several community members of standing and applications will be sent out.

## 8. Unfinished Business

Scholarship Fund. The Akoni Akana Memorial Scholarship Fund has assets of \$14,000 and requests are being made for scholarships. Mr. Falconer will form a committee of the Board to come up with rules and procedures to govern the award of scholarships from the Fund. She proposed several ideas for contests: drawings about Moku'ula for the younger kids and essays for the older kids. Two scholarships for each age group – one for boys and one for girls.

Celebration of a King Event. The Celebration of a King Day has been postponed until next year to provide for adequate planning.

By-Laws. It was suggested that the By-Laws be distributed to Board Members and that we review them as we did the Personnel Policy Manual by sending our comments into the Executive Director.

9 . New Business.

Annual Election of Executive Officers. The Board was reminded that that the next meeting we will elect for the new year individuals as President, Vice-President, Secretary and Treasurer.

10. Next Meeting

The next meeting of the Board will be held at FOM's offices on August 11, 2014 at 5PM. There will be a dinner and Paul Klieger will be our honored guest

Respectfully submitted,

---

William J. Albinger, Jr  
Secretary

DRAFT  
Minutes of Board of Directors Meeting  
Friends of Moku'ula, Inc.  
August 11, 2014

Attendance: Directors Present: Caroline K. Peters Belsom, William J. Albinger, Jr., Valentina Stewart Watson Warren Freeland, and Chris Kaiakamaile

Excused: Kimo Falconer, Kauai Kahaiali`i, and Julie Yoneyama  
Also present was Blossom Feiteira. Karee Carlucci (by phone)

1. Call to Order: The meeting was called to order at 5:02 PM. by Caroline K. Peters Belsom who noted that a quorum was present.
  
2. Minutes of July 14, 2014 Meeting: The minutes were reviewed and following a motion duly made (Peters Belsom) and seconded (Kaiakamaile) were approved.
  
3. Treasurers Report. It was noted for the year ended June 30, 2014 income totaled \$342,556 and expenses were \$285,124. On the balance sheet for the year-end current assets in cash totaled \$156,446. In addition, FOM still has assets in restricted grant accounts that will soon be able to be released. The Atherton Grant will be released to pay the bill for the new website when it comes in.  
Upon a motion duly made (Peters Belsom) and seconded (Kaiakamaile), the Board unanimously agreed to designate \$106,446 as a designated reserve fund and the remaining \$50,000 to be held as general operating funds.  
Ms. Feiteira reported that the audit of the recently concluded fiscal year had just been completed and that the audit for the new current fiscal year is being negotiated. She also said that work would begin on an Annual Report for the year just ended and the new year.
  
4. Maui Nei Report: The Board reviewed the report and noted that the new website will go up by the end of August. They noted also the effort to increase individual and group private tours of the site. This is important given the decline in the number of ships visiting Lahaina.
  
5. Executive Director's Report Ms. Feiteira reported that a preliminary hearing will held on Wednesday by the County Board of Ethics concerning

a complaint filed by FOM concerning abuse of office by an elected official. She and counsel will attend.

To get help in maintaining and improving the site, FOM has been approved as a community service organization by the courts – one of only two in Lahaina. The first such worker is on board for 36 hours and has served 16 hours so far. She also will be establishing a community work day every third Saturday of each month from 8-11am starting in September.

Ms. Feiteira also noted that Council member Guzman will reschedule a meeting at the site later in August. He wants to become more familiar with the FOM project. Also Kamehameha Schools on Maui will make Moku'ula part of their curriculum.

The Board was informed that that DNLR has promised that FOM's requests will be on their agenda by the end of September.

She reminded the Board that the strategic plan needs to be updated and the Board agreed that this should happen after the annual election of directors and officers. A four hour session was suggested to accomplish this.

The Board will make the election of new directors and officers a priority. There is interest by three members of the community to join the Board.

The Board discussed the need to get the agreement of the Salvation Army to move to a new site for their operations on land that we would be able to make available. Discussions are underway with Kamehameha Schools and Ka'anapali Land Management in this matter.

## 8. Unfinished Business

Scholarship Fund. The Akoni Akana Memorial Scholarship Fund has assets of \$14,000 and requests are being made for scholarships. Mr. Falconer will form a committee of the Board to come up with rules and procedures to govern the award of scholarships from the Fund Kimo Falconer will put together a committee to come up with operating procedures and application standards.

By-Laws. It was suggested that the By-Laws be distributed to Board Members and that we review them as we did the Personnel Policy Manual by sending our comments into the Executive Director. An extra hour should be scheduled for an upcoming Board meeting to get this done.

9 . New Business.

Annual Election of Executive Officers. The Board was reminded that we need to elect for the new year individuals as President, Vice-President, Secretary and Treasurer. Pending that, upon motion duly made (Stewart Watson) and seconded (Peters Belsom) the board unanimously agreed to continue the current officers in office until the election of a new slate.

10. Next Meeting

The next meeting of the Board will be held at FOM's offices on September 8, 2014 at 5PM.

11. Adjournment.

The meeting was adjourned at 6:28PM

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William J. Albinger, Jr  
Secretary

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DRAFT  
Minutes of Board of Directors Meeting  
Friends of Moku'ula, Inc.  
November 10, 2014

Attendance: Directors Present: James Kimo Falconer, Warren Freeland, Kauai Kahaiali'i, Valentina Stewart-Watson, Chris Kaiaokamaile (by phone), Caroline Peters Belsom

Absent were Julie Yoneyama and William J. Albinger, Jr.

Also present was Blossom Feiteira; Karee Carlucci joined to report on Maui Nei.<sup>1</sup>

1. Call to Order: The meeting was called to order at 5:05PM. by President Kimo Falconer who noted that a quorum was present.
2. Minutes of the October 13, 2014 Meeting: The minutes were not available for review. Approval was deferred until the next meeting.
3. Treasurer's Report: The financials for FOM as of September 30, 2014 were presented by Blossom and reviewed by the Board. There was discussion on the P&L expense line item for the website development; the expenses are to be covered by the Atherton Grant, but the grant money does not appear in the P&L. Blossom will take the matter up with the accountant.

The financials for Ka Lua O Kiha were part of the Board packet, but they were not discussed.

4. Maui Nei Report: Karee Carlucci presented a written report and orally noted that the key accomplishment was the branding together of Maui Nei and FOM materials in an effort to show that they are related entities and that Maui Nei is a program of FOM. She showed the Board copies of the signs now up in the parking lot as an example of the new branding. There was consensus on the Board that the idea was a good one.
5. Executive Director's Report: Blossom Feiteira presented her written report and orally noted the following:
  - FOM and the County of Maui have agreed to enter into a lease for the entire park except for the tennis court area. This is a 35-year lease, the maximum term that the County can award. Moreover there is further agreement to combine the lease and the license to use the parking lot. Note: since the \$75K grant to build a traditional hale will not be used based on timing, and cannot be used for another project at the back tennis courts, the County instead will clear the park for FOM.
  - The proposed project for the back tennis courts is "Mea Kanu" which involves propagating native plants in raised beds and having them tended by Kamehameha III students who can then sell their harvest at an open market. The plants will also be put in kits for families to take home to grow.

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<sup>1</sup> Prospective Board member Kehaulani Flimoe'atu was scheduled to attend this meeting but did not show.

- The website is live on-line and received its first payment through Paypal.
- Blossom will meet with our legislative representatives and with newly elected governor Ige to explain our application for a GIA grant from the State. The application is due on the first working day of January. The grant is for brick and mortar projects and our application will focus on the use of the proceeds to build out the space for the FOM museum at 505.
- Blossom is negotiating the lease for the 505 space for the new museum which will house our artifacts held at the Bishop Museum and much more. The cost to build out the space to properly house and display the artifacts is \$350K.
- Other grants that Blossom will work on include a) the OHA grant with proceeds to be used for programs; the focus of the application (due 12/17/2014) is the Mea Kanu Project (see above); and b) inclusion in the County of Maui budget for the next fiscal year (proceeds may be used for either building or programming or both).
- Blossom worked with the Lineal Descendants group to put together the first draft of a Code of Conduct that will apply to anyone entering the Moku'ula and Mokuhinia sites. A copy of the draft was attached to the agenda for this meeting. The Board was asked to review it and to provide comments to Blossom. It was noted that, as written, the code would require that protocol be followed for nearly everything done on the site at any time. Blossom will work with Hokulani Holt-Padilla to clarify the need and appropriateness of certain protocol.

#### 6. Board Committee Reports:

- Restoration: The next Malama Kahua – Malama Mokuula Day will take place on 11/22/2014; the date was changed due to Hula O Na Keiki taking place on 11/15.
- Programs: See earlier report from Karee on the Maui Nei Cultural Education and joint branding with FOM.
- Nominations: There have not been any other nominations received by the Board.

#### 7. Unfinished Business:

- Celebration of a King: Date chosen is Saturday, August 15, 2015. Paul Klieger is looking for a publisher for his book on Kauikeaouli. Blossom also noted the discovery of a picture of the Kingdom Flag that was created by Kamehameha III. She hopes to have a flag made of this design so it can be raised at the site. There was discussion about the use of the flag, but no opposition to having it made (and copyrighted??)
- Scholarships: Kimo and Chris K. will meet to discuss the process for receiving applications and selecting recipients.
- Election of Executive Officers: This task will be put on the February 2015 agenda to be done after adding new board members; we will also assign members to committees at the same meeting.

#### 8. New Business:

- Development of Museum space: See Executive Directors Report above.
- Mea Kanu Program: See Executive Directors Report above.

- Strategic Plan Retreat: Blossom needs ½ day on a Saturday from Board members; the Board will look at a retreat in March or April 2015 after new board members start, new officers are elected, and committee assignments are made.
9. Executive Session (6:05 pm): Blossom left the meeting as the board went into executive session to discuss personnel matters and the FOM Complaint pending with the BOE.

The Board came out of Executive Session at 6:15 pm.

10. Next Meeting Date: Blossom returned to the room and the next meeting date was set at December 8, 2014 at 5PM at FOM's offices

11. Adjournment: Upon motion duly made and seconded, the meeting was adjourned at 6:20 pm.

Respectfully submitted,

Caroline Peters Belsom for  
William J. Albinger, Jr.  
Secretary

Friends of Moku`ula, Inc.  
Board of Directors Meeting  
February 2, 2015  
505 Front Street, Suite 222  
Lahaina, Maui, Hawaii

Meeting was called to order by President James K. Falconer at 5:15 p.m. He noted that a quorum was present.

Attending: President Falconer, VP, Waylen Kaha`iali`i, Treasurer G. Warren Freeland, (by phone), Directors Caroline Peters Belsom, R. Kehaulani Filimoe`atu (by phone), Chris Kaiakamalie. Excused were Valentina Stewart Watson, Julie Yoneyama and Kauahea Rep, Makalapua Kanuha. Absent: Archie Kalepa.

Staff Attending: Blossom Feiteira, Executive Director

It was moved and seconded to approve the minutes of the meeting for October 13, 2014, motion passed.

Treasurer Report accepted.

Maui Nei Report accepted.

Executive Director Report accepted.

Under Board Committee Reports: Referred to Executive Director's report and Maui Nei Program Report.

Under Unfinished Business:

By-laws amendments were deferred.

Celebration of a King deferred.

Akoni Akana Scholarship Award Program. Chris Kaiokamalie provided draft application documents for board members to review and comment.

Annual Election of Executive Officers. It was moved and seconded to open the floor for nominations to the officer positions. At the end of the discussion the following nominations votes followed:

President: Nomination of James Kimo Falconer to remain as President: Caroline Peters Belsom, seconded by Chris Kaiakamalie. Vote unanimous.

Vice President: Nomination of Waylen Kaha`iali`i to remain as Vice President: Chris Kaiakamalie, seconded by James Kimo Falconer. Vote unanimous.

Secretary: Nomination of Caroline Peters Belsom: James Kimo Falconer, seconded by Waylen Kaha`iali`i. Vote unanimous.

Treasurer: Nomination of Renee May Kehaulani Filimoe`atu: James Kimo Falconer, seconded by Waylen Kaha`iali`i. Vote Unanimous.

Board of Directors Meeting  
February 2, 2015  
page 2

The board also assigned chairpersons for board committees:

Executive Committee: Chaired by President James Kimo Falconer

Budget and Finance: Chaired by Treasurer Renee May Kehaulani Filimoe`atu

Bylaws and Policy: Chaired by Secretary Caroline Peters Belsom

Nominations: Chaired by Julie Yoneyama

Personnel/Human Resources: Chaired by Julie Yoneyama

Programs, Project Development: Co-chaired by Chris Kaiakamalie and Waylen Kaha`iali`i.

The Strategic Planning Retreat was deferred to the next meeting.

Under new business, after a long discussion, the board decided to defer the flag raising event on March 7 and instead concentrate efforts on outreach and education prior to the event. The planned activities by Na Ai Kane will proceed as planned.

Introduction of Kauahea - Cultural Practitioners. Since Makalapua was unable to attend this meeting, this item was deferred to next meeting.

The next meeting for the Board of Directors is scheduled for March 9, 2015 at 5:00 p.m.

Respectfully submitted.

**UPDATED LIST OF BOARD OF DIRECTORS**

Friends of Moku`ula  
Board of Directors  
July 1, 2014 - June 30, 2015

James Alan Kimo Falconer  
President  
164 Awaiku Street  
Lahaina, HI 96761  
Owner/Operator  
Maui Grown Coffee

Chris Kai`aokamalie  
Director  
3262 Waileaia Place  
Kihei, HI 96753  
Marketing Director, MVCB

Waylen "Kauai" Kaha`i`ali`i  
Vice President  
67 Kuu One Hanau Way  
Wailuku, HI 96793  
Independent Consultant

Archie Kalepa  
1690 Wahinoho Way  
Lahaina, HI 96761  
Retired Ocean Safety Officer  
Consultant, Olukai

Caroline Peters Belsom  
Secretary  
547 Wainee Street  
Lahaina, HI, 96761  
Attorney-at-Law

Valentina Stewart Watson  
134 Halelo Street  
Lahaina, HI 96761  
Attorney-at-Law

Renee May Kehaulani Filimoe`atu  
Treasurer  
11 Waikala Street  
Kahului, HI 96732  
MPD Senior RTO Supervisor

Julie Yoneyama  
21 Nia Place  
Lahaina, HI 96761  
HR Manager, Na Hoaloha

G. Warren Freeland  
Director  
12 Kolokea Way  
Kula, HI 96790  
Independent Consultant

Kauahea  
Hokulani Holt Padilla  
659 Pohala Street  
Wailuku, HI 96793  
Cultural Director, MACC

## **FINANCIAL STATUS REPORT**

**DRAFT**5:18 PM  
07/10/15  
Accrual Basis**Friends of Moku'ula, Inc.**  
**Balance Sheet**  
As of June 30, 2015

	<u>Jun 30, 15</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
Petty Cash	100.00
ASB Savings Account	59,984.33
American Savings Checking	4,823.50
First Hawaiian Bank-Maui Nei	791.88
<b>Total Checking/Savings</b>	<u>65,699.71</u>
Accounts Receivable	
Accounts Receivable	7,046.92
<b>Total Accounts Receivable</b>	<u>7,046.92</u>
<b>Other Current Assets</b>	
Inventory	3,622.60
Accounts Receivable - Other	3,317.00
Prepaid Expenses	1,539.50
Advances	1,250.00
<b>Total Other Current Assets</b>	<u>9,729.10</u>
<b>Total Current Assets</b>	82,475.73
<b>Fixed Assets</b>	
Storage Shed	1,100.48
Sign	5,352.91
Fence	1,952.78
Accumulated Depreciation	-23,036.20
Furniture and Equipment	14,213.33
Building Improvements	7,661.22
Office Equipment	3,978.10
<b>Total Fixed Assets</b>	<u>11,222.62</u>
<b>Other Assets</b>	
Investment in Ka Lua O Kiha Inc	100.00
Construction In Progress	337,905.39
<b>Total Other Assets</b>	<u>338,005.39</u>
<b>TOTAL ASSETS</b>	<u><u>431,703.74</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
*Accounts Payable	8,103.17
<b>Total Accounts Payable</b>	<u>8,103.17</u>

Friends of Moku'ula, Inc.  
**Balance Sheet**  
As of June 30, 2015

**DRAFT**

	<u>Jun 30, 15</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Petty Cash	100.00
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American Savings Checking	4,823.50
First Hawaiian Bank-Maui Nei	791.88
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Total Other Assets	<u>338,005.39</u>
<b>TOTAL ASSETS</b>	<b><u><u>431,703.74</u></u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
*Accounts Payable	8,103.17
Total Accounts Payable	<u>8,103.17</u>

Friends of Moku'ula, Inc.  
**Balance Sheet**  
As of June 30, 2015

**DRAFT**

	<u>Jun 30, 15</u>
Other Current Liabilities	
Payroll Liabilities	2,039.91
<b>Total Other Current Liabilities</b>	<u>2,039.91</u>
<b>Total Current Liabilities</b>	<u>10,143.08</u>
<b>Total Liabilities</b>	10,143.08
<b>Equity</b>	
<b>Restricted Net Assets</b>	
Restricted Assets-Scholarship	14,652.30
Restricted Assets-Capital Campa	500.00
Restricted Assets-Archeology	12,217.79
<b>Total Restricted Net Assets</b>	27,370.09
Unrestricted Net Assets	410,489.40
Net Income	-16,298.83
<b>Total Equity</b>	<u>421,560.66</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>431,703.74</u></u>

Friends of Moku'ula, Inc.  
**Profit & Loss**  
 July 2014 through June 2015

DR A

Jul '14 - Jun 15

Ordinary Income/Expense	
Income	
In-Kind Contribution of Service	57,000.00
In-Kind Contributions-Facility	44,483.76
Contributions-Ka Lua O Kiha Inc	140,000.00
Program Service Fees	300.00
Fundraising	
Parking Income	289.90
Total Fundraising	289.90
Contributions	2,310.00
Maui Nei Walking Tours	33,602.00
Total Income	277,985.66
Gross Profit	277,985.66
Expense	
Copier Lease	4,019.71
Volunteer Expense	249.38
Bank Service Charge	71.20
Meetings and Conferences	1,197.35
In-Kind Contribution of Facilit	44,483.76
Depreciation	3,217.69
Program Expenses	
Educational Materials	-80.00
Total Program Expenses	-80.00
Maui Nei Program	
In-Kind Cont of Advertising	57,000.00
Telephone, Internet	694.57
Collateral Materials	496.39
Advertising	3,895.56
Internet Booking Fees	540.00
Tour Supplies	1,500.00
Sales/Marketing	4,680.61
Tours-Food and Beverage	472.93
Kumu	12,440.00
Operations/Marketing Manager	15,200.00
Total Maui Nei Program	96,920.06
Printing	3,356.53
Maintenance	
Office	93.75
Site	
Water	249.27
Site - Other	10,676.28
Total Site	10,925.55
Total Maintenance	11,019.30
Membership Dues	550.00
Program Promotion	1,453.52
Board Meeting Expenses	171.36

Friends of Moku'ula, Inc.  
**Profit & Loss**  
 July 2014 through June 2015

DRAFT

	<u>Jul '14 - Jun 15</u>
Fund Development	
Website	4,210.00
Total Fund Development	4,210.00
Credit Card Merchant Fees	1,017.06
Facilities	
Utilities	937.75
Common Area Maintenance Fees	4,682.70
Total Facilities	5,620.45
Personnel	
Staff Incentives	100.00
Vacation	-1,012.50
TDI	306.11
Health Insurance	5,478.75
Workers Compensation	740.25
Payroll Taxes	5,037.61
Salaries and Wages	60,459.39
Personnel - Other	15.88
Total Personnel	71,125.49
Staff Development	100.00
Parking Lot	
Electricity	1,412.93
Total Parking Lot	1,412.93
Dues	486.00
Supplies	
Computer	343.58
Office	960.47
Supplies - Other	28.11
Total Supplies	1,332.16
Communications	
Internet Access	841.58
Telephone	1,728.53
Total Communications	2,570.11
Equipment Rental	963.96
Insurance	
Directors and Officers	808.00
Liability Insurance	2,598.78
Total Insurance	3,406.78
Licenses and Permits	3.50
Postage and Delivery	419.93

Friends of Moku'ula, Inc.  
**Profit & Loss**  
July 2014 through June 2015

**DRAFT**

	<u>Jul '14 - Jun 15</u>
<b>Contracted Services</b>	
Executive Director	9,450.00
Program Director	8,800.00
Archeologist	1,000.00
Accounting	3,473.60
Other	5,125.31
<b>Total Contracted Services</b>	<u>27,848.91</u>
<b>Rent</b>	156.25
<b>Taxes</b>	
State-Excise	11.60
<b>Total Taxes</b>	<u>11.60</u>
<b>Travel</b>	
Air Transportation	5,003.22
Ground Transportation	457.00
Lodging	1,454.70
Meals	470.00
Travel - Other	40.00
<b>Total Travel</b>	<u>7,424.92</u>
<b>Total Expense</b>	<u>294,739.91</u>
<b>Net Ordinary Income</b>	-16,754.25
<b>Other Income/Expense</b>	
Other Income	
Health Insurance Credit	558.20
Interest Income	9.02
<b>Total Other Income</b>	<u>567.22</u>
<b>Other Expense</b>	
Loss on Asset Abandonment	111.80
<b>Total Other Expense</b>	<u>111.80</u>
<b>Net Other Income</b>	<u>455.42</u>
<b>Net Income</b>	<u><u>-16,298.83</u></u>

**Ka Lua O Kiha, Inc.**  
**Balance Sheet**  
As of June 30, 2015



	<u>Jun 30, 15</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
American Savings Checking	59,844.33
American Savings Savings	<u>25,251.23</u>
<b>Total Checking/Savings</b>	85,095.56
<b>Other Current Assets</b>	
Due from Friends of Moku'ula	-10.72
Prepaid Expenses	<u>332.69</u>
<b>Total Other Current Assets</b>	<u>321.97</u>
<b>Total Current Assets</b>	<u>85,417.53</u>
<b>TOTAL ASSETS</b>	<u><u>85,417.53</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
Accounts Payable	<u>8,465.84</u>
<b>Total Accounts Payable</b>	8,465.84
<b>Other Current Liabilities</b>	
Payroll Liabilities	<u>359.34</u>
<b>Total Other Current Liabilities</b>	<u>359.34</u>
<b>Total Current Liabilities</b>	<u>8,825.18</u>
<b>Total Liabilities</b>	8,825.18
<b>Equity</b>	
Capital Stock	100.00
Retained Earnings	69,494.99
Net Income	<u>6,997.36</u>
<b>Total Equity</b>	<u>76,592.35</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>85,417.53</u></u>

Ka Lua O Kiha, Inc.  
**Profit & Loss**  
July 2014 through June 2015

07/10/15  
5:28 PM

	<u>Jul '14 - Jun 15</u>
Ordinary Income/Expense	
Income	
Parking Revenue	241,404.12
Total Income	<u>241,404.12</u>
Expense	
Communications	
Internet/Website	841.53
Telephone	1,728.46
Total Communications	<u>2,569.99</u>
Computer Supplies	343.58
Contracted Services	
Executive Director	1,050.00
Total Contracted Services	<u>1,050.00</u>
Contributions	140,000.00
Copier Lease	4,019.70
Facilities	
Common Area Maintenance Fees	4,682.60
Gas and Electric	937.67
Total Facilities	<u>5,620.27</u>
General Excise Taxes	9,869.28
Insurance	
Disability Insurance	109.37
Liability Insurance	1,249.00
Total Insurance	<u>1,358.37</u>
Maintenance	
Office	93.75
Site	
Electricity	1,413.00
Water	249.26
Site - Other	6,581.53
Total Site	<u>8,243.79</u>
Maintenance - Other	0.00
Total Maintenance	<u>8,337.54</u>
Office Supplies	945.98
Penalty	116.79
Personnel	
Payroll Taxes	1,083.11
Salaries and Wages	9,790.45
Personnel - Other	15.88
Total Personnel	<u>10,889.44</u>
Postage and Delivery	125.93
Printing and Reproduction	80.07
Professional Fees	
Accounting	842.40
Total Professional Fees	<u>842.40</u>
Total Expense	<u>186,169.34</u>
Net Ordinary Income	55,234.78
Other Income/Expense	
Other Income	
Interest Income	20.20
Total Other Income	<u>20.20</u>

5:28 PM  
07/10/15  
Accrual Basis

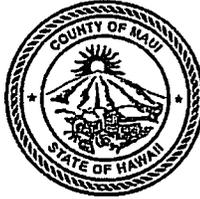
**Ka Lua O Kiha, Inc.**  
**Profit & Loss**  
July 2014 through June 2015

**DRAFT**

	<u>Jul '14 - Jun 15</u>
Other Expense	
Income Taxes	
Federal Taxes	39,680.00
State Taxes	8,577.62
Total Income Taxes	<u>48,257.62</u>
Total Other Expense	<u>48,257.62</u>
Net Other Income	<u>-48,237.42</u>
Net Income	<u><u>6,997.36</u></u>

**UPDATED TENANT CONTACT INFORMATION FORM**

ALAN M. ARAKAWA  
Mayor



KA'ALA BUENCONSEJO  
Director

BRIANNE L. SAVAGE  
Deputy Director

(808) 270-7230  
Fax (808) 270-7934

**DEPARTMENT OF PARKS AND RECREATION**  
700 Hali'a Nakoa Street Unit 2, Wailuku, Hawaii 96793

**REAL PROPERTY LEASES/LICENSES**

**TENANT CONTACT INFORMATION**

NAME OF TENANT FRIENDS OF MOKU'ULA, INC.

PARK NAME/DESCRIPTION/OFFICE/SPACE NO: MALU-ULU-O-LELE

BUSINESS PHONE: 808-661-3659

FAX NUMBER: 808-661-1376

EMAIL ADDRESS: blossom@mokula.com/friends@mokula.com

MAILING ADDRESS: 505 FRONT STREET, SUITE 221, LAHAINA, HI 96761

BILLING ADDRESS: SAA

REGULAR BUSINESS DAY/HOURS: M-F 9-5 also, by appointment after hours.

PERSON(S) TO CONTACT IN CASE OF AFTER HOURS EMERGENCIES (FIRE,DAMAGES,ETC.):

NAME: BLOSSOM FEITEIRA

PHONE NUMBER: 808-661-3659

CELL NO: 808-446-5572

THE RECEIPT OF THIS FORM BY COUNTY OF MAUI IN NO WAY INDICATES OUR RESPONSIBILITY TO EITHER PREVENT EMERGENCIES OR CONTACT EMERGENCY RESPONSE AGENCIES.

PLEASE PRINT THIS FORM TO OR FAX IT TO:

DEPARTMENT OF PARKS & RECREATION  
COUNTY OF MAUI  
700 HALIA NAKOA, UNIT 2  
WAILUKU, HI 96793  
ATTN: ROXANNE TESHIMA  
PH: 270-7949  
FAX:270-5567

**LIABILITY INSURANCE CERTIFICATE**

