

**Hawaii Jewelers Association  
Board of Directors – Meeting Minutes  
18 November 2014**



- I. Call to Order
  - Meeting was called to order at 6:13 PM.
  - BOD Present: Dale Cripps, Andrew Taylor, Michael Parker, Mark Carson, Allen Park, and Tom Wheeler.
  - ED Present: Bernard Nunies
- II. Introduction of Guests
  - Moshe Hakemolo, Hawaii Estate & Jewelry Buyers, Doug Kreul, Windward Jewelers
- III. Minutes of Last Meeting – Approved
- IV. Committee Reports
  - A. Executive Director Report – Bernard Nunies (BN) & Sophia Makaimoku-Young (SMY)
    - a. Financial reports. No financials to report at this time. Quickbooks program was recently acquired. BN to advise on latest balance once FHB statement is available.
    - b. Pending expenses. Executive Director salaries will be due at end of month.
    - c. Appointment of Secretary/Treasurer. Allen Park volunteered to be Secretary/Treasurer. With that, DCCA annual filing and FHB change of signatories to be completed by BN.
    - d. 2015 membership and stickers. Membership rate analysis to be forwarded to BOD for consideration. Objective is to simplify current 11 tiers of membership to 3 tiers. Also need to work on membership benefits by membership tier.
  - B. Complaints/Consumer Affairs - Thomas Wheeler. No issues to report.
  - C. Associate Member issues – Andrew Taylor
    - a. Sharlene Oshiro approved by unanimous vote for Associate Membership.
    - b. Suggestion to look at Craft industry People
  - D. Jewelers Children Fund /Make a Wish – Carrie Nottage Smith
    - a. Make a wish Jingle Rock Run on Sun, Dec 21<sup>st</sup> @ 5pm
    - b. BN to re-send email to encourage participation.
  - E. Security Alerts – Andrew Taylor/Mark Carson. 2 security alerts were issued since the last board meeting. SMY attempting to establish relationship with HPD detective. Discussion on recent Macy's Grab and Runs.
  - F. T-Shirts – Dale Cripps. 1 t-shirt purchased by Dale Cripps. 4 t-shirts issued to Andrew Taylor.
  - G. Promotional Events/ Security Seminar/ Workshops - Bruce Bucky/Dale Cripps.
    - a. Annual Banquet date set for May 2, 2015. Mark Carson to email BN/SMY introduction to Joshua (Oahu Country Club).
    - b. Glenn Preus, BenBridge Jewelers, Hilgund membership. 6 people outstanding payment for past seminar. BN to review finances to see if invoiced/paid.
  - H. Website & Email Report – Dale Cripps/Mark Carson.
    - a. Add newsletters & events. Security alerts complete.
    - b. Trading post – Dale Cripps. Discussion points on creating a Trading Post for members to sell tools of the trade.
      - Create page on website and email alert to members. Separate email to non-members that items available for sale (to attract new members).
      - Cost: Free added member benefit? Do we charge? Flat rate, % of sale (6-13%)?
      - Michael Parker to put together a standardized template form.
    - c. LinkedIn – HJA profile updated by SMY.
    - d. Instagram – Carrie Nottage Smith. No update.

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- e. Press Releases Page – Discussion on creating a Press Release page for members.
  - Added member benefit
  - No retro posts. Only posts going forward? Need to ensure equity.
- V. New Business
  - Membership Suggestions for Executive Director follow-up:
    - i. Craft Fair jewelers – potential to differentiate another level of service? Access to activities and trade information.
    - ii. Baron and Leeds / Shops at Wailea 808-874-4900
    - iii. Richters of Hawaii / Grand Wailea 808-785-0888
    - iv. Waikiki Gold & Silver / Zach Eisenburg 808-861-4653
    - v. Harry Winston Waikiki / Lance Oaten 808-931-6900
  - Last meeting for Michael Parker. Special thanks for his efforts throughout the years.
  - Board Changes:
    - i. Board voted to increase the size of the Board from 10 to 12.
    - ii. Departing the Board: Michael Parker
    - iii. Newly Approved Board Members. Moshe Hakemolo, Hawaii Estate & Jewelry Buyers, Doug Kreul, Windward Jewelers.
  - Question posed to new board members by Andrew Taylor. What would you like to see from HJA? Series of discussions followed regarding this topic.
    - i. Better and consistent communication opportunities
      - 1. Newsletter, Security Alerts, Jewelers tips (members expertise), Trading post
    - ii. Events
      - 1. Charity Events. What is our objective (Gain visibility? Get involved with a specific charity that we feel connected to?)
      - 2. Current charity is Make-a-Wish. Opportunity to add more charities (Adult Friends for Youth)
      - 3. Target 5 events per year? Annual banquet, educational seminars, jewelry design contest, mixer events?
    - iii. Feature member of the week. Post on website.
- VI. Date of time of next meeting. No meeting in December. Next meetings: Tuesday, January 20, 2015. BN to look into having Neighbor Island representatives dial-in/skype.
- VII. Meeting Adjourned at 8:25 PM.

Minutes by Bernard Nunies

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