

Board of Directors Meeting



Tuesday, January 20, 2014, 6:00 PM
Restaurant Row, 500 Ala Moana Blvd, Conference Room next to Opal Fields

MINUTES

- I. Call to Order
 - a. Meeting was called to order at 6:19 PM. Quorum was not established.
 - b. BOD Present: Dale Cripps, Andrew Taylor, Mark Carson, Sharon Gilbert, Tom Wheeler, and Moshe Hakemolo
 - c. ED Present: Bernard Nunies, Sophia Makaimoku-Young
- II. Minutes of Last Meeting – unable to approve, no quorum.
- III. Committee Reports
 - A. Executive Director Report – Bernard Nunies & Sophia Makaimoku-Young
 - a. Financials – Update presented
 - i. BN follow up: 2014 total year performance of mutual fund. Outstanding payment for Sheryl Matsuoka.
 - b. Pending expenses – January ED salary, Postage/Envelopes, DCCA registration
 - c. Board Meeting Locations – looking for alternative place. Waterfront Plaza to charge \$35/hour going forward. Moshe volunteered to provide next meeting location.
 - B. President's Report
 - a. Membership
 - i. Framed HJA plaque- Moshe & Mark to work on it together to provide style options and cost for board approval.
 - ii. Special BOD certificate – approved to move forward. Mark to provide style options and costs for board approval.
 - iii. BOD members – Carrie on hiatus. Dale to speak to Mabel, Bruce, and Carrie. Tom to speak to Dana.
 - b. New members sign-ups
 - i. Cut-off date for lapsed member benefits (prior year)
 1. Members present agreed that last day of February would be the cut-off date, at which point we would inform the lapsed member that they no longer qualify for HJA benefits.
 - C. Complaints/Consumer Affairs - Thomas Wheeler
 - a. Alan Yamada – Hawaiian Jewelry Bracelet. Tom to follow-up.
 - D. Associate Member issues – Andrew Taylor.
 - a. Nothing to report
 - E. Charity Fund – Dale- Carrie Smith personal leave effective immediately
 - a. Seeking BOD volunteer to assume her Charity Committee responsibilities
 - i. Dale to speak to Carrie to see if a member of Na Hoku could staff in her absence
 - b. Visibility of recognition from Make-A-Wish foundation. Other options?
 - i. Jewelers for Children (parent organization) sponsored 4 children in Hawaii (\$7K from national organization). David Rocha – Jewelers for Children. SMY to re-establish organizations relationship.
 - ii. ED to contact Make-a-wish Hawaii (Siana Hunt) if they would join/participate @ Annual Banquet and potential HJA recognition.
 - F. Promotional Events/ Security Seminar/ Workshops - Bruce Bucky/Dale Cripps
 - a. Proposed Seminars 2014 – Affordable Healthcare, Ali'i Coin, Alert Alarm. No discussion.
 - b. Future Seminars 2015 – BOD volunteers based on area of expertise
 - i. March Seminar by Dale Cripps. Locations, Topic (Precious Metals)

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1. Dale to determine venue and date. Fee - \$10 members / \$35 non-members
 - ii. American Society of Asset Protection Seminar <http://americansocietyap.org/faqs.php>
 1. Free seminar for members
 2. BN to follow up and ask for local Hawaii presentations to vet further.
 - c. Pearl Necklace giveaway – Mother’s Day Giveaway - Mark Carson
 - i. Mark Carson to provide details to the ED’s of software that he created.
 1. March/April promotion
 2. No paper entries; On-line entries only (via QR codes or manually entered URL); retailers may make entries on behalf of their customers who have visited their stores during the contest period.
 3. Winner / HJA’s People Choice Award announced at Annual Banquet
 - d. 2015 Design Competition/ Banquet – May 2, 2015 / Oahu Country Club.
 - i. Tom to provide jewelry design information to EDs. – category, award, judges, parameters, etc.
 - ii. Pieces submitted by April 24th deadline
 - iii. Add to communication avenues once information received
- G. Communication Report (Website, Newsletter, Social Media) - Dale Cripps/Mark Carson
 - a. Share updates and changes on website
 - i. Teaser email 2x a year. 1 security alert & 1 newsletter
 - ii. Trading post- create rules. 5% fee or \$100 max? Overstock items?
 1. Information is confidential to membership
 2. Revise form to review at next meeting
 - iii. Career Opportunities website section - help wanted ads?
 1. No decision to move forward with this section of the website.
 - iv. Forms section – trading posts, social media, feature company of the week. Mark will work with ED’s on these.
 - b. Newsletter
 - i. January newsletter feedback. Everyone liked the January newsletter. No suggestions for improvement.
 - c. Security Alerts – one update to be sent out shortly.
 - d. Social Media Update
 - i. Add Designer of the Year with company info as social media cover photo
 - ii. Awaiting Instagram password info from Carrie.
 - e. Press Releases Page – open discussion
 - i. No decision to move forward with this section of the website.
- IV. New Business
 - a. Potential Members for follow-up
 - b. EGL/Rapaport Group industry issue. Moshe/Sharon to provide information.
 - c. Magazine participation – look at potential partnership (design contest info, invite to annual banquet)
 - i. Hana Hou – Hawaiian Airlines
 - ii. Pacific Edge Magazine
 - d. Invite HPD to related seminars
- V. Meeting Adjourned 1/20/15 at 8:20 PM.

Next Meeting: Feb, 17, 2015. Location: TBA. The BOD meetings are the third Tuesday of every Month, except for December/May.