

Board of Directors Meeting



MINUTES

Tuesday, February 17, 2015, 6:00 PM
Imperial Plaza Recreation Deck

- I. Call to Order
 - a. Meeting was called to order at 6:16 PM
 - b. BOD Present – Dale Cripps, Andrew Taylor, Allen Park, Doug Kreul, Tom Wheeler, Mihye Cortese, Mark Carson, Bruce Bucky,
 - c. ED Present – Sophia Makaimoku-Young, Bernard Nunies
- II. Approval of Minutes – November 2014, January 2015 – Approved
- III. Special Guest and Presentation – Brenda Reichel (Carats and Karats) on Ivory Legislation & Kit as introduced and supported by Humane Society International. Upcoming hearing: Thursday 2/19/15, 3:20pm
 - a. ED to send out E-blast regarding upcoming Legislation (awareness only)
- IV. Committee Reports
 - A. Executive Director Report – Bernard Nunies & Sophia Makaimoku-Young
 - a. Financials
 - b. Membership
 - c. Pending expenses – ED salary, Postage, Hawn Tel
 - d. Board Meeting Locations – looking for alternative location.
 - i. Mihye: Elks Club in Waikiki or Office in Kaka’ako
 - B. President’s Report – Dale Cripps
 - a. Membership
 - i. Grunberger Diamonds approved as new Associate Member.
 - ii. Framed HJA plaque with Company name. Standard size (8 x 10) in black, \$180+ tax. Additional \$20 for ‘year’ in subsequent years.
 - iii. Special BOD plaque with Board Member name. Larger size (9 x 12) in rosewood \$220+tax.
 - iv. BOD members – Carrie on hiatus. Dale to speak to Mabel, Bruce, and Carrie. Tom to speak to Dana.
 1. EDs to draft email to Ed Sultan.
 2. EDs to contact Mabel to confirm retirement. Trading post options?
 3. EDs to reach out to NI BOD members for monthly conference call to phone in.
 - C. Complaints/Consumer Affairs – Tom Wheeler. No update.
 - D. Associate Member issues – Andrew Taylor
 - a. Associate Membership Benefits and Pricing
 - i. EDs to contact Honolulu Jewelry company to feature on website.
 - ii. Alii Coins – 3 months free due misprint of telephone number
 - iii. Wayne Kam – participation?
 - iv. Current Benefit – List of HJA Members
 - v. New Approved Benefits – Free Advertising in Security Alerts/Newsletters/Website (\$300 value); Table Top at the Banquet (\$40 value). EDs to communicate added benefits to Associate Members.
 - E. Charity Fund – Seeking BOD Committee Chair
 - a. Seeking BOD volunteer to assume her Charity Committee responsibilities
 - b. Jewelers for Children

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- i. David Rocha with Jewelers for Children has informed us of an upcoming Make-A-Wish recipient. Eighteen year-old Kayla is coming to Hawaii to see the coral reef. She is traveling from Tennessee and will arrive in Honolulu on March 16th.
 - ii. Tom Wheeler / Opal Fields has generously volunteered to host Kayla and present her with a 14K Hawaiian Heirloom jewelry piece. Details TBC.
 - iii. Press Release contact information through Hawaii MAW?
 - c. Dale to contact MAW President, Siana Hunt
- F. Promotional Events/ Security Seminar/ Workshops - Bruce Bucky/Dale Cripps
 - a. Future Seminars 2015 – BOD volunteers based on area of expertise
 - i. March Seminar by Dale Cripps. Location, Topic (Precious Metals), Date needed. Mid-week 9:AM? Venues to look at: Oahu Country Club, Ala Moana Hotel, Elk’s Club, Restaurant Row
 - ii. American Society of Asset Protection Seminar <http://americansocietyap.org/faqs.php>
 - b. Pearl Necklace Mother’s Day giveaway
 - i. Mark Carson to provide details to the EDs of software that he created.
 - 1. March/April promotion – Email Blast, Social Media
 - 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
 - 4. Andrew/Mark to assist in setting up QR codes.
 - c. 2015 Design Competition/ Banquet – pieces submitted by April 23rd
 - i. Committee Chairs – Mihye Cortese (Entertainment) and Tom Wheeler (Design Contest)
 - ii. Judges – Nadine Kam, Lara Yamada (KITV4), Michael Parker.
 - iii. Entertainment – Mihye and Company
 - iv. Emcee – Bruce Bucky
 - v. OCC: Piano available? Sound system? ED to schedule site visit with Mihye.
 - vi. Academy of Arts showcase for 2016 Design Competition
- G. Communication Report (Website, Newsletter, Social Media) - Dale Cripps/Mark Carson
 - a. Share updates and changes on website
 - i. Career Opportunities website section - help wanted ads. No action.
 - b. Newsletter
 - c. Security Alerts
 - d. Social Media – need all board members to connect/like/follow us.
 - e. Press Releases Page – open discussion
 - i. No decision to move forward with this section of the website.
- V. New Business
 - a. Ivory Ban discussion

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