

## **AGRIBUSINESS DEVELOPMENT CORPORATION**

Minutes of the Marketing and Communication Committee Meeting held Virtually on April 8, 2025

Via Zoom Teleconference and In-Person location at 235 S. Beretania St., Ste. 205, Honolulu, HI 96813

*Pursuant to section 92-3.7, Hawaii Revised Statutes (HRS), this meeting was held remotely with Committee members, Staff, Applicants, and the Public participating via Zoom meeting venue, and an In-Person meeting location available for public participation at the State of Hawai‘i, Leiopapa A Kamehameha, State Office Tower Building, 235 S. Beretania St., Suite 205, Honolulu, HI 96813.*

### **Members Present, virtually:**

Jesse Cooke, Honolulu City & County Member, (Member Cooke)  
Dean Okimoto, Member-At-Large, (Member Okimoto)  
Lyle Tabata, Kauai County Member (Member Tabata)  
Jayson Watts, Maui County Member, (Member Watts)  
Dane Wicker, designated DBEDT Member (Member Wicker)

### **Members Excused:**

None

### **Counsel Present, virtually:**

Delanie Prescott-Tate, Deputy Attorney General

### **Staff Present, virtually:**

Wendy Gady, Executive Director (Ms. Gady)  
Ingrid Hisatake, ZOOM operator

### **Guests Present, virtually:**

Scott Ishikawa, Becker Communications (Mr. Ishikawa)

### **Guests Present, physical location:**

None.

### **A. Call to Order & Roll Call**

Member Tabata, as Chair of the ADC Board of Directors, called the meeting to order at 2:02 p.m. and conducted a roll call of the Marketing and Communications Committee members present. Member Cooke, Member Okimoto, Member Tabata, Member Watts, and Member Wicker acknowledged their presence and noted they were alone.

### **B. Approval of Minutes**

1. None.

### **C. Action Items**

## **AGRIBUSINESS DEVELOPMENT CORPORATION**

Minutes of the Marketing and Communication Committee Meeting held Virtually on April 8, 2025

Via Zoom Teleconference and In-Person location at 235 S. Beretania St., Ste. 205, Honolulu, HI 96813

### **1. Election of the Chairperson and Vice-Chairperson of the Marketing and Communications Committee to serve from April 8, 2025 to June 30, 2025**

Member Tabata opened nominations for Chair from the floor.

Member Okimoto nominated Member Watts for Chair.

Hearing no further nominations, Member Tabata asked if there were any objections to closing the nominations. Hearing none, the nominations for Chair were closed.

Member Tabata called for a voice vote.

Member Cooke	Aye
Member Okimoto	Aye
Member Tabata	Aye
Member Watts	Aye
Member Wicker	Aye

No one voted nay.

Member Tabata announced that the “ayes” have it and Member Watts is elected Chair.

Member Tabata opened nominations for Vice-Chair from the floor.

Member Wicker nominated Member Cooke for Vice-Chair.

Hearing no further nominations, Member Tabata asked if there were any objections to closing the nominations. Hearing none, the nominations for Vice-Chair were closed.

Member Tabata called for a voice vote.

Member Cooke	Aye
Member Okimoto	Aye
Member Tabata	Aye
Member Watts	Aye
Member Wicker	Aye

No one voted nay.

Member Tabata announced that the “ayes” have it and Member Cooke is elected Vice-Chair.

Member Tabata stated that ADC Standing Committees are to facilitate consideration of policies and other significant matters that require the approval of the Board of Directors. The Marketing and Communications Committee is to review and make recommendations regarding all marketing related projects requiring approval of the Board of Directors; and to review and make recommendations regarding any other matter referred to the committee by the Chairperson of the Board of Directors. As Chairperson of the Board of Directors, he appointed Member Cooke, Member Okimoto, Member Watts and Member Wicker to serve on this committee until June 30, 2025, or until the appointment of your successors. As Board Chair, Member Tabata is an ex officio voting member of this standing committee.

## **AGRIBUSINESS DEVELOPMENT CORPORATION**

Minutes of the Marketing and Communication Committee Meeting held Virtually on April 8, 2025  
Via Zoom Teleconference and In-Person location at 235 S. Beretania St., Ste. 205, Honolulu, HI 96813

Member Tabata congratulated the new Chair and Vice-Chair and turned the meeting over to Member Watts.

### **D. Informational Items**

#### **1. Discuss Media Time Table from Becker Communications**

Ms. Gady explained that Becker Communications was the new PR firm and they had proposed a strategic plan for communicating with the public. She asked the committee members to provide suggestions for positive media stories.

Mr. Ishikawa was introduced as the representative of Becker Communications. He noted that Becker had just started about a month ago, and that they had previously served as in this same capacity for several years. He remarked that they had already participated in a news story on Friday night with Jenn Boneza at KHON news. It was a very positive news story about the Galbraith lands.

Member Watts suggested highlighting the new generation of ADC licensees as a potential newsletter topic.

Member Wicker suggested doing a story about the Wahiawa Irrigation System.

Mr. Ishikawa agreed and mentioned the importance of “story pitch ideas.” Things like mango season and farmers markets where they can get some colorful visuals. Agricultural related stories.

Member Okimoto suggested stories on the immigrant farmers and the marketing system; how hard it was to get the produce from farm to market.

Member Cooke discussed satellite mapping of ADC lands to track what types of products are being grown on the land.

Member Watts asked how robust was the newsletter? Where is it distributed?

Mr. Ishikawa said it was on the ADC website but where or how it was distributed other than that he didn't know.

Member Wickers suggested the newsletter be made available to the areas legislators so they can see what ADC is doing in their districts.

Member Watts stated that ADC was not good at talking about its projects or how much progress they've made. This is all public information and we should use it to educate the public. What ever happened to the ADC logo?

Ms. Gady said she asked the UHCDC [University of Hawaii Community Design Center] to come up with some designs and they were very good. She will share them with the Board.

Member Tabata asked Mr. Ishikawa to work with Ms. Gady and the Board to select the future stories.

## **AGRIBUSINESS DEVELOPMENT CORPORATION**

Minutes of the Marketing and Communication Committee Meeting held Virtually on April 8, 2025

Via Zoom Teleconference and In-Person location at 235 S. Beretania St., Ste. 205, Honolulu, HI 96813

Member Tabata asked if there was anyone from the public who wished to provide testimony. There was none.

Member Watts asked Mr. Ishikawa to draft a calendar of ideas to present to the Committee at the next meeting. Include legislative items, stories about the HDOE centralized kitchen, and maybe on ADC staff members. Perhaps the Board members could contribute articles. Mr. Ishikawa was also asked to suggest some public service announcements for ag awareness.

### **E. Adjourn**

Member Tabata noted that they were at the end of the meeting.

Motion to adjourn by Member Wicker; Second by Member Watts. Hearing no objections or abstentions the motion was unanimously approved: 5-0.

The meeting was adjourned at 2:38 p.m.