

Small Business Regulatory Review Board

MEETING MINUTES - HELD THROUGH VIDEO-CONFERENCING

June 18, 2020

- I. **CALL TO ORDER:** Chair Cundiff called the meeting to order at 10:03 a.m., with a quorum present, which was open to the public.

MEMBERS PRESENT:

- Robert Cundiff, Chair
- Garth Yamanaka, Vice Chair
- William Lydgate, 2nd Vice Chair
- Harris Nakamoto
- Mary Albitz
- Jonathan Shick
- Taryn Rodighiero
- Mark Ritchie

ABSENT MEMBERS:

- Dr. Nancy Atmospera-Walsh
- James (Kimo) Lee

STAFF: DBEDT

Dori Palcovich
Jet'aime Alcos

Office of the Attorney General

Jennifer Polk-Waihee

II. **APPROVAL OF MAY 21, 2020 MINUTES**

Chair Cundiff officially welcomed Ms. Taryn Rodighiero as this Board's newest member. Ms. Rodighiero stated that she is originally from California but has been in Hawaii for about fourteen years. She started Kaikini, LLC in 2010, having taught herself to sew and now sells the Kaikini line of clothing all over the world. She is very involved in Hawaii's fashion industry, is involved in Kauai's small business community and is very excited to be part of this Board.

Second Vice Chair Lydgate made a motion to accept the May 21, 2020 meeting minutes, as presented. Vice Chair Yamanaka seconded the motion, and the Board members unanimously agreed.

III. **STRATEGIC PLANNING DISCUSSION**

- A. Discussion and Action on the Board's fiscal year-to-date 2020 actual budget and projected fiscal year 2021 budget

Chair Cundiff briefed the members on this Board's budget, explaining that it will end fiscal year 2020 spending about \$10,400, slightly below the budgeted figures. This is largely due to the Board saving expenses by not having three (3) live board meetings during the year. Saving on expenses has allowed the Board to purchase two brand new computers to enable DBEDT staff to work remotely.

Anticipated expenses for fiscal year 2021 total \$18,600. The increase includes a presumption that all neighbor island board members will participate in “live” board meetings each month. However, DBEDT’s 2021 expected budget for this Board is \$12,000, which would result in a sizeable budget shortfall; the Board’s final budget will depend on the results from the Legislative session, which begins June 22, 2020.

Second Vice Chair Lydgate stated that given the projected shortfall in the Board’s upcoming budget, he would be willing to continue attending the monthly board meetings remotely in order to help save on travel costs to and from the neighbor island.

Mr. Ritchie noted that once the Sunshine Law restrictions no longer allow for leniency due to COVID-19, neighbor island board members would be required to post the meetings’ addresses on the agendas to allow the general public to attend board meetings. He suggested that attending a board meeting in a County office would be more amenable than having a meeting held in one’s own home. Ms. Albitz added that she could offer public space on Maui, which is also handicapped-accessible, should she need to work remotely.

Deputy Attorney General Polk-Waihee confirmed that Sunshine Law requires that addresses of each location must be shown on the agendas and made available to the public. However, the law does not require a board member, who is sick or disabled at home, to post his or her home address.

B. Discussion and Action on the Board’s Strategic Plan regarding: 1) Outreach Activities, and 2) Events to Attend during Fiscal 2021 pursuant to Section 201M-5, HRS

1. Outreach Activities

a. ThinkTech Hawaii and Akaku-Maui Community Media – Approach media platforms with small business audience to plan, schedule and participate in information program segment

As an overview, Chair Cundiff explained where the Board is right now and how to improve upon its effectiveness and awareness regarding outreach to Hawaii’s small business community. He reminded the members that he and Ms. Albitz participated in a ThinkTech Hawaii presentation recently and that representatives from ThinkTech were interested in doing more live presentations with this Board. Through Ms. Albitz, the Board was approached by Akaku-Maui Community Media which is another way in which this Board can perform outreach.

Chair Cundiff confirmed with Ms. Rodighiero that many of the Hawaii chambers of commerce have been extremely supportive of this Board, and it would be a very positive move to bring information about the Board to various chamber trade association meetings.

The Board's social media outreach includes monthly posts from the Board's Instagram account, Facebook page, and Twitter account. Mr. Ritchie stated that Phase 2 of the Board's website, created last year, would allow small businesses to sign up for specific industry-related administrative rules; this has been placed on hold due to the circumstances of COVID-19.

Chair Cundiff added that Hawaii Information Consortium created the Board's website, which was very well done. The website's Phase 2 will address how this Board can be more proactive with the small business community and allow the website to be more user-friendly so business owners can navigate more easily and smoothly.

- b. Discussion and outreach letter to send to various organizations, review draft letter for approval, and create a list of organizations and contact information

Chair Cundiff stated that one way to improve upon this Board's awareness is to send out a letter to industry associations to help educate and promote this Board by asking to attend meetings, as well as for board members to provide outreach through presentations and distributing collateral material.

DBEDT staff will email a list of the organizations that receive monthly newsletters and agendas for the board members' review.

- c. Association Meetings – Discussion on attending meetings to educate associations, when, who, and talking points

It is important for board members to have enough information for "talking points" available for inquiries about this Board. This type of information could then be used to distribute and share at association meetings.

Mr. Ritchie suggested that outreach to the Hawaii Chamber of Commerce would be helpful in order to refresh and reconnect with the legislative bodies at the Chamber; Chair Cundiff added that other organizations and chambers should be reconnected as well.

- d. Board Brochures / Handouts – Review all current marketing material and update / change as needed

The Board's brochures and up-to-date PowerPoint presentation were distributed to the members for review. The presentation is a key marketing tool for outreach and is located on the Board's website; the presentation's script, which will be sent to each member, clarifies the PowerPoint.

The vision and mission statements noted in the PowerPoint were reviewed and discussed. The vision statement states, “Make Hawaii the most business-friendly state in the nation,” and the mission statement states, “Work toward a regulatory environment that encourages & supports the vitality of small business in Hawaii.”

Mr. Ritchie suggested that rather than use the term “business-friendly” the Board instead use “business-supportive” as the Board wants to help grow and support businesses in the regulatory arena. Ms. Rodighiero agreed that “business-friendly” may be a bit too general.

- e. State/County Agency Meetings – Review meetings conducted to date; formalize a plan for Board members to visit State and County Agencies to include talking points

The list of the Board members’ previously accomplished meetings with the State agencies’ directors was reviewed. The purpose of the meetings is to introduce the “discussion leader” board members of the respective agencies and to discuss the administrative rule process.

2. Other Considerations

- a. U.S. Small Business Administration (SBA) on Oahu and Maui – Explore working with local SBA offices for purposes of outreach and other small business purposes

Chair Cundiff asked that if anyone is aware of upcoming events or venues that this Board may attend, to share that information with the Board. Mr. Ritchie suggested that the Board create a webinar with factual information about this Board that can be included on the website. He also suggested that the SBA’s current Hawaii regional director might be included in the webinar.

- b. Discussion on identifying other small business organizations to explore cooperative outreach

Chair Cundiff stated that when Board members attend small business events, such as the annual Maui small business event, it allows the Board to perform outreach to not only small businesses but to the community at large. He added that he would like to keep in contact with the Maui Chamber of Commerce.

- c. Discussion on attending Industry/Association events – which events, who to attend, materials to share

Moving forward, this Board will discuss which industries and which events to attend. DBEDT staff will email the organization lists currently used to send out the Board’s e-newsletters.

IV. ELECTION BY THE BOARD OF THE FOLLOWING OFFICERS:

A. Chairperson, under Section 201M-5 (c), HRS

Mr. Yamanaka made a motion to elect Mr. Cundiff as Chair of the Board under Section 201M-5 (c), HRS; Ms. Albitz seconded the motion and the Board members unanimously agreed.

B. Vice Chair

Mr. Yamanaka made a motion to elect Ms. Albitz as Vice Chair of the Board; Mr. Ritchie seconded the motion and the Board members unanimously agreed.

C. Second Vice Chair

Ms. Albitz made a motion to elect Mr. Yamanaka as the Second Vice Chair of the Board; Mr. Ritchie seconded the motion and the Board members unanimously agreed.

V. NEXT MEETING - Thursday, July 16, 2020 at 10:00 a.m.

VI. ADJOURNMENT – Mr. Shick made a motion to adjourn the meeting and Mr. Ritchie seconded the motion; the meeting adjourned at 11:33 a.m.