

MAUI COUNTY CHARTER COMMISSION

MINUTES  
CAMERON CENTER, WAILUKU, HAWAII  
MAY 4, 1976

The meeting of the Charter Commission was called to order by Vice-Chairman Edwina U. Bright at 3:00 PM.

Commissioners Present:

1. Catalino Agliam, Lanai
2. Hideo Abe
3. Margret Cameron
4. Dr. Sanae Moikeha
5. Ralph Murakami
6. Stephen Petro, Molokai
7. Joseph M. Souki
8. Lloyd K. Sodetani
9. Allan R. Sparks
10. Edwina U. Bright, presiding

Guests:

1. Miss Victoria Lawrence
2. Bob Jones, Maui News
3. Pete Ragasa, Artist,  
Maui News

Staff:

Mrs. C. Marciel,  
Adm. Coordinator

Vice Chairman Bright called upon Comm. Margret Cameron who introduced Miss Victoria Lawrence. Miss Lawrence in turn did a presentation re: "Popularizing Proposed Revisions Prior to November, 1976". (Refer to Attachment - "Memorandum 5/76" by the author and made a part of these Minutes). In her presentation, Miss Lawrence said she is not a professional public relations person and that the proposal is a very simple one consisting of four weeks of intensive campaigning to inform the public...."not to sell". She stated there would be four types of personnel involved:

1. Commissioners - who would act as consultants to Miss Lawrence;
2. She would ask commissioners to submit fixed ideas they feel most crucial to communicate to the public;
3. A cartoonist;
4. A photographer.

Total estimated cost: \$10,880

Miss Lawrence said cost effectiveness could be increased by running items in the Neighbor Island editions of the Star Bulletin. Costs could be decreased by reducing number of items per paper; shortening campaign; eliminating paid newspaper coverage if commissioners or administrative coordinator can so arrange. (Refer to attachment).

Chairman Bright introduced Mr. Robert Jones, General Manager, The Maui News, who in turn introduced Pete Ragasa, staff lay-out artist. Jones said that if the Commission followed the same format for the tabloid as used by the Charter Commission in Honolulu, he would recommend a Catalina-type print which would be more outstanding. He explained the two and three column pages, colors and dramatic illustrations which would be conducive to reading the charter in bold type. All copy would be done by the middle of July and ready for distribution in August, 1976. Discussion centered on colors to be used, collage type front cover in color of Maui County including faces in composite form. Jones said the paper would give the Commission much publicity prior to and after the printing of the tabloid. Lay-out artist Ragasa suggested composite of citizens in collage form on front cover. Format as presented by Jones was agreed upon. Commission agreed to have Chairman Bright and staffer Celia Marciel to work together with Jones.

Total approximate cost: \$4,083

Commissioner Murakami suggested Commission consider sending copies of tabloids to all public schools for distribution and study. Comm. Sparks MOVED, SECONDED by Comm. Souki that 15,000 copies be published once and copies distributed to schools. MOTION CARRIED.

UNANIMOUSLY.

Upon MOTION by Comm. Souki, duly SECONDED by Comm. Cameron it was decided to publish the special tabloid edition of the Proposed Amended Charter of the County of Maui by the MAUI NEWS in early September. MOTION CARRIED.

AYES:

1. Agliam
2. Abe
3. Cameron
4. Moikeha
5. Murakami
6. Petro
7. Sodetani
8. Souki
9. Sparks

NOES:

1. Bright

Chairman recognized Comm. Souki who suggested that in line with the educational-awareness-informational program he would suggest that the Commission consider hiring Survey Marketing System, a reputable firm out of Honolulu who would conduct a poll-type survey - would probably take 6 - 8 weeks to determine what if any, particular aspects of the Charter are not clear to the public. He said that this in effect, would give the Commission a fair perspective as to what areas should be emphasized in the educational program. Discussion followed -

1. should accountability be stressed
2. is it worth risking the additional costs
3. is it lawful to do this and/or any other type of programs involving public funds
4. awareness of the Charter and proposed amendments are of prime importance to all voters.

It was MOVED by Comm. Souki, SECONDED by Comm. Sparks that Mr. Lee Wiegler, Administrator of Survey and Marketing Services, Inc. of Honolulu be invited to do a presentation before the Charter Commission at its next meeting of 5/19/76. MOTION CARRIED.

AYES:

1. Agliam
2. Bright
3. Petro
4. Murakami
5. Souki
6. Sparks

NOES:

1. Abe
2. Cameron
3. Moikeha
4. Sodehani

Further discussion followed as to whether or not the Commission should make a decision relative to the offer made by Miss Lawrence. Chairman Bright stated that the matter should be deferred until after the appearance of Mr. Wiegler. Comm. Murakami felt the Commission should look at some other alternatives in the event the first two proposals are decided against. More discussion:

1. on competitive bidding re publication of tabloid
2. competitive bidding on hiring of consultants
3. it was noted that unless the price exceeds \$4000 on programs, etc. no bidding is required
4. Comm. Souki said that MEO, INC., a Federal Agency, because of their status as such, do not have the same rules and regulations regarding competitive bids as the County and State
5. Comm. Sparks requested that Chairman Bright obtain information regarding bids pertaining to promotional purposes
6. Comm. Sparks expressed dissatisfaction with the recent "Evaluation Sheet" distributed to all Commissioners for use by the Speakers Bureau. He said he would revise the sheet and present for approval at next meeting. Commission agreed.
7. Chairman Bright appointed Comm. Souki to serve with her on the sub-committee to prepare a timetable for all events of the commission to and including Nov 3, 1976
8. Comm. Sodehani questioned the legality of expending public monies for pamphlets, etc.

Comm. Agliam stated that since his work is accelerated during the pineapple season on his Island of Lanai, he would prefer to do his speaking engagements on Lanai if and when the need arises. Commission agreed.

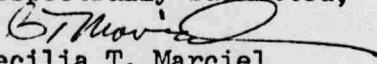
Comm. Abe reported on his last speaking engagement and presentation (ref to attachment) before the Soroptimists Club in Kahului 4/28/76 at Noon. He felt that a luncheon meeting does not afford sufficient time to really disseminate enough information about the Charter. He suggested distributing copies of the Report of the Charter Commission at all meetings.

Comm. Souki MOVED for nomination of Vice Chairman and Acting Chairman Edwina U. Bright as Chairman of the Charter Commission - duly SECONDED by Comm. Murakami - MOTION CARRIED UNANIMOUSLY.

Comm. Margret Cameron MOVED for nomination of Comm. Joseph Souki as Vice Chairman - duly SECONDED by Comm. Murakami, MOTION CARRIED UNANIMOUSLY.

There was nothing further - next meeting May 19, 1976 - meeting adjourned 5:45 PM.

Respectfully submitted,

  
Cecilia T. Marciel  
Administrative Coordinator