

COUNTY OF KAUAI
Minutes of Meeting
OPEN SESSION

Board/Commission:		CHARTER REVIEW COMMISSION	Meeting Date	September 28, 2020
Location	Teleconference		Start of Meeting: 3:00 p.m.	End of Meeting: 3:46 p.m.
Present	Chair Marissa Sandblom, Vice Chair Jan TenBruggencate. Commissioners: Virginia Kapali, Reid Kawane, Lori Koga, Patrick Stack, Carol Suzawa. Also: Teresa Tumbaga, Deputy County Attorney. Boards & Commissions Office Staff: Administrator Ellen Ching, Administrative Specialist Anela Segreti.			
Excused				
Absent				
SUBJECT	DISCUSSION			ACTION
Call To Order				Chair Marissa Sandblom, called the meeting to order at 3:00 p.m.
Roll Call				Roll Call: Commissioner Kapali-present Commissioner Kawane-here Commissioner Koga-here Commissioner Stack-here Commissioner Suzawa-here Vice Chair TenBruggencate-present Chair Sandblom-here Quorum: 7 commissioners present
Agenda	Chair Sandblom entertained a motion to approve agenda as it stands.			Vice Chair TenBruggencate moved to approve the agenda as it stands. Commissioner Kapali seconded. Motion

SUBJECT	DISCUSSION	ACTION
		carried 7:0
Minutes	<p>Open Session Minutes of August 7, 2020</p> <p>Chair Sandblom confirmed that a revised draft was circulated with corrections prior to the meeting.</p> <p>Vice Chair TenBruggencate stated that the minutes looked fine and deferred to Commissioner Kawane.</p>	<p>Vice Chair TenBruggencate moved to approve the Minutes of August 7, 2020. Commissioner Kawane seconded. Motion carried 7:0.</p>
Public Testimony	None.	No Action
Communication	None.	No Action
Business	<p><u>CRC 2020-17 Discussion and possible action on meetings regarding proposed Charter amendment relating to Council Districting.</u></p> <p>Vice Chair reminded Commission that the Commission had previously deferred this item.</p>	<p>Vice Chair TenBruggencate moved to defer CRC 2020-17 to the next Charter Review Commission meeting whenever that is scheduled. Commissioner Kawane seconded.</p> <p>Roll Call Vote: Commissioner Kapali-aye Commissioner Kawane-aye Commissioner Koga-aye Commissioner Stack-aye Commissioner Suzawa-aye Vice Chair TenBruggencate-</p>

SUBJECT	DISCUSSION	ACTION
		aye Chair Sandblom-aye Ayes-7 Nays-0 Motion carried 7:0
	<p><u>CRC 2020-13 Discussion and possible action on plan for public education.</u></p> <p>Ellen Ching, Administrator, recognized staff for work on newspaper insert in MidWeek with ballot questions with text and explanation as approved. She also sent an email regarding a link to the website with the same information to share with all County employees. Launch of digital campaign will launch next week with three different ads: 1. Social media ads, 2. Banner ads, 3. Search ads on Goggle. Ads have been uploaded for Commissioners to review and shared during meeting. She will run final draft by the Deputy County Attorney again. Ms. Ching noted that at the bottom of the ads it notes that an “initiative of the Charter Review Commission”. The ads are targeted to Kauai voters and statistics are kept on views. Ms. Ching asked the Commission to allow her to make future decisions on this campaign as it is a quick turnaround. She explained the process of the ads being released and changed based on views.</p> <p>Chair Sandblom clarified that the content will remain the same. This would be granting Ms. Ching being more nimble of the placement of the ads.</p> <p>Ms. Ching clarified that it would be the placement of the ads and the copy. She explained that when ads are clicked it goes to a landing page with all the ballot information as approved. Information will stay the same, the ad hook may change to get people interested.</p> <p>Commissioner Kapali asked if there was an interactive process, for example chat.</p> <p>Ms. Ching explained that for more information there is the Charter Review website and staff phone number. The ad takes the viewer to a landing page with specific information. This provides a higher success rate to engage people, so there will not be a link to the website.</p>	

SUBJECT	DISCUSSION	ACTION
	<p>Commissioner Kapali stated that if the landing page provides her with enough information.</p> <p>Ms. Ching explained the research she did on landing pages. She stated it showed that the landing page delivers on the ad and that needs to be delivered, so all information on the questions is on the landing page.</p> <p>Chair Sandblom asked about the line at the bottom of each banner.</p> <p>Ms. Ching stated that it says, “An initiative of the County of Kauai Charter Review Commission”, so that people know it is not fake news.</p> <p>Vice Chair TenBruggencate mentioned that Alan Perichini, a former Charter Review Commission member and writer for The Garden Island and Civil Beat, called and asked him some questions regarding the Charter amendments. He talked to him with the approval of Chair Sandblom and Ms. Ching. He told them that the Commission was doing a public education program, but he reported that the Commission was not doing much on public education, but otherwise the story was good.</p> <p>Commissioner Stack asked if the Commission needed to respond.</p> <p>Vice Chair TenBruggencate answered that he did not think so. He said that the rest of the story was positive and if he thinks the public education program is not good so be it.</p> <p>Ms. Ching asked for an amendment to the motion. She stated that it’s not just social media ads and would like it to be amended to just ads.</p> <p>Because there was no second Vice Chair TenBruggencate amended the motion to ads.</p> <p>Ms. Ching reported that 500 copies of the insert were printed and 300 was given to the County Clerk, 150 to the Mayor’s office and 50 in B&C meeting.</p>	<p>Vice Chair TenBruggencate moved to approve the public education program and to allow the administrator to make on the run adjustments as necessary based on the information they get based on studying responses to the ads. Commissioner Koga seconded.</p> <p>Roll Call Vote: Commissioner Kapali-aye Commissioner Kawane-aye Commissioner Koga-aye Commissioner Stack-aye Commissioner Suzawa-aye Vice Chair TenBruggencate-aye Chair Sandblom-aye</p> <p>Ayes-7 Nays-0</p>

SUBJECT	DISCUSSION	ACTION
	<p>Chair Sandblom also asked to check with Commissioners Kawane and Kapali that were not present at meeting confirming that the names of the Commissioners be attached to the commentary written by Vice Chair TenBruggencate to the Garden Island.</p> <p>Commissioners Kapali and Kawane agreed.</p> <p>Commissioner Kapali asked about being approached by people asking about the amendments and Charter questions.</p> <p>Deputy County Attorney Tumbaga advised that the Commissioners can speak as an individual and not for the Commission.</p> <p>Vice Chair TenBruggencate agreed.</p> <p>Commissioner Kapali asked if news reporters should be referred to the Administrator or Chair.</p> <p>Vice Chair TenBruggencate shared that he asks the Chair and Administrator when asked to be interviewed for a KKCR show.</p>	<p>Motion carried 7:0</p>
	<p><u>CRC 2020-21 Discussion and possible action on deferring future Charter Review Commission Meetings.</u></p> <p>Chair Sandblom stated that because the work for this ballot is done want to discuss not having to meet the rest of this year.</p> <p>Ms. Ching explained that the B&C staff has been assigned to work two days per week in KEMA to support the Modified Quarantine Requests and supporting commissions, and asked that this be the last meeting for the Charter Review Commission meeting.</p>	

SUBJECT	DISCUSSION	ACTION
	<p>Vice Chair TenBruggencate stated that he is fine, but asked that a report of the ballot results be emailed to each Commissioner.</p> <p>Ms. Ching agreed and that she also wants to send out a report on the digital media campaign.</p>	<p>Commissioner Kapali moved to defer meetings until the Administrator, Ms. Ching call. Vice Chair TenBruggencate seconded.</p> <p>Roll Call Vote: Commissioner Kapali-aye Commissioner Kawane-aye Commissioner Koga-aye Commissioner Stack-aye Commissioner Suzawa-aye Vice Chair TenBruggencate-aye Chair Sandblom-aye</p> <p>Ayes-7 Nays-0 Motion carried 7:0</p>
	<p><u>CRC 2020-22 Discussion and possible action on election of Chair and Vice Chair for Calendar Year 2021.</u></p> <p>Chair Sandblom stated that since there is a possibility of not meeting until the new year that it would be good to start the year with a Chair and Vice Chair with the understanding that if there is a change in the makeup of the Commission changes can be made.</p>	

SUBJECT	DISCUSSION	ACTION
	<p>Vice Chair TenBruggencate stated that he'd like Commissioners Kawane and Koga in either of those positions.</p> <p>Commissioner Kawane agreed. Commissioner Koga stated that she is not ready and asked if Chair Sandblom could continue.</p> <p>Vice Chair stated that Chair Sandblom could be Vice Chair and how it has happened before.</p> <p>Commissioner Kapali declined.</p> <p>Commissioner Stack said he would cautiously accept.</p> <p>Commissioner Kapali thanked Chair Sandblom and Vice Chair TenBruggencate for their work.</p>	<p>Vice Chair TenBruggencate moved that Reid Kawane be appointed to Chair and Pat Stack Vice Chair for calendar year 2021. Commissioner Koga seconded.</p> <p>Roll Call Vote: Commissioner Kapali-aye Commissioner Kawane-aye Commissioner Koga-aye Commissioner Stack-aye Commissioner Suzawa-aye Vice Chair TenBruggencate-aye Chair Sandblom-aye</p> <p>Ayes-7 Nays-0 Motion carried 7:0</p>
Announcements	Next meeting: TBD	
Adjournment		

SUBJECT	DISCUSSION	ACTION
		Chair Sandblom hearing no objections adjourned the meeting at 3:46pm.

Submitted by: _____
Anela Segreti, Administrative Specialist

Reviewed and Approved by: _____
Marissa Sandblom, Chair

- () Approved as circulated.
- () Approved with amendments. See minutes of _____ meeting.