



# Sanctuary Name Working Group

## Meeting Minutes

**Date:** 1/15/2013

**Start Time:** 1:00 pm

**End Time:** 2:00 pm

**Meeting Method:** Conference call

**Participation:** Gordon LaBedz, Sol Kaho‘ohalahala (working group chair), Keoni Kuoha

**Staff Attendance:** Brenda Asuncion (sanctuary staff support for WG, notetaker), Kanani Frazier (sanctuary staff, Kona office), , Ka‘au Abraham (sanctuary staff, Maui office)

**(Throughout the minutes, action items are noted with \* and summarized at the end)**

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**Note: will aim to start by 1:05 each week**

The group discussed the tendency for people to shorten long or complicated names, so should keep that in mind. For example, people on Kaua‘i call HIHW “the sanctuary”, and PMNM “the Northwestern Hawaiian Islands”. The people involved in the working group should be conscious of using whatever name is chosen.

(Na Kai Ewalu is the one suggested name.)

### **Responses / Discussion for Focused Questions (What should the name convey, and what should the name achieve?):**

- “sanctuary” should be put in there, or at least something that conveys “sanctuary”
  - \* Brenda can look into the process of how “Fagatele Bay National Marine Sanctuary” became “National Marine Sanctuary of American Samoa”.
- 3 thoughts
  - Is there identification of place that should be part of the name?
  - Purpose
  - Is the name intended to be directed to a specific audience? (e.g., locally or national since part of national system)
- Do we need to say “Hawai‘i” or is it implicit that it’s here?
  - Language provides a sense of place, so a Hawaiian name would provide context in that sense

### **Rubric**

Pieces of the rubric that Keoni shared could be relevant. It would be a good to have a basis for understanding what we’d like to convey in a name. May help in developing, choosing, deciding on name and it’s a tool to have a conversation.

**What the name could convey** – (a) in Hawaii, (b) in the ocean, (c) marine protected area of some sort. If “National Marine Sanctuary” is included, (c) is addressed. If the name is in Hawaiian, (a) is addressed. If long, difficult Hawaiian name, will likely not be used, and probably mispronounced. More likely to be used if it’s short. Wide range of responses to the name (e.g., some people may shorten it, some people may benefit from the learning experience or using it). Megafauna (e.g., lion, whale) draw interest, although we acknowledge value in all aspects of the ecosystem. However, the title could also potentially indicate new sense of direction of the sanctuary towards ecosystem-based management.

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If it is a Polynesian name that no one understands, it will only convey that it's located somewhere in the West Pacific. If it's a Polynesian word that people understand, it will be more specific to the place. However if it includes a Polynesian word that we think is important, it's an educational opportunity.

Basically want to convey ocean protection; most people that you talk to on the street would agree that the ocean needs some protection.

How about start with name concepts and keep it very open, then decide the length of the name at the end of the process, not the beginning.

Surprising that people know the name humuhumunukunukuapuaa now. Daily reinforcement is a part of it. Good to have these discussions at the front-end.

Progression from species-based to ecosystem-based management is likely supported on all islands except for certain contingents of fishers on Kaua'i. There will be great involvement for the sanctuary in supporting grassroots efforts and community-based projects. May seem to be new direction, but in fact, it's a very old one.

The rubric as a facilitation process, is there a way of building a model based on our discussions already? A basic rubric can probably come up already with factors impacting the name. \* Brenda can try drafting it up and ask for Keoni's review.

#### **Action Items**

Brenda can look into the process of how "Fagatele Bay National Marine Sanctuary" became "National Marine Sanctuary of American Samoa".

Brenda can try drafting rubric and ask for Keoni's review.

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