



Sanctuary Name Working Group

Meeting Minutes

Date: 1/22/2013

Start Time: 1:00 pm

End Time: 1:45 pm

Meeting Method: Conference call

Participation: Sol Kaho'ohalahala (working group chair), Liz Kumabe, Gordon LaBedz

Staff Attendance: Brenda Asuncion (sanctuary staff support for WG, notetaker), Joseph Paulin (sanctuary staff, Sanctuary Advisory Council coordinator), 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

Clarification about name requirements

Name must include "National Marine Sanctuary". The order of the name in "National Marine Sanctuary of American Samoa" was a logistical decision to avoid ASNMS as an acronym.

Rubric

Useful way to start evaluating a name, although it seems very broad right now; is it able to guide the process? This is an opportunity to fine-tune the rubric.

- Place – wanted to ensure that it identifies where we are.
- Purpose – regarding shifting from single-species focus to a more encompassing ecosystem-based management.

Another potential consideration is "Audience" – local, national, international; are we pinpointing a certain audience? For example, the discussions regarding pronunciation are related to the audience. Since "National Marine Sanctuary", is the audience national? Local audience could be regarded as first stewards of the place. Tourism is a big industry here, and they often come for nature, so will want to be relevant for them. Sense of place is important and how it attract the visitor industry. But also important to share the richness, depth, natural history of a site to promote the value. E.g., Hanauma Bay regarded as the "tourist place", but now trying to enhance richness of the site with place names, etc...also for local residents. Stewardship is something that people can grab on to, whether from here or elsewhere. Yes, add "audience" and "sense of place" as categories, then describe them and flesh them out further to reflect on later.

Papahānaumokuākea Marine National Monument's Cultural Working Group is also in a process to develop nomenclature for animals and plants. They are also using a rubric to guide their naming process. Categories include: Pilina (relationship to Hawaiian universe), Mana'o (represent biological factors of species), Kani (pleasing to the ear), Kaha Ki'i (clear understanding of species and what it represents), Kaona (name applicable on many different levels). They have a different focus than the purpose of this working group, but it's always helpful to learn from others. Also, good to have similar guidelines among the sanctuary and Papahānaumokuākea Marine National Monument, and even in the Pacific Region.

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Working group should still keep in the back of our mind how people will use the name, either shortening or using as an acronym. Could weight the categories to indicate importance.

Would like to refine categories and then move to seeking names. Next meeting, working group members should try putting suggested names on the table and comparing against the rubric. This will also help to refine the rubric.

Action Items

Brenda Asuncion will work with Sol to edit the rubric and send to working group members. Sol would like members to respond back to the draft so responses can be incorporated prior to the next working group call.

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