



Sanctuary Name Working Group

Meeting Minutes

Date: 2/19/2013

Start Time: 1:00 pm

End Time: 1:48 pm

Meeting Method: Conference call

Participation: Sol Kaho'ohalahala (working group chair), Gordon LaBedz, Keoni Kuoha, Merrill Kaufman

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

(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

Process

Working group members just feel free to bring suggestions to the table, and we'll continue using the rubric to assess them. Regardless of face-to-face meeting for the SAC, would be good to send suggestions via email to the SAC. Whatever names we do put forward, we should try to develop even descriptions for all of them and try to be unbiased. The way descriptions are written can have a lot of impact.

New Suggestion for the Rubric: Mālama na kai

Hawaiian language indicates location. "Kai" specifically tied to the ocean; ecosystems have broader reach than just the ocean, "kai" seems to be more narrow than broad. "Na Kai 'Ewalu" on the other hand, is also a poetic term for the islands, as well as all the oceans around them. Subtleties won't be obvious to people not familiar with the language, but it's still important to consider the impact of the name as a brand. Will be responsibility of the sanctuary to educate about new name to help people fully understand it. "Mālama" pretty prevalent in the conservation community, many people know what it means. It also provides larger context of conservation, sustenance, relationship with the ocean.

Have people considered the use of the names for other organizations? Can add as a note, but not really an issue since there will be similar organizations using similar concepts.

Grammatically, Mālama Na Kai would need to be changed to be a name rather than a directive.

Reaches a local audience, could even have some national and international recognition. The language indicates sense of place, and also mālama as a concept and value indicates involvement in place. Easy to pronounce, and also many people in Hawai'i know these words already. Another thing to think about is the meaning of names when they are mispronounced.

Potential Additional Suggestions

Hawaiian Islands National Marine Sanctuary. National Marine Sanctuary of Hawai'i. Will assess these two next week.

Action Items

Brenda Asuncion (and Joseph Paulin) will find out if "State and NMS" is allowed.

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Working groups are subunits of the sanctuary advisory council. The council is an advisory body to the sanctuary management. The opinions and findings of this document do not necessarily reflect the position of the sanctuary, the National Oceanic and Atmospheric Administration, or the State of Hawai'i.