



Sanctuary Name Working Group

Meeting Minutes

Date: 1/8/2013

Start Time: 1:00 pm

End Time: 2:00 pm

Meeting Method: Conference call

Participation: Gordon LaBedz, Liz Kumabe, Keoni Kuoha

Staff Attendance: Joe Paulin (sanctuary staff, council coordinator), Brenda Asuncion (sanctuary staff support for WG), Kanani Frazier (sanctuary staff, Kona office, notetaker), Jean Souza (sanctuary staff, Kaua'i 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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Working Group Membership

The working group discussed the inclusion of more people since the number involved right now is limited, although a core should be maintained to decide what is forwarded. An important start would be to recognize the Native Hawaiian Subcommittee (formerly working group) that did contribute mana'ō for a name suggestion (Na Kai 'Ewalu is a historic reference to the oceans/channels around Hawai'i * Brenda Asuncion will send more background information from the Subcommittee Chair). If the name is to be Hawaiian, there should be people with Hawaiian language background (Keoni can help with a list of specific people, e.g., Aha Punana Leo Lexicon Committee).

Protocol for Inviting Others to be Working Group Members

Joseph Paulin clarifies that the invitation to join a working group comes from the chair. All Sanctuary Advisory Council members are able to join working groups at any time in the process.

Naming Process for Papahānaumokuākea Marine National Monument

Keoni Kuoha provides background information: a cultural working group was formed, they came up with names with input from a few outside people and the group voted on the names.

Ideas for Ideal Expertise for Additional Working Group Members

- Hawaiian language/culture, to ensure that the name is saying what we intend it to say or not
- Public relations expertise

Goals / Intentions of the Name

Working group members agree that they need to start discussing the goals and intentions of the name, what it needs to express, how will the name function, and what the messaging is behind the name. Focused questions would help to form a more meaningful discussion next week. Additionally, it would be helpful to have the big ideas about the future of the sanctuary (i.e., some key words that encapsulate those big ideas, the advisory council spent a lot of time talking about going from single species to ecosystem based and that should be captured). * Brenda Asuncion will work with Joseph Paulin to gather the big ideas from the working group recommendation reports (January 2012).

Concept of Branding

Joseph Paulin provides information about a process that Thunder Bay National Marine Sanctuary underwent to describe the sanctuary from the perspective of a brand. He had the benefit of hearing a

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presentation about this process, and summarizes key points of branding, including that it's an art of differentiation, perception and promise, logos and slogans are not brands, good brand evokes emotion, it's a feeling that someone has, a brand is earned, it's what people think of you and not what you think of yourself. * Joseph Paulin will provide more information to Brenda Asuncion for her to share with the group. Gordon LaBedz speaks about his experience with the naming of Surfrider, noting that they added Foundation to the end because they thought that people didn't think highly of surfers, but that Surfrider Foundation encompasses many conservation actions, not just for the purpose of surfing.

Potential Rubric

Keoni Kuoha notes that rubrics are helpful in clarifying the prioritization of things. * He will send an example of a nomenclature rubric to Brenda to share with the working group. There is agreement that rubrics increase communication, which is good for doing work virtually.

Working Group Communications and Announcements

Clarification that although this call is scheduled weekly and is open to the public, it is okay for the working group to continue working via e-mail. The sanctuary website will host an announcement that interested individuals can listen to the conference calls at island offices, and provide input during a designated public comment period. Working group members suggest having the Chair identify a Vice-Chair for the working group.

Action Items

- Brenda Asuncion will send more background information from the Subcommittee Chair about "Na Kai 'Ewalu".
- Keoni Kuoha will send Brenda Asuncion an example rubric for her to distribute to the working group.
- Brenda Asuncion will work with Joseph Paulin to gather the big ideas about the sanctuary's movement to be ecosystem-based.
- Joseph Paulin will provide more "branding" information to Brenda Asuncion for her to share with the group.

Next Steps

Working group members will use the branding information and sanctuary movement information to brainstorm ideas regarding goals and intentions of a name, what it should achieve, etc.

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