



Sanctuary Name Working Group

Meeting Minutes

Date: 1/29/2013

Start Time: 1:00 pm

End Time: 2:00 pm

Meeting Method: Conference call

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

Staff Attendance: Brenda Asuncion (sanctuary staff support for WG, notetaker), Jean Souza (sanctuary staff, Kaua‘i office), Joseph Paulin (sanctuary staff, 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

Testing the Rubric

Try out the name that has been suggested by the Native Hawaiian Subcommittee (formerly Working Group). “Na Kai ‘Ewalu National Marine Sanctuary” can be compared against the categories in its own column on the rubric spreadsheet.

Place / Location: Doesn't completely fulfill the outcome. However, since it's a Polynesian language, it gives some indication of being in the Pacific Ocean. It has historic implication, does give reference to place if it's understood that it's a historic reference to the waters around the Hawaiian islands. There is a time to educate people about what words mean, there are reasons that it's important for people to learn words. E.g., 100 Americans would know the word “aloha”, but those people wouldn't know “Na Kai ‘Ewalu”. So the question is whether it's important for people to learn these words. The name doesn't necessarily require definition, but as a concept, it describes the ocean that surrounds the islands, and the sanctuary falls within these waters.

Environment: If someone understands Hawaiian, it works, if not, it doesn't work. “Na Kai ‘Ewalu” reflects ecosystems and inclusiveness of all aspects within the environment. “National Marine Sanctuary”; we have to remember that some people support protection under the State, is there a way to speak to that?

Protection: the word sanctuary in the title implies protection, so this category is fulfilled.

Management Intention: In general, “Na Kai ‘Ewalu” is do-able, it's again a question of whether to educate about this name. “Na Kai ‘Ewalu” talks to the broader areas of the waters, so it leads to understanding of moving beyond single-species.

Audience: probably 98% of the audience wouldn't understand what this means. To be honest with the rubric, these aren't words that have common understanding . This name would resonate with a local audience, people in Hawai‘i could identify with the name. The task of the sanctuary is to ensure that people have a greater understanding and appreciation of the name. When “Papahānaumokuākea” was decided on, Laura Bush tried to be precise in her pronunciation, hopefully someone helped her because she was making an announcement on a larger-than-local audience. So “Na Kai ‘Ewalu” has the potential to reach further than local. It's ok to take name that people don't connect with, but we could get them to connect with it.

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Sense of Place: Does pass this test. Using the Hawaiian language gives it a sense of place. Hawaiian language is rich, poetic, sounds nice.

Pronunciation: Easy to pronounce, easy to connect with, doesn't need to be shortened. People probably won't say Na Kai 'Ewalu National Marine Sanctuary, but people will likely say "Na Kai 'Ewalu" without shortening it. Simple, yet still describes greater area that we're talking about. Acronym wouldn't be awkward.

Another suggestion: The Hawai'i State and National Marine Sanctuary. Could add tagline: Na Kai 'Ewalu. Like having the words *Hawai'i*, *State*, and *National*. Also like *koholā*, but not familiar enough to put it in there. Admittedly influenced by well-organized opposition (to federal stuff, but in support of state protections).

Place / Location: yes, because it has the state name in it.

Environment: yes, with "marine" and "na kai 'ewalu" together.

Protection: yes, has "marine sanctuary" in the title.

Management Intention: a bit of a stretch, "na kai 'ewalu" fits this because "hawai'i state and national" doesn't convey holistic management.

Audience: understandable to any random person, plus has tag to give Polynesian flavor. Does meet expectation of broader audience because using identification of "Hawai'i State and National". And "Na Kai 'Ewalu" part expands on that audience so it's not just state and national.

Sense of Place: "Na Kai 'Ewalu" gives it the Polynesian energy, and the English descriptive gives it geographical location. Sense of place is very relevant to practice; if you're familiar with a practice that supports a place, your understanding of the place is enhanced. The tagline gives a greater understanding of the place...whereas the English "Hawai'i State and National" is more about physical place. Note that sense of place is certainly different than place / geography.

Pronunciation: with a longer English name, it maybe makes it more likely that people will say "Na Kai 'Ewalu", especially if we use it enough in literature and outreach. Lengthens the name, but could be a way to re-direct people to use the tagline.

No other suggestions, but have been asking for feedback from other people.

Action Items

Brenda Asuncion will send out revised rubric with two draft names analyzed, and ask other working group members to add additional comments if they have any.

Working group members will continue to bring suggested names to have discussions alongside the rubric.

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