

Minutes

December 7, 2017

5:45p.m. McCoy Pavillion, Ala Moana Beach Park

Ala Wai Small Boat Harbor..Public Visioning Workshop No. 2

State of Hawaii Department of Natural Resources hired local **public relations firm DTL (dtlstudio.com)** “ a multidisciplinary studio that helps businesses, governments, organizations, and communities navigate change. Our unique approach, moves clients from where they are to where they need to be”. Clients include OHA, A&B, Young Brothers, Howard Hughes, Hawaii Tourism Authority, First Foundation and other local companies that need help selling their development plans to the public.

They use token Hawaiians to manage the meetings, using words like “manao, malama aina and perpetuity” to attempt to sell their clients as folks who love Hawaii, its people, only want to do what is right and “trust”.

The only DLNR employee or staff at this meeting was Meghan Statts.

Meeting called to order at 6p.m. Approximately 60 people were there. DTL made a slide presentation promoting its product.

No public discussion or questions were allowed from the audience.

DTL separated those present into 4 different groups. Fuel Dock, Boat Yard, Harbor Office, and General where they would be further sold or closed. A text book divide and conquer strategy used in sales and PR meeting control.

Many people grouped outside the organization met to discuss legal options and the Savealawaiharbor.com website.

Meeting was adjourned at 7p.m.

We've never heard of a Hawaiian Strategy Studio either...

...but we felt Hawai'i needed one. DTL (*detail*) is a multidisciplinary studio that helps businesses, governments, organizations, and communities navigate change. Our unique approach, moves clients from where they are to where they need to be.

We've built a respected reputation within our community as a creative interpreter of culture through planning and design. Our deep understanding and knowledge of Hawai'i's sensibilities and sensitivities has resulted in successfully facilitating dialogs, bridging perspectives and developing appropriate collaborative solutions to both challenging issues and exciting opportunities within our community.

OUR CLIENTS



KAMEHAMEHA SCHOOLS®



Our process + services

We frame our practice within a Hawaiian sense of place, because to know a place is to know its environment, its people, and its culture across time. Place sits at the intersection of Hawai'i's past and future, the physical and the cultural. Understanding it gives way to opportunities, obstacles, and points of convergence. We know that with each client, the best way forward is a matter of orientation – where you come from, where you are, and where you're going. If strategy is a process of repositioning, we believe that success requires the alignment of a client's **genealogy, journey, stories and values**.

OUR PROCESS IS CENTERED IN OUR CULTURAL METHODOLOGY

GENEALOGY

We begin every project as close as we can get to its source, and through cultural and historical research, we trace its lineage, origin to outcome.

STORIES

Navigation is both science and art, and we bring a diverse network of expertise to ensure the utilization of both. Listening to the stories of a place and its people shows you the way forward.

JOURNEYS

From visuals and messaging to presentation and promotion, we deliver the story of a future that you and your stakeholders tell together.

VALUES

We help you know your values so you can better share them through what you create. Hawai'i is a complex place to do business, and in order to embrace change, you must know why you excel.

OUR SERVICES

STRATEGY

PLANNING

DESIGN

COMMUNICATIONS

