

Hawaii Dental Association

1345 S. Beretania Street, Honolulu, HI 96814

Meeting of the Board of Trustees

Oahu Country Club – October 10, 2019

Minutes

Members present: Drs. Robert Baysa, Edmund Cassella, Alan Fujimoto, Patsy Fujimoto, Carla Fukumoto, Sean Holliday, Scott Kanamori, Shelliann Kawamoto, Wayne Leong, Dayton Lum, Jaclyn Lum, Michael Lutwin, Jaclyn Palola, Wesley Sato, Curt Shimizu, and Chris Young

Members absent: Dr. Russell Tabata

Guests present: Mr. Carl Williams and Mr. Grayson Nose, CW & Associates
Ms. Melissa Pavlicek and Danny Cup Choy – Hawaii Public Policy Advocates (HPPA)

HDA Staff: Ms. Kim Nguyen, Executive Director

1. Call to Order by Dr. Dayton Lum, President

- A. Established quorum and call to order at 8:47am.
- B. Introduction of Guests – President Dayton Lum welcomed all guests.
- C. Conflict of interest, Anti-trust policies, and Confidentiality Agreement were reviewed and signed by all in attendance, at the January 2019 House of Delegates.
- D. Review of July 11 and July 16, 2019 Meeting and Executive Session Minutes – Approved.

2. Priority Presentation

- A. 2018 Audit – Mr. Carl Williams and Mr. Grayson Nose, from CW & Associates, presented on their firm’s findings of HDA’s 2018 financials. This is the first year with CW & Associates. HDA is strong on liquidity and sustainability ratios; HDA is a little low on performance ratio but that is OK because HDA does not bring in tax deductible donations. HDA is very liquid.

The notes this year are consistent from last year. Note B on liquidity, and the statement on functional expenses, are new and are required presentations, starting

this year. CW likes to present a note to the Board of Trustees as well. As standard procedure, CW needs to conduct fraud inquiries among various leaders.

CW believes that less than five journal entry adjustments is good; HDA only had one. Overall, CW is not aware of any material concerns during its audit.

**MOTION: To approve the 2018 audit presented by CW & Associates.
Seconded. Carried.**

- B. Financial Statements – Treasurer Chris Young reviewed the financials ending August 31, 2019. Revenue and expenses are on track, but the main issue is the Building revenue, due to the fact that there are unleased suites.

**MOTION: To accept the financial statements ending August 31, 2019.
Seconded. Carried.**

3. Guest Presentation

- A. Legislative Report – In the interim, HDA is meeting with legislators. Rep. John Mizuno is assembling oral health stakeholders together for the Dental Assistants bill, in which HDA is proposing a registry system. The Legislative breakfast will be scheduled for January prior to the start of the session.

Ms. Melissa Pavlicek will be attending the ADA Lobbyist Conference. HPPA continues to work with HDA on the amalgam separators regulation and providing support to the Community and Public Health Program to pilot an Adult Dental Medicaid initiative for pregnant women. As before, HPPA will promote the upcoming Give Kids A Smile event for February 2020.

4. Priority Items

- A. ADA House of Delegates 2019 – Dr. Edmund Cassella highlighted that the dues structure was a hot topic but in general the resolutions were not as hotly debated this year. The HOD rescinded the Dentist’s Prayer and approved a personal moment of reflection. Our 14th district Trustee was elected ADA President-Elect.
- B. Leadership – No report. Dr. Chris Lee will be providing a written report.
- C. Strategic Plan Update/Refresh – Dr. Patsy Fujimoto reminded all that the Board will do a refresh of the current strategic plan at the July 2020 Board meeting, hopefully with onsite ADA support.
- D. Board Governance – Dr. P. Fujimoto asked all to review the Board Commitment and Self-Assessment forms. HDA will circulate the self-assessment form to Board members to complete and for review at the first Board meeting in 2020. The Board Manual should be done by February 2020. These are documents that

are best practices for any Board – they are to remind the Board of their responsibilities and to identify ways to improve the Board work.

- E. 2020 Contracts – Executive Director Kim Nguyen shared the results of the evaluation of Hawaii Public Policy Advocates (HPPA). Responses and comments were positive, and the recommendation to renew HPPA’s two contracts (ADA SPA and Lobbying) with HDA was unanimous.

MOTION: To renew the two contracts with HPPA for 2020. Seconded. Carried.

She also presented the monthly IT agreement with MPS Empowered Solutions. HDA is currently on an ala carte plan for IT services. The monthly plan would be more cost effective. MPS Empowered Solutions is agreeing to make the plan retroactive to July 1, 2019.

MOTION: To accept the monthly IT agreement with MPS Empowered Solutions, effective July 1, 2019. Seconded. Carried.

- 5. **Executive Session** convened at 10:10am. No guests present. Executive Session adjourned at 10:18am.

Recess at 10:18am. Reconvene at 10:32am.

6. **Membership (Goal 1)**

- A. HDA House of Delegates – Secretary Carla Fukumoto reminded all of the Reference Task Force (RTF) meeting on Tuesday night, October 15th, and Speaker Shimizu reviewed the Parliamentary Procedures training on Tuesday night, November 5th for Honolulu and Kauai county delegates. The House of Delegates will be held on November 17th, 2019, and details of the Meeting were discussed. Any concerns about any of the reports and resolutions should be discussed at the RTF.

- i. Reference Task Force – Vice President Alan Fujimoto will be leading the RTF. All delegates, the BOT, and HDA members are invited.

- B. Dental Education Program – The January 2020 Convention schedule is set. There are about 40 booths left available for sale. The trend is for some large companies to buy out smaller companies, so those smaller companies are no longer exhibiting at conventions. Booth and registration fees will not increase for 2020. Plans for 2021 are in a holding pattern until the Convention Center offers HDA dates due to their policy of scheduling international clients first. The idea to change venues is being explored, including with the Hilton Hawaiian Village, which has rejected HDA due to its limited meeting rooms in the Mid-Pac Conference Center.

The struggles HDA is experiencing with decreasing attendance, is common among our counterparts on the mainland. Would an audit of our Convention be helpful, with ADA resources?

The idea to hold our Convention every other year was discussed. Is it necessary to hold it annually, and if every other year, can the cost be worked into the annual dues? Would this “break” affect the rhythm and momentum of the Convention?

Dentists usually can get CEs elsewhere, so perhaps the courses should focus more on the dental team (dental assistants) and/or lifestyle, and on the newer dentists and their needs. HDA needs to ensure that the courses will be accepted by the state Board of Dentistry for licensing; otherwise, such courses should be offered without CEs – to avoid mixed messaging. Local speakers could be utilized more, which may be helpful due to smaller honoraria.

The high-level goal is to re-invent the experience and the culture of the Convention, but would be the best way to do that? At the very least, a survey will go out to our vendors and attendees. Dr. Jackie Lum and Ms. Nguyen will work on this.

- C. HDA Sponsorships – Treasurer Young noted that the most significant issue was the coordination of the various asks for sponsorship dollars, and the timing of these asks. He and Ms. Nguyen met with Patterson representative Mr. Carey Lee, to discuss Patterson’s giving goals and priorities and to identify updated alignment with HDA’s various programs. HDA will put together a “Giving Package” for partners to review and identify the various giving/sponsorship opportunities to HDA which should help with their own budgeting and planning.
- D. Endorsements Program – Dr. Alan Fujimoto provided a history with Safeguard. HDA may have started an endorsement with Safeguard in the early to mid-2000s but HDA has a letter saying HDA was discontinuing with Safeguard in 2007. That letter was not received by Safeguard (it is unknown if the letter was sent) but HDA has been accepting and cashing royalties, totaling over \$4,295 since 2007 without any advertisement or exposure about Safeguard to HDA members.

MOTION: To offer Safeguard advertisement space in the HDA Journal to compensate for the \$4K. Seconded. Carried.

Discussion: Safeguard has no interest in continuing this relationship because they did not receive anything from their previous relationship with HDA. This is a goodwill gesture to offer ad space is to “right a wrong”.

AMENDMENT: To offer a booth at the January 2020 Convention with a “Safeguard” banner. Seconded. Carried.

- E. Membership Engagement Program – Dr. P. Fujimoto distributed the MEP report.

- i. Mahalo Volunteer Pa`ina – an invitation to all HDA volunteers will go out shortly. Hopefully, ADA President and 14th district Trustee will be in attendance.
- ii. ADA Dues Messaging – Drs. Patsy Fujimoto and Mendel Sato will message this to the Life Members, and the Young Dentist will message to their young dentists.

- F. Young Dentists Group – Dr. Jaclyn Palola reported on the Mixer for residents and returning young dentists. HDA nets about 5 new (young dentist) members in 2018 and 2019. She described her time and experiences at the New Dentist Conference and thanked the Board for sending her.

Discussion was held about having our ADA/HDA endorsed companies present at YDG events, to show them the benefits of membership.

On a similar note, an update on TDSC was provided: Instead of the zone skipping service, UPS is now offering Alaska and Hawaii a 2-3day air service, from the time of order. Offices in the metropolitan areas will receive their items within that time frame (if ordered by the cutoff date); offices in the remote areas will receive in that week. UPS will define what “remote” means. Shipping is still free for members, with TDSC incurring about \$80,000 for Alaska and Hawaii orders for one year.

- G. County Presidents – Dr. Scott Kanamori reported on the Maui GKAS and the (positive) effect of the TMT march. About 15 Maui members volunteered with their staff – they saw 70 keiki, of which 65 were treated.

Recent conversations with the County Presidents concluded that support was needed to hold the legislative breakfasts (or similar) on the three neighbor islands.

MOTION: To expand support of the legislative breakfasts to the neighbor islands. Seconded. Carried.

AMENDMENT: To have HDA pay for the legislators’ portion. Seconded. Carried.

Recess at 12:20pm. Reconvene at 12:34pm.

7. Community (Goal 2)

- A. The Community and Public Health Program – The CPHP agreed to have a dentist representative attend the state Oral Health Coalition meetings. Dr. Mendel Sato will Chair CPHP in 2020, and requests to meet with Lt Gov Josh Green on his 4H homeless project are still happening.
- B. HDA Foundation – Dr. Robert Baysa reported that the HDAF is looking for pledge donors, primarily at the \$5,000 and \$10,000 levels, and has created the

Fundraising committee on which the HDA IPP will serve. Dr. Palola recapped that the GALA was very successful with 320 attendees, the Wine Whiskey Wall selling out quickly, and gross profits are \$88,000 (through sponsorships, silent auction, Whiskey Wall, ticket and table sales). Expenses are still coming in.

7. Advocacy (Goal 3)

- A. Direct to Consumer Task Force – The Task Force will meet in Nov but Drs. Sean Holliday and Shelliann Kawamoto have been receiving news and updates, complaints, patient retreats, and reviewed nationwide trends.
- B. The Dental Benefits Task Force will send out a survey to members to seek their feedback with third party payers in Oct, is trying to meet with the Hawaii Insurance Commissioner, and is working with ADA on researching Hawaii state insurance laws.
- C. Coalition for Modernizing Dental Licensure seeks to create open borders for licensure portability across states but in doing so, would eliminate state boards. The ADA would like to visit with states to promote this. The HDA recommends no participation at this time.

8. Administration/Communications

- A. Proposed 2020 Budget – Treasurer Young went over the main points, comparing the differences between 2019 and 2020, that are leading to the deficit.

Primary drivers are the dwindling Convention revenue (low attendance, fewer exhibitors, fewer sponsorships) over the years (nationwide trend); non-renewing members from year to year; the lack of building tenants (only one tenant remains but whose financials need some close observation); and the unknown revenue of the CAP service.

Dr. P. Fujimoto offered that the MEP can eliminate \$9,000 for the MVP and to cut out one (of three) individual attending the ADA Membership conference.

Dr. Cassella offered that the Delegation Secretary does not need to attend the ADA Caucus I and ADA House of Delegates, thereby reducing from eight to seven attendees.

Dr. Palola will check into whether the YDG can trim down on its line item.

Dr. Holliday requested the 2017, 2018, and 2019 financial numbers for comparison.

MOTION: To re-do the proposed 2020 budget prior to the RTF meeting on Oct 15th. Withdrawn.

Dr. A. Fujimoto suggested that the Reserves cover the deficit, to be recommended by the Board. This idea will be brought up at the RTF, after all reports, resolutions, and numbers are discussed.

- B. HDA Office – New property management company Marcus Realty has been working diligently to rent the suites and although there have been prospective tenants, there have been no takers, due to parking and other leasing commitments. The Building Task Force is recommending that Marcus Realty research and study the selling of the building.

MOTION: To accept the Building Task Force’s recommendation to ask Marcus Realty to research and gather information about the selling of the building. Seconded. Carried.

Discussion: it is important to note that this is simply to gather information and fact find.

- C. HDA Journal Profiles – Secretary Fukumoto is working with the Financial Program to profile them in the Volunteer section for the Fall quarter.
9. **New Business** – None.
 10. **Announcements** – None.
 11. **Calendar of Events 2020** – Returning Board members should review and calendar in, the meeting dates for the Executive Council and Board of Trustees meetings for 2020.
 12. **Adjournment** – President Lum adjourned the meeting at 2:35pm.

Respectfully Submitted,

Dr. Carla Fukumoto
Secretary