



THE OUTDOOR CIRCLE
ANNUAL REPORT
2015 -2016

President's Message



The year 2015-2016 was a pivotal year for **The Outdoor Circle**. We were tasked with hiring a new Executive Director, and Operations Director, along with replacing some key board positions. I could not be more proud of our board of directors and our staff when I look back at the considerable amount of progress that was made this year.

In our search for our new Executive Director, we found the right mix in Winston Welch, who has done an excellent job of following the very challenging directive given to him by the board. Winston was able to bring on Jackie Wah as our new Operations Director, she has brought a high level of professionalism to our office.

Myles Ritchie has done an exemplary job in converting our Exceptional Tree Map to the latest in cutting edge software, arcGIS. We are now able to share our map data "layers" with government agencies and other organizations. This accomplishment led to TOC signing a memorandum of understanding with the City and County of Honolulu that should lead to some very important collaborative work in the future.

Our board did a fantastic job of adapting to new things as well. To improve our inter-organizational communication we introduced "Slack" as our board online communication tool. Now all of our documents and relevant conversations are completely searchable and will be available to everyone moving forward.

The consistent threats to our view plane and attempts to weaken our sign laws kept coming and even intensified this year. We successfully opposed bills that would make advertising on ALL city property legal, others that attempted to introduce language that replaced mandatory tree "maintenance" with words like "removal" and even one bill that mandated that any tree obstructing any solar panel, on any public facility or private residence, be removed! We must constantly remind ourselves that the view plane we have worked so hard to preserve is unique and therefore has a value. We should all feel good about our collective efforts to continue our mission and ensure that it will never be put up for sale, at any price.

Our special events committee this year put on "The Sunset in the Forest Concert" at the historical Nutridge location, with great music and food, which combined to make this event truly special and unique.

Thanks to a generous gift from one of our long-time benefactors, and our own fund raising efforts, we will begin next year much closer to solvency and sustainability. It has been both an honor and a privilege to serve this proud organization as president this year and I am very excited to welcome in the 2016-2017 administration and board of directors.

Mike McFarlane
President of The Outdoor Circle
2015-2016

Lani-Kailua / WCCC "Learning to Grow" Partnership

Since 1999, the **Lani-Kailua Outdoor Circle** (LKOC) in partnership with the **Women's Community Correctional Center** (WCCC) in Kailua, has been involved in an environmental sciences vocational training program at the facility, where dedicated LKOC volunteers provide thrice weekly classes in horticultural and gardening techniques to the students there. The partnership also includes a "Community Workline" of women who maintain several public areas and thoroughfares around the Kailua Community. LKOC provides all their equipment.



Over the years, LKOC has received several grants to expand and enhance the project, which now includes the "Learning to Grow Program," started in 2008, where students earn certificates in hydroponics, horticulture, and instruction on how to run a small business. This program truly has changed the lives of its participants.

Currently, the program is thriving, due in large part to grants this year from Harold KL Castle Foundation and the Hawaiian Electric Companies, to restore the hydroponics lettuce nursery.

Waimea Outdoor Circle's Educational Pavilion

The blessing of the **Waimea Outdoor Circle's Educational Pavilion** was held on Saturday, April 9th at **Ulu La'au the Waimea Nature Park**.



The education center has been a long range goal of WOC and was made possible through generous monetary and in-kind donations from private foundations and individuals. It will provide a much needed venue for a wide range of classes, workshops and community events at the nature park.

The event also featured a plant sale offering free heirloom seeds and plants, native plants and trees, fruit trees, herbs and vegetable starts, along with ornamentals, informational exhibits, including a demonstration on how to use GPS coordinates to map the trees in the park.



Manoa Tree Giveaway

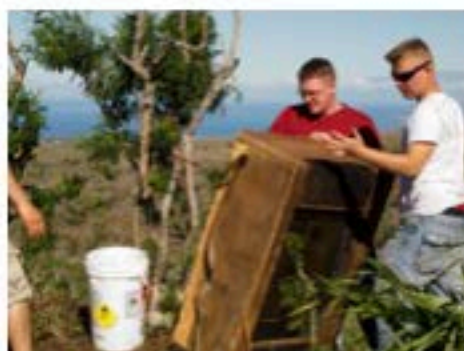
The **Manoa Branch of the Outdoor Circle** and **Malama Manoa** hosted the “**1,000 TREE GIVEAWAY**” on Sunday, April 24th at Manoa Valley District Park Pavilion. More than 1,000 trees and plants were given away, free of charge.

Why give away 1,000 trees? “Our urban forest is diminishing day by day,” said Dr. Jeremy Lam, Branch President. “We hope the community will join us in this small step to increase shade, diminish glare, and make our island healthier and more beautiful.”

Attendees were allowed to choose from dozens of fruit, shade, and endemic trees including kukui nut, mountain apple, coconut, kamani nut, plumeria, sea grape, hau, monkey pod, papaya and avocado trees; as well as monstera, spider lilies, taro, aloe, valentine vines, staghorn ferns, dracaena, grape ivy—and more!

Waikoloa Village Branch Update

The **Waikoloa Village Outdoor Circle** rang in the New Year with a renewed sense of vigor and excitement. In 2015, the Circle completed a number of projects such as an interactive children’s table at the Wiliwili Festival, the Blue Zone’s sign waving fundraiser, community outreach with the annual plant sale, participation in the Mauna Lani Charity Trees event, the first ever Waikoloa median Christmas decorating with invitations to all Waikoloa non-profits and churches, plus a petition to Hawai’i County Parks and Recreation to say “yes” to the Circle planting shade trees at Ho’oko Street Playground/Park.



Shade trees at Ho’oko State Park: WVOC approached County Parks and Recreation for permission to plant shade trees at the park, and will continue to send letters to the County requesting that trees be planted there. In an effort to push for this, they had a table in front of the Waikoloa Village Market for three days in January, and were able to garner a significant amount of donations.

Greater Waikiki Branch Update

Waikiki is arguably the most beautiful destination in the world. It is also the economic engine of the State of Hawai'i and the center of its thriving international tourism industry. Each day about 150,000 people are in Waikiki to work, play and live. Roughly 40,000 residents call it home. Among the many reasons it is such an acclaimed paradise are its stunning heritage of trees and its freedom from the visual blight of billboards and most other forms of outdoor advertising.

Yet most people today are unaware that the foundation of much of Waikiki's successful beauty lies in pioneering work by **The Outdoor Circle** ("TOC") started over one hundred years ago. Many of the majestic heritage trees were planted or planned by TOC and the statewide outdoor advertising control laws were the result of more



than a decade of diligent TOC campaigning. But this success can no longer be taken for granted as relentless commercial and political pressures continually challenge our unique environment with huge building developments and new forms of outdoor advertising.

As a result, The Outdoor Circle recently approved the charter of our new Greater Waikiki Branch to raise awareness of the organization's historic role in keeping the city and its parks "Clean, Green and Beautiful." As the first urban branch of TOC we are aware that it needs to be quite different - with fresh ideas for its young mission, membership and methods. Our district includes Waikiki, from the encircling Ala Wai Canal to the beaches, and both Kapi'olani and Ala Moana Parks.

Our first priority is to continue the development of an entirely new online GIS mapping system that will allow users to view multiple maps of our trees, walks and historic structures - all right from their smartphones as well as home computers or laptops. As of now, two maps have been completed and focus on Fort DeRussy and Kapi'olani Park. Our new website www.waikikioutdoorcircle.org allows access to these maps as well as provides information on what to do if you see a tree under threat, as well as a wide variety of other useful content. We have recently begun working with a coalition of state, city, county and community organization partners to bring to fruition the "Lei of Parks" greenways from Diamond Head to Downtown. It is hoped that as this coalition proceeds, a much more livable Waikiki will emerge, thus helping to increase the quality of life for all those located in this highly urban area.

TOC Looks to the Future ~ Next Generation Branch

For over 104 years, **The Outdoor Circle** has strived and successfully been able to protect Hawai'i's natural landscape from numerous threats. The organization is highly respected across the State and is a brand with immense power when mobilized against threats against keeping Hawai'i clean, green and beautiful.

Now there is an additional resource that TOC has aiding its cause, the **Next Generation Branch (NGB)**, which formed in October of 2015.

Founded by Myles Ritchie (President) and Blaze Smith (Vice President), the NGB was designed to attract a different demographic than has been traditionally associated with The Outdoor Circle.



Individuals aged 18-30 are the primary target members of this new branch with the hopes of bringing different perspectives to ongoing and hot-topic environmental issues. While this is merely the targeted age, no one will be turned away due to their age, and all are welcomed to join this branch. On top of bringing alternative solutions to problems threatening the environmental beauty of

the islands, the NGB has been designed to carry out frequent hands-on activities and beautification events to better not only the environment itself, but also the greater Hawai'i community as a whole. Frequently, the NGB holds beautification events ranging from park and stream cleanups to tree plantings. As of now, there have already been three events put on by the NGB as seen with a cleanup/planting at the Manoa Public Library (in partnership with the Manoa Branch), a massive cleanup at Ala Moana Park and the latest being a stream cleanup in partnership with the Honolulu Botanical Gardens at their Lili'uokalani location.

In only a few short months, The Next Generation Branch had 98 members sign up to be a part of this newly formed Outdoor Circle branch focused on hands-on activities and events. With an overwhelmingly positive response from Next Generation Branch members, other TOC branches, and various City and County departments (active partnerships are currently being formed to facilitate future events), there appears to be no limit as to how successful this new branch can be. As time progresses, the Next Generation Branch is excited to work with other TOC branches and community groups to help keep Hawai'i clean, green and beautiful for generations to come. With that being said, it is time to get outside, protect the environment, plant new trees and make a positive difference for all who call our beautiful Hawai'i paradise home.

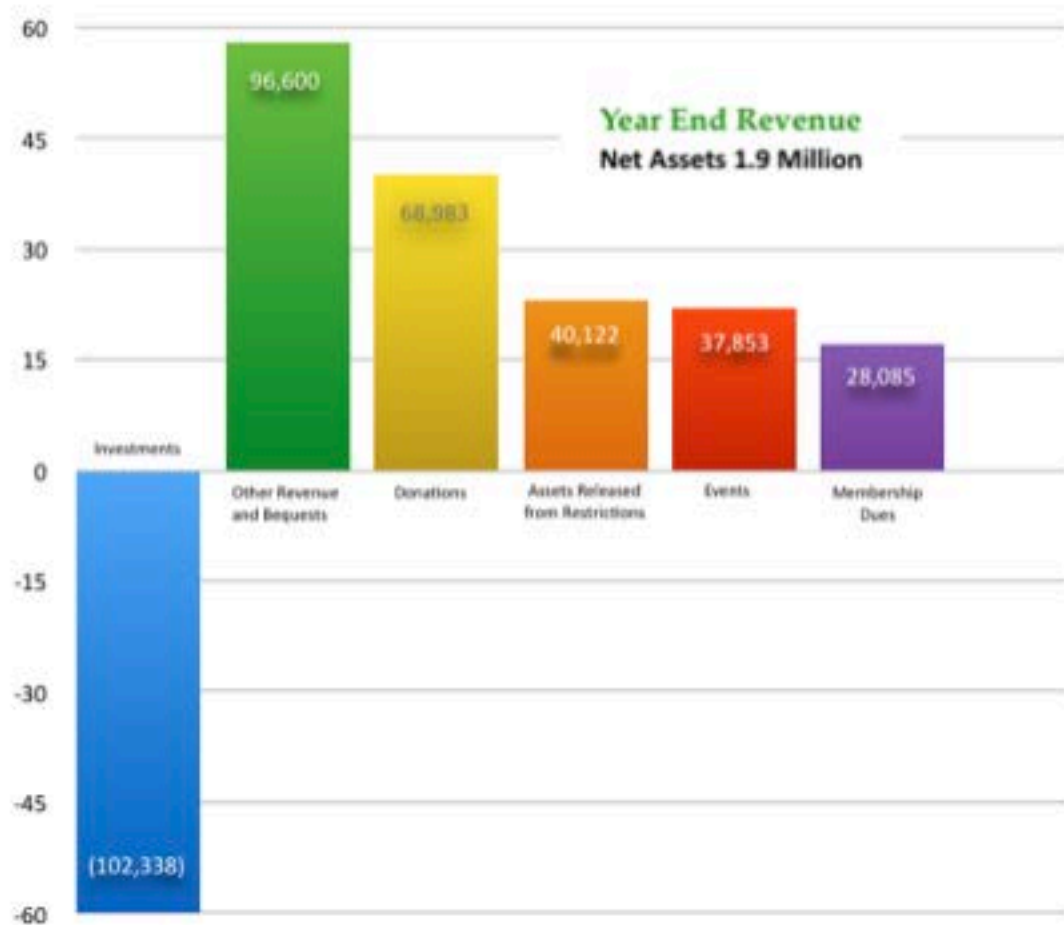
Other Highlights 2015-2016



Clockwise from above: Citizen Foresters mapping trees in Kailua; a Manoa Branch gathering; The Sunset in the Forest Concert at the historic Nutridge Estate on Tantalus; Waikiki walking tour; Lani-Kailua works to remove invasive species in Kailua



Financials for Fiscal Year Ending 2015 Revenue & Expenses





Mahalo to Our Donors & Supporters

The **Outdoor Circle** relies on the generosity of individuals like you. From in-kind gifts and services to bequests and grants, our donors are the backbone of our organization. The Circle is not supported by government funding. Thanks to the consistent support of people like you, we are able to accomplish amazing things for Hawai'i nei.

This Year's Exceptional Donors (donors who gave over \$500 in 2015-2016)

Individuals

Yuklin Aluli	Judith Flanders	Mike McFarlane
Robert Armstrong	Sharon E. Geary	Donald Pease
Sudesh Arora	Laura Gray	Paula Ress
Josie Bidgood	Diane Harding	Shaunagh Robbins
Arlene Block	Karin Hazelhoff	Jean Rolles
Don Doerr	Pegge Hopper	Ursula Selwood
Bill Doyle	Mary King	Carol Silva & Cully Judd
Peter Drewliner	Chacha Kohler	Claudia Webster
Kevin Eckert	Elliot Loden	Scott Wilson & Christine Yano
Sally Edwards	Clytie Mead	Barbara Schneider Yeackel

Corporations, Foundations and Other Entities

Alexander and Baldwin	Hawaiian Electric	Matson - Ka Ipu Aina
Castle Medical Center	Companies	Starwood Hotels
Christ Church Uniting	Hawai'i Community	Sustainable Solutions
County of Hawai'i	Foundation	Foundation
Finance Factors	Healthways Inc.	The MacNaughton Group
General Growth Properties	Home Street Bank	Zadoc and Lawrence
Gentry Investment	IBM	Brown Foundation
Properties	Kamehameha Schools	
Harold KL Castle Foundation	Lanikai Association	
John M. Simpson Foundation	Kobayashi Group	

Mahalo & A Hui Hou



Sally Hailauaala Edwards (1920-2014)

Sally Edwards was a true mentor to many of us in The Outdoor Circle, and with her generosity has bestowed upon TOC a legacy we strive to honor. She will be long remembered within TOC for her generous spirit and her dedication and commitment to the mission of The Outdoor Circle.



Kadie Forbes Harris (1947-2015)

A gifted and talented artist, Kadie will be remembered for her generous heart, sharp wit, and years of commitment to the community. She was a long-time member and generous supporter of the Waimea Outdoor Circle, crafting our beautiful logo and newsletters, all with her unique creative and professional flair.



Annetta Wedemeyer Johns Kinnicutt (1940-2016)

Annetta, a long-time member of the Lani-Kailua Outdoor Circle, and lead teacher for its "Learning to Grow" program at the Women's Community Correctional Center, will be remembered for her unique ability to motivate her students at every level to love learning and achieve their full potential.

Outgoing Board Members

We thank our outgoing board members for their dedicated service to TOC!

Mike McFarlane, President
Yuklin Aluli, Vice President

Brian Bagnall, Director
Jeremy Lam, Director

New Staff Members

Winston Welch joined TOC as Executive Director in October of 2015 bringing a range of experience as prior ED of other non-profits. Winston holds an MBA and a CAE (Certified Association Executive) designation, and welcomes constant educational opportunities to grow in the field.

Jackie Wah brings a wealth of experience to her position as TOC's Operations Director, including a keen mind, focus on quality and warm personality. She holds a BFA in Environmental Design and has practical experience as a membership and event coordinator.

Our Members Make a Difference!

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New Lifetime Members

Kathleen Bryan
Sharon Geary
Robert Gratz
Karin Hazelhoff
Heather Shank

Our Mission

To keep Hawai'i clean, green, and beautiful by preserving, protecting, and enhancing our environment for future generations.

Board of Directors 2015-2016

Mike McFarlane, President
Yuklin Aluli, Vice President
Kathleen Bryan, Treasurer
Paula Ress, Secretary
Diane Harding, Branch
Representative
Steve Mechler, Advisor
Josie Bidgood,
Development Committee
Kauai Lucas,
Nominating Committee
Directors:
Brian Bagnall
Jeremy Lam
Cheryl Langton

Kupuna Advisory Council
Mary Cooke
Patsy Gibson
Mary King
Laura Thompson

Branch Presidents

East Honolulu: Susan Spangler
Kaneohe: Mary Yannell
Kauai: Maureen Murphy
Lani-Kailua: Diane Harding
Manoa: Jeremy Lam
North Shore: Kerry Germain
Waikiki: Brian Bagnall
Waikoloa: Sally Mazzarella
Waimea: Cheryl Langton



The Outdoor Circle

1314 S. King Street #306, Honolulu, Hawai'i 96814

www.outdoorcircle.org | 808.593.0300 | mail@outdoorcircle.org