'25JAN31 PM 4:07 CITY CLERK

CITY COUNCIL

NOMINATION AND/OR APPOINTMENT TRANSMITTAL

DATE: January 31, 2025

TO: OFFICE OF THE CITY CLERK, COMMITTEE AIDE TO

Executive Management
STANDING COMMITTEE

FROM: Tommy Waters
COUNCILMEMBER

SUBJECT: Cedric Duarte TO THE
NOMINEE OR APPOINTEE NAME

Charter Commission
COMMISSION/AGENCY

The above-referenced individual is my proposed nomination and/or appointment for the subject Commission/Agency for consideration by your assigned Committee.

☒ Nomination form attached

☒ Resume attached

Councilmember signature

cc: Councilmembers

One form per nominee or appointee
(Rev. 1/7/15)

COUNCIL COM. 21
EM

CITY AND COUNTY OF HONOLULU
NOMINEE/APPOINTEE FORM

1. Position Nominated to: Honolulu Charter Commission

2. Name: Cedric Rekoi Duarte
(First) (Middle) (Last)

3. Are you a citizen of the United States? Yes
Are you a resident of the City and County of Honolulu? Yes If yes, how long >20 years
Are you a registered voter in the City and County of Honolulu? Yes

4. Occupation: Communications Specialist

5. Name and address of employer or firm:
The Kalaimoku Group
3005 Hoaloha Place Hon, HI 96813

6. Does your employer do any business with the City and County of Honolulu? Yes
If yes, state the nature of business and approximate dollar amount in the last five years:
Approximately $40,000 Operations Support (2023)

7. Do you or does any member of your immediate family hold office or own stock in any firm?
No

8. Does the firm do business with the City and County of Honolulu? No
If yes, provide details including the name(s) of the firm:

9. Do you have any part-time employment, professional activity, or financial interests other than those indicated in the previous question? No
If yes, provide details:

10. Do you foresee any possible conflict between your present work, financial investments, business transactions or any other activity which would be incompatible with the proper discharge of your official duties or hinder you from effectively carrying out the duties for which you have been appointed? No

11. Are any members of your family employed by the City and County of Honolulu or any attached agency? No
If yes, please specify the department and division:

12. Are there any incidents in your past that may jeopardize your nomination? No

13. Have you ever been convicted of a felony? No If yes, provide details:

14. Education:

Kamehameha Schools 1994, UH Manoa 1994-2000

15. Provide a summary of major work experience for the last ten (10) years. Begin with your present job including military (attach additional sheets if necessary or resume):

Jan 2023-Present, Marketing and Communications Specialist w/The Kalaimoku Group
Oct 2018-Dec 2022 Information & Community Relations Officer at DHHL
Apr 2011-Sep 2018, Marketing and Communications Specialist w/The Kalaimoku Grou

16. Community activities, etc. (also list any service on any other board or commission Federal, State or County):

Board Member, Native Hawaiian Chamber of Commerce
President, Kalihi Palama Hawaiian Civic Club

17. Have you ever been a member of a board or commission with the City and County of Honolulu?

No

If yes, provide name(s) of board/commission:

18. Will you be able to commit to the full term of this appointment? Yes

19. Will you be able to commit to meeting dates and times? Yes

20. Are you regularly away from Honolulu? Yes If yes, please explain:

Occasional travel to the neighbor islands and the continent but the time away can be planned ahead of time

21. Are you willing to make a confidential financial disclosure to the city Ethics Commission upon appointment and yearly thereafter? Yes

22. What do you understand to be the prime duties of your county appointment?

Examine the existing City Charter, analyze its provisions, identify any outdated or unclear language, assess its effectiveness in serving the needs of the community. Gather public input from public hearings and community meetings. Draft proposed amendments.

The above statements made by me are true, complete, and correct to the best of my knowledge and belief and are made in good faith.

[redacted] 1/28/2025

(Signature) (Date)

The above statements made by me are true, complete, and correct to the best of my knowledge and

The completed form and any attachment(s) will be posted by the City Clerk and available on the City's DocuShare Website.

Cedric Rekoi Duarte

[redacted]

PROFILE:
Honolulu-based consultant and storyteller with a passion for Hawaiian culture and over 20 years of experience in marketing, sales, advertising, communications, public relations, community engagement, and event production.

CORE STRENGTHS:
25+ years of experience in developing and implementing communications plans
Ability to communicate thoughts in a simple and clear way
Robust media contacts throughout on all islands
Working knowledge and unique relationships throughout native Hawaiian community
Creative problem solver
Self-starter with initiative and good judgment skills
Detail oriented and has the ability to work independently.
Possesses outgoing personality, self-confidence and ability to work in and lead teams
Highly skilled with traditional communications tools and new software and technologies
Proficient in developing and writing messages as well as presenting diverse ideas in a concise and logical manner

SKILLS:
Marketing Strategy and Tactics, Public Relations, Communications, Community Engagement, Advertising, Video Production, Copywriting, Website management, Social Media, Graphic Design, Event Coordination.

The Kālaimoku Group
January 2023-Present
Managing Partner
SBA 8a Marketing and communications firm

• Management of 12-17 communications vendors and subcontractors on a monthly basis
• Duties have included Communications Strategy and Implementation, Media Buying, Internal Communications, Public Relations, Government Relations, Grassroots Engagement, Video Production, Photography, Website Management, Graphic Design, Social Media, Event Coordination, Marketing budget preparation and recap of deliverables
• Ongoing relationships with reporters at all Hawai'i media outlets as well as select national media firms.
• Serving as Communications Officer for Department of the Interior's Office of Native Hawaiian Relations

Department of Hawaiian Home Lands
October 2018 – December 2022
Information and Community Relations Officer
• Oversee Public Information Office for the Department of Hawaiian Home Lands
• Manage all external communication including media relations, newsletters, reports, and annual reports
• Manage internal Departmental communications
• Manage Department website and social media
• Facilitate all community meetings
• Copywriting, Video production, and executive speechwriting
• Oversee staff of 5

The Kālaimoku Group
May 2011- October 2018
Vice President of Operations
Marketing and communications firm
• Management of 12-17 communications vendors and subcontractors on a monthly basis
• Duties have included Communications Strategy and Implementation, Media Buying, Internal Communications, Public

Relations, Government Relations, Grassroots Engagement, Video Production, Photography, Website Management, Graphic Design, Social Media, Event Coordination, Marketing budget preparation and recap of deliverables
• Ongoing relationships with reporters at all Hawai‘i media outlets as well as select national media firms.
• Served as a Senior Account Manager for the 2020 Census

Visionary Related Entertainment/‘Ohana Broadcast Company
March 2009-April 2011
Local Sales Manager / Director of New Technology
• Manage account list including national & local advertising agencies as well as local direct advertisers
• Client service including creative services, accurate commercial traffic and commercial copywriting
• Assist Directors of Sales with team management, annual budgeting and monthly forecasting
• Responsible for increasing revenue from station websites and the mobile marketing platform
• Managed staff of 12

Visionary Related Entertainment
Director of Marketing
October 2006-March 2009
• Responsible for Overall Marketing & Brand Management of radio station cluster
• Developed & executed annual marketing plans to increase station ratings and company revenue
• Managed staff of 9 in company promotions department

Cox Radio Hawai‘i
Account Manager
August 2003 – October 2006
• Create and implement client marketing campaigns and maintain long-term client relationships
• Manage and service advertising accounts, accounts payable and commercial copy-writing
• Top 10 Cox Radio Hawaii Account Manager 1st quarter 2005 thru 2nd quarter 2006

Cox Radio Hawai‘i
Promotions Manager
January 2002 - August 2003
• Liaison between sales and programming departments for KXME-FM
• Assist in creation of marketing campaigns for perspective local and national clients
• Coordinate and execute all station on-air and special event promotions for KXME-FM
• Awarded National Radio Partner of the year award from The Pepsi Bottling Group 2002
• Managed staff of 6 in company promotions department

New Wave Broadcasting Hawai‘i
Promotions Coordinator
May 2000 - January 2002
• Assist Promotion Director with aspects of station giveaways, promotions and press releases
• Coordinate and execute station promotions for KPOI-FM, KQMQ-AM/FM,KDDB-FM, KORL-FM
• Managed staff of 10 in company promotions department

KTUH 90.3 FM Honolulu
General Manager
1999-2000
• Overall operations manager of University of Hawaii at Manoa radio station.
• Prepared and managed $90,000 annual budget
• Oversaw revamping of radio station website & upgrading of analog audio system to a computer based system. Prepared a $50,000, FCC-approved, transmitter and antenna upgrade.
• Managed staff of 14.

CTAHR Video Productions - University of Hawaii at Mānoa
Production Assistant - College of Tropical Agriculture and Human Resources
1994 – 1999
• Produced educational videos for the College of Tropical Agriculture and Human Resources.
• Scriptwriting, Camerawork, Post-Production, Video Editing

EDUCATION:
Kamehameha Schools 1994
University of Hawaii at Mānoa 1994-2000
• Area of Study: Ethnic Studies
• Teaching Assistant: Ethnic Studies Program 1998-2000
Center for Sales Strategy; Marketing Pro Certificate, Agency Pro Certificate

COMMUNITY
2011-present - Kalihi Pālama Hawaiian Civic Club, Board Director
2016-present - Royal Order of Kamehameha I, Mamo Hawaii Member
2023-present – Native Hawaiian Chamber of Commerce, Board Director
2010-2014 – Coalition for a Drug Free Hawaii, Board Director

TECHNOLOGY
Proficient with Microsoft Office, Adobe Creative Suite, WordPress CMS, Salesforce

REFERENCES:
Upon Request

Office of the City Clerk

CITY AND COUNTY OF HONOLULU
STATE OF HAWAII

Voter Certificate

I, Glen I. Takahashi, City Clerk of the City & County of Honolulu, State of Hawaii do hereby certify that,

CEDRIC R. DUARTE

a resident of the City and County of Honolulu, State of Hawaii is a duly registered elector (voter) of

Precinct, 01 Representative District, 40 State of Hawaii

Voter ID No: 1412125 Registration Date: 05/12/1994

Date of Birth [redacted]

In Witness Whereof, I have hereunto set my hand and caused the Seal of the City and County of Honolulu to be affixed on January 31, 2025.

[redacted]

Signature of Elector



Glen I. Takahashi, City Clerk
City and County of Honolulu
State of Hawaii

This certificate expires at the earlier of either the date the named elector relinquishes the voter residence associated with this certificate or after the next scheduled Hawaii General election after the affixed issuance date.