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OFFICE OF THE MAYOR
KE KE'ENA O KA MEIA
CITY AND COUNTY OF HONOLULU
530 SOUTH KING STREET, ROOM 300 • HONOLULU, HAWAI'I 96813
PHONE: (808) 768-4141 • FAX: (808) 768-4242 • WEBSITE: honolulu.gov

RICK BLANGIARDI
MAYOR
MEIA

KRISHNA F. JAYARAM
MANAGING DIRECTOR
PO'O HO'OKELE

IAN SCHEURING
DEPUTY MANAGING DIRECTOR
HOPE PO'O HO'OKELE

October 19, 2026

The Honorable Tommy Waters
Chair and Presiding Officer
and Members
Honolulu City Council
530 South King Street, Room 202
Honolulu, Hawai'i 96813

Dear Chair Waters and Councilmembers:

Pursuant to Section 13-103(b) of the Revised Charter of the City and County of Honolulu, I hereby appoint, subject to confirmation by your Honorable Body, Keola Rapozo as the Design member of the Commission on Culture and the Arts. Mr. Rapozo will fill a vacancy, and serve for a term to expire on June 30, 2031. I would appreciate your favorable consideration of Mr. Rapozo's appointment and request adoption by the City Council in the most expedient manner possible.

I have enclosed a draft resolution and Mr. Rapozo's personal information form for your review. For any general inquiries you may have regarding this appointment, please contact my Chief of Staff, Andy Sugg, at (808) 768-4811.

Sincerely,

Rick Blangiardi
Mayor

cc: Mr. Keola Rapozo
Mayor's Office of Culture and the Arts
Commission on Culture and the Arts
Ethics Commission

MAYOR'S MESSAGE 135(26)

HONOLULU CITY COUNCIL

KE KANIHELA O KE KALANA O HONOLULU

CITY AND COUNTY OF HONOLULU

No. _____

RESOLUTION

CONFIRMING THE APPOINTMENT OF KEOLA RAPOZO TO SERVE ON THE COMMISSION ON CULTURE AND THE ARTS OF THE CITY AND COUNTY OF HONOLULU.

WHEREAS, Chapter 3, Article 2, Revised Ordinances of Honolulu 1990, as amended (ROH), establishes the Commission on Culture and the Arts ("Commission") to assist the City in attaining national preeminence in culture and the arts, to assist the City in the preservation of the artistic and cultural heritages of all its people, to promote a community environment which provides equal and abundant opportunity for exposure to culture and the arts in all its forms, and to encourage and provide equal opportunity for the development of cultural and artistic talents of the people of Honolulu; and

WHEREAS, the Commission is comprised of 11 voting members appointed by the Mayor and confirmed by the Council to five-year terms, and other ex officio, non-voting members; and

WHEREAS, ROH Section 3-2.2 requires ten of the appointed members to represent a particular cultural or artistic category and one appointed member to serve as an at-large representative; and

WHEREAS, via Mayor's Message, dated October 19, 2026, the Mayor has appointed Mr. Keola Rapozo to serve on the Commission as the representative of the Design category, which is one of the listed cultural or artistic categories; and

WHEREAS, if confirmed by the Council, Mr. Rapozo will fill a vacancy and serve for a term expiring on June 30, 2031; and

WHEREAS, Section 13-103, Revised Charter of Honolulu 1973, as amended (RCH), which applies to the Commission on Culture and the Arts, includes a general qualification requiring a member to be a registered voter of the City; and

WHEREAS, the Council has reviewed the qualifications and character of Mr. Rapozo and finds that he meets the requirements to serve on the Commission and deserves confirmation; now, therefore,

BE IT RESOLVED by the Council of the City and County of Honolulu that it confirms the appointment of Mr. Keola Rapozo to serve on the Commission on Culture and the Arts as the representative of the Design category for a term expiring on June 30, 2031; and

HONOLULU CITY COUNCIL

KE KANIHELA O KE KALANA O HONOLULU

CITY AND COUNTY OF HONOLULU

No. _____

RESOLUTION

BE IT FURTHER RESOLVED that the Council expresses its gratitude and appreciation to Mr. Keola Rapozo for his willingness to serve the City and County of Honolulu; and

BE IT FINALLY RESOLVED that copies of this Resolution be transmitted to the Mayor, the Chair of the Commission on Culture and the Arts, and Mr. Keola Rapozo.

INTRODUCED BY:

_____

_____

_____

_____

_____

_____

DATE OF INTRODUCTION: _____

_____

_____ _____

Honolulu, Hawai'i Councilmembers

CITY AND COUNTY OF HONOLULU
NOMINEE/APPOINTEE FORM

1. Position Nominated to: _____

2. Name: KEOLA DAMIEN NAKA'AHIKI RAPOZO
(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 10-20 years
Are you a registered voter in the City and County of Honolulu? Yes

4. Occupation: CREATIVE DIRECTOR / DESIGNER

5. Name and address of employer or firm:
FITTED HAWAII

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:
DESIGN STUDIO / RETAIL LOCATION

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? Yes
If yes, provide details including the name(s) of the firm:
F.A.D.S. FITTED ART & DESIGN STUDIO

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:

HIGH SCHOOL / COLLEGE / TECHNICAL DESIGN SCHOOL

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):

Creative Director and co-Founder, FITTED, 2005 to present.
Creative Director and co-Founder, F.A.D.S., 2020 to present.

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

Kako'o ō'iwi Board of Directors, HOA President, Jiu Jitsu Coach

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:

I do travel anywhere from 0-2 times a month. Outter island, Mainland.

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?

I understand the Commission as an advisory and stewardship body for culture and arts. Advise the Mayor on cultural policy, select & approve artwork, steward the publics art collection. Preserve the cultural heritage of Honolulu and its people.

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.



(Signature)

9.16.26

(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.***

KEOLA NAKA'AHIKi RAPOZO

Creative Director · Designer · Co-Founder Fitted Hawai'i

PROFILE

Keola Naka'ahiki Rapozo is an O'ahu-born creative director, story teller, designer and entrepreneur with more than two decades of work at the intersection of Hawaiian identity, design, and community. As Co-Founder of FITTED Hawaii (est. 2005) and Creative Director of F.A.D.S. (Fitted Art & Design Studio) Keola has built a body of work rooted in the belief that intellectual property is the most underutilized asset of the Hawaiian people. His practice spans apparel and headwear, brand identity, environmental design, public art, and mo'olelo-driven narrative; serving community nonprofits, educational institutions, and global brands with equal depth and intentionality.

Keola approaches every project as a curious onlooker first. His research into 'ike Hawai'i and traditional knowledge systems is not supplemental to his creative process; it is the foundation of it. He has worked with Kamehameha Schools, the University of Hawai'i, 'Iolani Palace, the Polynesian Voyaging Society, and Ke Kula Kaiapuni 'o Ānuenue, and is currently serving on the Board of Directors of Kāko'o 'Ōiwi, a community-based nonprofit restoring 405 acres of wetland in the ahupua'a of He'eia. He is motivated by a simple conviction: Design in service of culture is an act of self-determination.

ROLES & AFFILIATIONS

Co-Founder & Creative Director — FITTED Hawaii — *2005 – Present*

- Founded and led one of Hawai'i's most recognized independent streetwear brands, with a global distribution footprint and a Honolulu flagship.
- Developed the brand's mo'olelo-driven design methodology, embedding Hawaiian cultural research into every product and campaign.
- Built FITTED into a vehicle for Hawaiian intellectual property, self-determination, and community engagement.

Creative Director & Co-Founder — F.A.D.S. — Fitted Art & Design Studio — *2016 – Present*

- Founded interdisciplinary design studio extending FITTED's cultural practice into brand identity, environmental design, public art, and design-build.
- Led creative direction across institutional, commercial, and community clients throughout Hawai'i and internationally.
- Team includes cultural advisors Kaipo'i Kelling and Kamuela Yim, integrating 'ike Hawai'i into all studio output.

Board of Directors — Kāko'o 'Ōiwi — *2019 – Present*

- Served as a board member of the He'eia-based 501(c)(3) nonprofit committed to restoring agricultural and ecological productivity to nearly 405 acres of wetland.
- Contributed design direction, construction support, and community programming in collaboration with AMA Architecture/Environment.

Design Educator & Mentor — Ke Kula Kaiapuni 'o Ānuenue — *2018*

- Developed and led a creative mentorship program for Hawaiian language immersion students, guiding them through IP activation: concept, design, production, marketing, and distribution.
- Introduced the framework of "mana-tizing" ideas — transforming cultural knowledge into proprietary, community-owned creative assets.

Intern — Apparel Design & Production — Tori Richard — *Early Career*

- Foundational training in graphic arts, color theory, pattern, and resort wear production at one of Hawai'i's most established apparel houses.

EDUCATION

A.S., Fashion Technology · Honolulu Community College
Ko'olaupoko, O'ahu — Public School System, K–12

SELECTED WORK

A curated selection of projects that demonstrate cultural depth, institutional partnership, community impact, and creative range.

Alaska × Hawaiian Airlines Merger Identity — *Alaska / Hawaiian Airlines · 2024*
Commissioned to create the commemorative symbol for the historic airline merger. Drew from the Hawaiian star compass and the migratory patterns of the kōlea to produce assets honoring the heritage of both Pacific cultures and their shared journey forward.

Manawa — UH Football Helmet Redesign — *University of Hawai'i · 2022*
Redesigned the University of Hawai'i football team helmets upon the induction of Head Coach Timmy Chang. Incorporated abstract forms of hulu moa referencing the regalia of Hawaiian warriors and ali'i, connecting contemporary athletics to ancestral symbols of valor.

SERVCO Corporate Headquarters Renovation — *Servco Pacific · 2022–2023*
Collaborated with Uchiyama Erskine Architects and G70 on the redesign of Servco's Mapunapuna headquarters. Directed mural curation and installation, large-scale lobby installations, and the curation of the private art collection placement.

OluKai Retail & Office Environments — *OluKai · 2019–Present*
Created place-based mo'olelo narratives for multiple OluKai retail and office environments across O'ahu, Maui, Kaua'i, and Hawai'i Island. Narratives informed spatial design, textures, build features, and art installations throughout each location.

In the Southern Sun — Aloha Festivals Concert Experience — *In the Southern Sun / Nella Media Group · 2019*
Co-produced a concert experience on the sands of Waikīkī Beach for Aloha Festivals, rooted in the mo'olelo of Princess Ka'iulani and Robert Louis Stevenson's poem Island Rose. Delivered brand identity, apparel, on-site installations, and marketing collateral in collaboration with artist Cory Kamehanaokalā Holt Taum.

Lei Ānuenue — IP Education Program — *Ke Kula Kaiapuni 'o Ānuenue · 2018*
Designed and led a student mentorship program at the Hawaiian language immersion school to develop a fundraising capsule product. Guided students through narrative development, concept sketching, production, marketing, and distribution — introducing a replicable model for leveraging indigenous intellectual property.

Kamehameha Schools Graduation Capsule — *Kamehameha Schools · 2021*
Created with team a commemorative capsule collection for the Class of 2021, whose graduation ceremony was reimagined due to COVID-19. Derived the color palette from a line of the mele "Ua Ao Hawai'i" by Larry Kauanoe Kimura, applying it across headwear, apparel, and accessories.

'Ili'ili Cash & Carry — Brand Identity & Design-Build — *'Ili'ili Cash & Carry · 2021*
Full creative direction for the Mō'ili'ili neighborhood eatery, from brand narrative rooted in volcanic geology and ahupua'a history, through storefront design, environmental signage, and interior build-out.

MakeReady® — Art Practice — *Independent · 2018–Present*
An ongoing series of research-driven posters exploring Hawaiian military and political history. Each work distills deep study of mo'olelo — including primary Hawaiian-language sources — into visual form. Exhibited at Waiwai Collective alongside collaborative show "The Land is the Seas" (2019), featuring sculpture, print, oration, and

merchandise. It has since grown into a multi-disciplinary practice of study and application of design theory regarding ʻike Hawaiʻi and the direct impact design so he can provide for his family.

Kapala to Papala — Public Mural — *Ke Kilohana / Kakaʻako · 2016*
Selected as 1 of 9 artists for the Ke Kilohana public art commission in Kakaʻako. First foray into noncommercial public art; the experience cemented a commitment to place-based visual practice.

Kākoʻo ʻŌiwi — Community Structures & Design — *Kākoʻo ʻŌiwi · 2019–Present*
As a board member and design partner, contributed to the design and construction of multi-use community structures across the 405-acre wetland restoration site in Heʻeia, in collaboration with AMA Architecture/Environment.

SELECTED CLIENTS & PARTNERS

Alaska / Hawaiian Airlines · University of Hawaiʻi · Kamehameha Schools · ʻIolani Palace · OluKai · Servco Pacific · Polynesian Voyaging Society · Kākoʻo ʻŌiwi · Ke Kula Kaiapuni ʻo Ānuenue · Aloha Green Apothecary · Hawaiian Electric · Ubisoft (Paris) · Mathematic Studio (Paris) · Liholiho Yacht Club (San Francisco)

CULTURAL COMPETENCIES & ORIENTATION

Moʻolelo Research & ʻŌlelo Hawaiʻi — Deep study of Hawaiian-language newspapers, royal history, and oral tradition as primary creative source material. ʻŌlelo Hawaiʻi serves as a foundational lens and ongoing inspiration across all work — informing naming, narrative, and design intent.

Ahupuaʻa & Place-Based Practice — All work grounded in the relationship between people, land, and ancestral knowledge of specific ʻaina.

Intellectual Property Sovereignty — Practitioner and advocate for the documentation and activation of Hawaiian cultural IP as a path to self-determination.

PRESS & RECOGNITION

Hawaiʻi Business Magazine — "The Next Generation of Hawaiian Designers"
Profiled as part of a new generation of Native Hawaiian creative consultants redefining indigenous design practice, with focus on moʻolelo-driven branding methodology and institutional client work.

Alaska Airlines / Hawaiian Airlines — "Designing Through a Cultural Lens"
Featured profile on the Mahina ʻŌlelo Hawaiʻi collaboration, covering design philosophy, commitment to Hawaiian language perpetuation, and long-standing creative partnership with the airline across uniforms, cabin design, and branding.

OluKai — "Stories from Our ʻOhana"
Full practitioner profile published globally across OluKai's US, Europe, and UK platforms, spotlighting cultural storytelling, community kuleana, and the role of ʻōlelo Hawaiʻi in design practice.

Hawaiʻi News Now — Television Feature
Broadcast feature on FITTED Hawaii's collaboration with Zippy's Restaurants, highlighting the brand's approach to place-based design and local institutional partnership.

Pacific Business News — OHA Loan Recipient Feature
Recognized by the Office of Hawaiian Affairs and featured in Pacific Business News as an OHA loan recipient and emerging Native Hawaiian entrepreneur.

Capitol Modern / Hawaiʻi State Art Museum — Video Feature
Featured by the Hawaiʻi State Art Museum in a video profile on FITTED Hawaii and the studio's cultural design practice.

Office of the City Clerk

CITY AND COUNTY OF HONOLULU
STATE OF HAWAII

Voter Certificate

I, Chadd Kadota, Acting City Clerk of the City & County of Honolulu, State of Hawaii do hereby certify that,

KEOLA D.N. RAPOZO

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

Precinct, 03 Representative District, 23 State of Hawaii

Voter ID No: 1256551 Registration Date: 04/15/1996

Date of Birth

In Witness Whereof, I have hereunto set my hand and caused the Seal of the City and County of Honolulu to be affixed on October 15, 2026.

Signature Block

Signature of Elector

Chadd Kadota, Acting 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.