



Aloha RCCA Members,

September 6, 2023

Online stats: RCCA is dealing with glitches in re-establishing comparative website statistics under the new Google Analytics G-4 platform. Stay tuned for an update when the information becomes available. Check out these social media stats from the past two months:

- Facebook and IG Reach – 48,504
- Facebook and IG Engagement – 4,638
- Total Posts – 57

Social Media Contract: RCCA has decided to establish a social media contractor that lives on Kaua'i full-time. We wish our former contractor, Catie Kriewald, a fond farewell after nine years of service. During RCCA's search for a new contractor, board member Jennie Waiwaiole-Vega and General Manager of Kaua'i Shores), has taken on regular posting for both channels as of August 1st. If you have ideas for posts, contact Margy Parker, mp@margyparker.com or Jennie, jennie.waiwaiolevega@kauaishoreshotel.com

Kapa'a Awarded Best Kaua'i Beach Town: On August 12th, *Trazee Travel*, a publication primarily read by those ranging in age from 25 to 40 years named Kapa'a as Kaua'i's Best Beach Town for 2023. Trazee Travel is part FXExpress Publications, based in Philadelphia, which also publishes *Global Traveler*, *E Flyer USA*, *EFlyer Asia* and *Wherever Family*. Other Hawai'i Best Beach Towns named were Lanai City, Hilo, Kaimuki and Lahaina. The results are largely from reader input.

RCCA Board Officers for 23-24: Re-elected at RCCA's monthly board meeting in August were President – Diane Pavao with Landmark Realty, Vice President – Sue Kanoho with the Kaua'i Visitors Bureau, Secretary – Jennie Waiwaiole-Vega with Kaua'i Shores, and Treasurer - Marilyn Solatre with Pono Kai. In addition, Diane Pavao has agreed, with support from our General Members, to continue representing the general membership on the board.

Events – Every Saturday, Lydgate Beach Park Clean Up, 8:30 to 10:30; September 9, Henry Kapono Concert at Anaina Hou Park, 6-9 p.m.; September 24th, Wailua Bay Creators Fair at Hilton Garden Inn, 8:30 to 1pm; September 24th - 31st, Kaua'i Mokihana Festival in Kapa'a and Lihue; September 29th, Kaua'i Made Products Fair at Sheraton Kaua'i Coconut Beach, 4-7 pm; October 7th, Kaua'i Yoga and Peace Festival, 7:30 am to 7:30 pm; October 7th, First Saturday Art Walk Kapa'a, 5-9 pm; October 7th, Rockapella Debut on Kaua'i at Sheraton Kaua'i Coconut Beach, 7-9 pm; and October 14th, Songwriters Music Festival, Hilton Garden Inn, 10 am to 9 pm. Read more details at <https://royalcoconutcoast.com/Kauai-events/>. Also check out <https://kauaifestivals.com>.

Wailua Heritage Trail Update: Thanks to an Innovation Grant from Kaua'i County, progress is coming along on adding new bronze anodized historical markers from Wailua Bay to Opaekaa Falls. The new website is running (<https://wailuaheritagetrail.org/>), permits are in process, cultural research is wrapping up and sign contractors are lined up.