



Aloha RCCA Members,

October 23, 2023

Website stats: For the first three weeks of October, RCCA's website saw increases in search activity; and Google Adwords clicks are returning to normal after a pause in August and September.

- Organic Search: 1,686 (+7%)
- Direct Search: 653 (+73%)
- Paid search (Google Adwords) 5,841
- Paid impressions: 691,757

Social Media Activity: Mahalo nui loa to Jennie Waiwaiole-Vega, General Manager of [Kaua'i Shores](#) for taking on RCCA's social media posts until RCCA completes its search for a new contractor. Over the past month, Jennie's IG posts have had a reach of 2,420 and engagement of 290; FB posts had a reach of 7,036 and 356 engagements. Jennie primarily posts about our members. If you have ideas for posts, contact Margy Parker, mp@margyparker.com or Jennie, jennie.waiwaiolevega@kauaishoreshotel.com

Membership 2024: RCCA's Board of Directors recently voted to keep 2024 dues the same. Current members will be receiving their 2024 dues invoice in about six weeks. RCCA is also actively connecting with potential new members. If you know of a business that would enjoy membership, please contact our president, Diane Pavao at [Landmark Realty](#), pavaod004@gmail.com or call 808-651-3557.

Kudos to Waipouli Beach Resort and Aston Islander on the Beach: The popular news site, [Newsbreak](#), featured both resorts for their outstanding reviews on Yelp. Congratulations for bringing that kind of attention to the Royal Coconut Coast.

New Website and Brochure: Initial concepts for RCCA's new website design have drawn full approval from the Board for the look and feel along with its navigation. While maintaining current categories and information, the images and navigation is refreshing, attractive and meets trends for current technology. Plans are also in the works to design a new brochure for distribution island-wide and at the airport. Created by Val and Robert Rekward, of [Delicious Design](#), project completion is targeted for December.

Welcome New Members – Da Melting Pot Kaua'i and Kilauea Fine Arts Jewelry: Located just north of Hou Street at 4-1602 Kuhio Hwy, this popular food truck is owned by Brandi Oshiro. It receives outstanding reviews for its ahi katsu, fish, shrimp, burgers and specials and is listed among Kaua'i's 10 best food trucks. Open Mon - Saturday starting at 10 a.m. Call 808-645-8049. Kilauea Fine Arts Jewelry has set up its 2nd location in the store formerly occupied by Jim Saylor Jewelers. Providing fine art and luxury custom jewelry, owners Tiffany Freepartner and Nicky Boyer, expanded into Kapa'a after opening their first location in Kilauea. Call 808-330-3302 or email info@kilaueafinejewelry.com. **Haole Girl Sweets** has recently opened a bakery in Kapa'a, called **Haole Girl Bakery and Café**, located at 4-1602 Kuhio Hwy. Owned by Judith Carpenteria, this adds to her baking operation and market locations.

Wailua Heritage Trail Update: Sign construction of several new rock pedestals, with bronze anodize plaques, is underway at several locations and targeted for completion by the end of this year.

Upcoming Events: October 27th, Kaua'i Made Products Fair at Sheraton Kaua'i Coconut Beach; October 29th Wailua Bay Creators Fair at Hilton Garden Inn; November 4th, First Saturday Art Walk Kapa'a; November 4th, Veteran's Day Celebration at the historic County building; November 11th, Nato Green San Francisco Comedian, performs at the Sheraton Kaua'i Coconut Beach, by Kaua'i Concert Association. Every Saturday, Beach Cleanup at Lydgate Park. Go to <https://royalcoconutcoast.com/kauai-events> or <https://Kauaifestivals.com> for more details, times and contact information.