

## EDB Committee

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**From:** Media  
**Sent:** Sunday, April 12, 2020 10:58 AM  
**To:** EDB Committee  
**Subject:** EDB-1 testimony attached  
**Attachments:** Community QE Memorandum April 10.pdf; ATT00001.txt



## MEMORANDUM

**TO:** State and Local Legislators, Executives, & Public Finance Departments

**FROM:** Robert Hockett, Edward Cornell Professor of Law, Cornell University

**DATE:** 10 April 2020

**RE:** April 'Game Plan' for Community QE / Fed Municipal Liquidity Facility

### BACKGROUND

On April 9, the Board of Governors of the Federal Reserve System ('Fed') announced plans to open a new Municipal Liquidity Facility ('MLF,' 'Facility') to assist U.S. States and Localities suffering acute liquidity shortages while working to address the current COVID-19 pandemic.<sup>1</sup> A number of compelling considerations have prompted the move.

Prominent among the mentioned considerations are three mutually reinforcing developments that have intensified in recent weeks. *First*, States and Cities are facing spikes in required expenditure as they take on the role of front-line responders to the pandemic and its consequences. *Second* and simultaneously, States' and Cities' principal sources of revenue – in particular, sales taxes, income taxes, and property taxes – have dramatically contracted as businesses suspend operations and taxpayers 'shelter in place.' Finally *third*, the \$4 trillion municipal bond market, the health of which is critical not only for States and their Subdivisions, but also for other securities markets, has experienced unprecedented volatility since February.

Against the backdrop of these developments, public health officials, State and Local officials, and bond market professionals have called since March for Fed intervention in the markets for State and Municipal securities ('munis') to stabilize prices, restore confidence to muni-investors, and ease the liquidity strains already hampering State and City pandemic response efforts. With passage of the Coronavirus Aid, Relief, and Economic Security ('CARES') Act by Congress last month, it became clear that both our federal legislature and our Fed and Treasury would be *heeding* these calls.

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<sup>1</sup> See Board of Governors of the Federal Reserve System, *Press Release: Federal Reserve Takes Additional Actions to Provide Up to \$2.3 Trillion in Loans to Support the Economy*, April 9, 2020, available at <https://www.federalreserve.gov/newsevents/pressreleases/monetary20200409a.htm>. In

What remained unclear till the 9<sup>th</sup> of this month was what precise form the relief to States and their Subdivisions would take. That *remains* at least *somewhat* unclear, inasmuch as (a) U.S. Governors this morning requested that Congress appropriate more funding for States, and (b) the new Fed Facility has only just been announced and is accordingly only beginning its existence even as a ‘work in progress.’ But we know much more now than we did before the 9th, and it is all very good news for everyone concerned about the three developments enumerated above.

This Memorandum accordingly first lays out what details we now have, then offers informed predictions as to what more is likely to come, and then recommends a ‘Game Plan’ for States and Cities to follow in making optimal – and *immediate* – use of the new Fed Facility as it currently stands. In effect, we have entered a world of *Community QE*, which it is critical for States and Cities to master and put to use quickly.

## THE MUNICIPAL LIQUIDITY FACILITY

The new Municipal Liquidity Facility will operate under the auspices of Section 13(3) of the Federal Reserve Act (‘FRA’), which grants the Federal Reserve emergency lending authority in exigent circumstances. The Fed typically exercises this authority through purchase and hence ‘monetization’ of short-term debt instruments – a practice known in finance parlance as ‘discounting.’

In effect, the Fed temporarily swaps its own dollar liabilities, which are legal tender, for liabilities of its counterparties, which are not legal tender. The counterparty is thereby rendered ‘liquid’ – possessed of sufficient cash to spend on what ever it must spend to work past whatever difficulties it might be facing – until its debt instruments reach maturity. At that point the instruments are either redeemed in full or ‘rolled-over’ (when such option is available).

Perhaps needless to say, the Fed made abundant use of the Section 13(3) authority to afford liquidity assistance to many institutions and markets during the financial troubles of 2008-14, and thus has considerable experience with this funding mechanism. It is thus not the use of 13(3) that will be new now, but the use of the facility to aid States and their political Subdivisions in particular. That is unprecedented, and its significance is accordingly apt to be under-appreciated at first.

The new Municipal Liquidity Facility (again, MLF) that the Fed will now open under Section 13(3) will, like its predecessor facilities during the last financial crisis, operate through a newly formed special purpose vehicle (SPV) – in essence, a legal trust able to purchase, hold, and sell financial assets. In this case the assets in question will be State and Municipal paper, presently called ‘Eligible Notes’ in the MLF Term Sheet, whose salient characteristics I will lay out in a moment.<sup>2</sup>

The MLF SPV will be initially capitalized with \$35 billion from the U.S. Treasury, Congressionally appropriated for the purpose by the aforementioned CARES Act. On this basis,

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<sup>2</sup> Board of Governors of the Federal Reserve System, Term Sheet: Municipal Liquidity Facility, April 9, 2020, available at <https://www.federalreserve.gov/newsevents/pressreleases/files/monetary20200409a3.pdf>.

the Fed will itself lend \$500 billion, rendering Treasury the equity investor and hence first risk-bearer in the SPV while the Fed serves as leverage-provider.

While the structure just described has, as noted before, been a familiar one since the last financial crisis, the ‘substance’ of its particular operations is new and noteworthy – indeed unprecedented and ‘game-changing’ – in ways that are critically important for States and their Subdivisions now faced with pandemic-caused hardship. At least three features bear special mention in this connection.

*First*, the MLF SPV will purchase securities *directly* from States or their Subdivisions – they will not have to be sold first on the ‘open market’ to private sector financial institutions as is the case with Fed purchases under the FRA’s Section 14 authority.

*Second*, the months-to-maturity on the paper in question will, for now at least, be 24 rather than 12 months as originally anticipated.

And *third*, most importantly of all, the Fed will retain discretion (a) to *extend* the mentioned months-to-maturity requirement, (b) to extend the *timeframe* within which it is willing to buy – currently set to expire September 30<sup>th</sup> – and (c) to *loosen* the qualitative *criteria* that Eligible Notes must meet.

In addition to these three enumerated features, several others are worth bearing in mind at least as background conditions, even though they are subject to change going forward ...

*First*, where *apportionment* of funds is concerned, the Fed appears to intend, at least for the time being, to calculate on a *per capita* basis. States or Cities with large populations would in that sense be eligible for more funding than States or Cities with smaller populations – but only in proportion to those populations themselves. This means that in effect every citizen and legal resident of the U.S. will be eligible for the same benefit as everyone else. Whether departures from *pro rata* distribution of this kind might be forthcoming if some States or Cities recover quickly from the pandemic while others recover more slowly remains to be determined.

*Second*, at present Eligible Notes are required, not only to mature within 24 months of issuance, but also, per the Term Sheet, to be ‘tax anticipation notes (TANs), tax and revenue anticipation notes (TRANs), bond anticipation notes (BANs), [or] other similar short-term notes issued by Eligible Issuers,’ and can only secure lending up to 20% of each relevant issuer’s ‘general revenue from own sources and utility revenue’ for the fiscal year 2017. Crucially, however, ‘States may request that the SPV purchase Eligible Notes *in excess* of the applicable limit in order to assist political subdivisions and instrumentalities that are not eligible for the Facility’ (emphasis added).

*Third*, proceeds of Note sales to the MLF SPV are to be used, again per the Term Sheet, ‘to help manage the cash flow impact of income tax deferrals resulting from an extension of an income tax filing deadline; potential reductions of tax and other revenues or increases in expenses related to or resulting from the COVID-19 pandemic; and requirements for the payment of principal and interest on obligations of the relevant State, City, or County.’ The Fed is in these words encouraging public perception of the MLF as a tide-over liquidity facility meant to assist counterparties in, as the Term Sheet puts it, ‘managing [their] cash flows’ – even

as other sections of the Term Sheet leave open the prospect of longer-term ‘rollover’ of Note debt should the present pandemic and its *sequelae* continue to pinch.

Finally *fourth*, Eligible Issuers will be all U.S. States and the District of Columbia, U.S. Counties with populations exceeding two million, and U.S. Cities with populations exceeding one million. The Term Sheet also stipulates in this connection that only one issuer per State, County, or City is eligible. While this requirement might be read to mean that for each State, only it itself or one of its Subdivisions may access the MLF, the fact that the Term Sheet also permits ‘States [to] request that the SPV purchase Eligible Notes in excess of the applicable limit in order to assist political subdivisions and instrumentalities that are not eligible for the Facility’ suggests that this restricted reading would not be correct. It suggests that instead as many eligible Counties and Cities as there are in a State may access the MLF in *addition* to, and hence in *parallel* with, the State itself.<sup>3</sup>

Two further points bear noting before we summarize the upshot of the foregoing.

*First*, Chairman Powell and the Fed Board of Governors have effectively encouraged, in their public pronouncements of the past several weeks generally and the last several days particularly, a ‘flexible’ interpretation of all restrictive language found in the MLF’s Term Sheet. The Chairman and the Board have also stated that they will continue to monitor the secondary muni markets for signs of resumed volatility, with an eye to possibly intervening further to stabilize them. Combined with the many openings for extension and exception specified in that Sheet itself as described above, these amount to assurances that the MLF is not only a ‘work in progress,’ as noted above, but also a work whose scope will *expand* should the *need* for it expand. We are, in other words, very much in ‘whatever it takes’ territory right now, and the Fed is prepared to improvise further as necessary.<sup>4</sup>

*Second*, bond market and public finance experts in recent weeks have been calling upon the Fed to purchase State and Municipal debt with maturities not only in excess of traditional 6-month and 12-month durations, but also in excess of the new 24-month duration. The Fed for its part has said nothing to discourage such calls. Most commentators, not to mention ‘smart money’ on the markets, seem now to anticipate upwards of three- to five-year State and Municipal debt to find its way onto the MLF balance sheet. While this cannot be predicted with certainty, of course, States and Cities faced with serious crises will do well to judge maturity lengthening on the part of MLF-eligible paper more likely than not – or perhaps better put, to be no *less* likely than any eventual *need* to issue it.

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<sup>3</sup> Hence, for example, in California both the State and the City of Los Angeles would be immediately eligible to borrow under the Facility, while the State would be eligible to petition for additional borrowing on behalf of other cities such as San Diego or San Francisco. New York State and New York City will be similarly enabled. The story will be similar for Texas, save in its case *two* cities – Dallas and Houston – rather than one will be eligible alongside the State to borrow immediately. The author is currently seeking confirmation of this reading.

<sup>4</sup> ‘Whatever it takes’ has become a catchphrase in central banking parlance since European Central Bank (‘ECB’) President Mario Draghi’s assurance in 2012 that the ECB would do what ever is necessary to stabilize the Eurozone. Use of the phrase in the present context signals a readiness on the part of a monetary authority to interpret terms flexibly or even to rewrite them should the alternative be market collapse.

The Fed is, in short, keen not to repeat the mistakes of the 1930s, but instead to repeat the successes of 2008-14. That is to say it will err, if it errs, not on the side of caution but on the side of its opposite – bold, decisive, and crisis-ending *action*.

Putting all of the above together, reading it against the backdrop of the aforementioned ‘whatever it takes’-style public comments made this week by Fed Chairman Powell, and synthesizing it all into a one-paragraph description of the new MLF, it appears then that we have the following:

*The Fed will immediately begin directly monetizing 2-year State and Municipal debt, in order to ensure that all States and their Subdivisions are sufficiently financed to continue their current roles as front-line responders to the nation’s ongoing COVID-19 pandemic. While in the immediate term it will supply funding up to 20% of what States and their Subdivisions normally take in through traditional revenue sources, it stands ready to lever-up that amount, as well as to lengthen the maturities of eligible paper, should the pandemic and its collateral damage continue to work hardship for longer than now is anticipated. It also stands ready to ‘roll over’ even 2-year State and Municipal debt, once it has purchased it, should crisis conditions continue past present expectations.*

This is effectively *Quantitative Easing for Communities*, or *Community QE*. Our States and their Subdivisions will do well to begin using it at once.

## **AN APRIL ‘GAME PLAN’ FOR STATES & THEIR SUBDIVISIONS**

In light of the above, it seems to this observer that States and their Subdivisions should begin making use of the new MLF immediately. Because those federal instrumentalities that would normally have taken the lead role in addressing the Coronavirus pandemic have not done so, it has devolved upon our States and Cities to play the role of these federal agencies. What the Fed has effectively just announced is that these *de facto* new federal *instrumentalities* will now receive *de jure* federal *financing*. Acting as federal entities, they will now also be *funded* much like federal entities.

There is not a moment to lose in accessing and using these funds. For one thing, every lost day amounts to hundreds or thousands of lost lives. For another thing, harm to State and Local economies is much easier to do than to undo. Best then to employ all means of ‘damage control’ now, at the earliest possible opportunity, rather than later – when thousands more will have died and much more productive capacity will have been lost.

It should also be noted that, in addition to all of the reasons elaborated above, there is *another* reason to treat the new MLF as affording us much that is needed right now to address and reverse our pandemic: that is the very fact that the MLF is, as emphasized twice now already, a ‘*work in progress*’ ...

The Fed is *improvising* right now. That means that what *we* do in *response* to the improvisation will be very important in determining the shape it assumes as it unfolds. We – the States and the Cities – are in other words *co-authors* of this new authority. It will ultimately be partly what *we make* of it. That is precisely why this observer is writing this Memorandum.

What, then, to ‘make’ of the MLF? This author believes all State Governors and Legislatures should be called into emergency session at once, ‘virtually’ if need be, to begin serious deliberation over how to begin using the MLF immediately. These sessions should also be attended by representatives of the States’ largest Counties and Cities, as well as by appropriate personnel from all relevant State and Municipal Public Finance Departments.

Counties and Cities should hold counterpart Mayoral and Council meetings as quickly as possible too. For smaller ones, this will be to determine what aid to seek from their States as the latter tap into the new MLF. For the larger ones, it will be both for that reason and in order to determine what to seek *directly* from the Fed through the MLF.

All States and Cities that go into session as just described should also engage representatives of all *regional Federal Reserve Banks* in whose operational jurisdictions they are located as quickly as possible – ideally requesting their attendance at the sessions themselves. This will be important because the regional Federal Reserve Banks are the primary ‘interface’ between our federated Federal Reserve System and the nation’s various State, Local, and Regional economies.<sup>5</sup> In virtue of that role it will be easiest for the Federal Reserve System both to learn as quickly as possible what State and Local MLF needs are going to be, and to set into motion all procedures that will be necessary for States and Cities to *access* the Facility, if these regional Fed officials are involved in deliberations – even if only as observers – from the very beginning.

Because the need of funds generally is likely to be recognized and agreed upon even more quickly than the full panoply of specific *uses* of funds, it will probably also be best for State and City officials to ‘segment’ the deliberations that they commence in the emergency sessions that I am recommending here. First can come deliberation and decision over how much funding to seek and whom to authorize to begin preparations for the new issuances that the States and Cities will sell to the MLF SPV. That will of course involve *preliminary* vetting of specific needs and ongoing crises, if only to ensure everyone is clear on the urgency of the funding need itself. But more detailed decisions as to specific intra-State and intra-City *allocation* of funds then can be deferred to a second deliberative phase commencing immediately after decisions about what funding to seek have been made.

Call the first, *quantitatively* oriented discussion of funding needs and issuance authorization, then, ‘*Phase One*.’ And call the second, more *allocatively* oriented deliberation and decision-making ‘*Phase Two*.’

If at all possible, this author believes States and Cities should begin holding their *Phase One* sessions immediately following the Easter weekend – that is to say, the week of April 12<sup>th</sup> – or as soon thereafter as possible. This is, again, both because the public health and economic devastation being wrought by the pandemic is happening quickly, and because the sooner that States and Cities begin weighing-in on how the MLF is implemented, the more influence they

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<sup>5</sup> To recur to the examples mentioned in footnote 3, for instance, officials of the Federal Reserve Bank of New York would be in attendance at State sessions in Albany and City sessions in lower Manhattan. Officials of the Federal Reserve Bank of Dallas would be in attendance at Texas sessions in Austin and Municipal sessions in Dallas and Houston. And so on.

will have on its ultimate contours and characteristics. Once these Phase One decisions have been reached and the appropriate State and Local personnel have been assigned their issuing and Fed-liasing tasks, States and Cities can proceed directly to Phase Two preparations – that is, to gathering information, testimony, advice and all other deliberative ‘inputs’ necessary to make sensible allocation decisions in respect of the new funding that will be coming from the MLF.

Once Phase Two deliberations end in allocation decisions, States and their Subdivisions might next consider what I’ll call ‘*Phase Three*’ deliberations over whether to press the Fed for further liberalization of the terms of the MLF Term Sheet. It might be decided, for example, that authorization to purchase State and Municipal paper of longer maturity than 24 months should be sought, or that a rollover option should be made more explicit. These questions can presumably wait, however, until current uncertainties ‘on the ground’ are resolved. With any luck, for example, the pandemic might be contained before summer ends. Or the States’ Governors might succeed in their current effort to secure more direct funding from Congress.

However that may be, what matters now is that Phase One commence, and that it commence ‘with all deliberate speed.’ The author of this Memorandum will continue to watch events unfold, and will follow-up with further reporting and recommendations on an ‘as [seems to be] needed’ basis.

## **EDB Committee**

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**From:** alex pinto <alexpinto07@yahoo.com>  
**Sent:** Sunday, April 12, 2020 11:28 AM  
**To:** EDB Committee  
**Subject:** FY2021 Budget Grant Testimony

Dear Council Members,

I am submitting testimony to ask you to provide funding in the amount of \$30,000 to the Maui based 501c3 Common Ground Collective. This is a non-profit that was started by Maui residents to help increase food security and economic benefits in Maui County. This organization works hard to provide education, outreach, and assistance to community members, farmers and local businesses.

This organization also provides much needed services, like data collection, management of food streams that would otherwise be wasted, donations of healthy fresh local produce to food insecure individuals and helping landowners, and businesses navigate a complex the food system. All of these services are incredibly beneficial to our Maui community and they are only getting started. They have done the majority of their work with very little donations and funding, and they deserve support from the County.

This organization is providing much needed assistance and with your help they could continue to grow and thrive and help our community do the same. I ask that you please support Common Ground Collective and provide them with \$30,000 for their program.

Mahalo,  
Alex Pinto

## EDB Committee

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**From:** Peter <peter@hawaiianresources.net>  
**Sent:** Sunday, April 12, 2020 12:28 PM  
**To:** EDB Committee  
**Subject:** Testimony regarding support for the Hawaii Sea Grant Position

Dear Maui County Council,

I would like to offer my observations and support for having the Maui County Planning Department continue its funding for the Science and Technical Advisor position, provided through the UH Sea Grant College Program, within the Department.

I hope that the major contributions of Tara Owens and her Sea Grant predecessors in this position is obvious to all.

I first became familiar with Tara Owens when she and colleague, Jim Buika, made their amazing presentations to the Kahana, Maui community regarding their shoreline erosion and beach replenishment issues. Tara and Jim planted the seeds that motivated and organized an entire community to create and fund their shoreline solutions based on science. The experiences of Kahana seemed to set a good model and path for Maalaea. These Kahana presentations, and a meeting with Tara and Jim with Maalaea community members in August of 2017, planted the seeds that evolved into the Maalaea Village Association's Town Hall meeting held only six weeks ago.

The result of this MVA Town Hall is the organization within Maalaea, albeit hampered by the coronavirus, to organize a steering committee on this topic. Goodwill and a sense of cooperation was felt by all in attendance. Conclusions from the meeting dictate that we as a community will do better by organizing and working together for a community wide solution instead of every property for themselves. This approach appeared to be appreciated by both the planners and the Maalaea community.

An AKAKU recording of the meeting can be seen here.

<https://vimeo.com/395854930>

Tara Owens led off the meeting with the science of what was happening. A simple review of her presentation on this evening starting at minute 18 and ending at minute 33 should solidify any viewers confidence in her grasp of the science. Her expertise is critical to smart shoreline planning and to smart future permit decisions to be made by the Maui Planning Department. I am certain that her colleagues within this department would agree.

As a second observation, it was painfully obvious to every one in attendance at this MVA Town Hall Meeting that the Maui Planning Department's shoreline planning expertise is woefully overworked and understaffed. This situation is exacerbated by the loss of one shoreline planner to the Mayor's office during this pandemic. The Planning Department cannot adequately serve the citizens of Maui when they are so egregiously understaffed. The backlog of emergency shoreline decisions and the need to triage these requests is tragic. Please consider solving this problem with more shoreline staff planners. This situation is not right for the department staff or for the people of Maui.

The contributions of Tara Owens are critical the the departments mission.

Respectfully submitted

Peter W. Cannon  
Fifth generation Maui resident

## **EDB Committee**

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**From:** Havilah Mills <havilahmills@gmail.com>  
**Sent:** Sunday, April 12, 2020 3:14 PM  
**To:** EDB Committee  
**Subject:** Common Ground Collective

Dear Council Members,

I am submitting testimony to ask you to provide funding in the amount of \$30,000 to the Maui based 501c3 Common Ground Collective. This is a non-profit that was started by Maui residents to help increase food security and economic benefits in Maui County. This organization works hard to provide education, outreach, and assistance to community members, farmers and local businesses.

This organization also provides much needed services, like data collection, management of food streams that would otherwise be wasted, donations of healthy fresh local produce to food insecure individuals and helping landowners, and businesses navigate a complex food system. All of these services are incredibly beneficial to our Maui community and they are only getting started. They have done the majority of their work with very little donations and funding, and they deserve support from the County.

This organization is providing much needed assistance and with your help they could continue to grow and thrive and help our community do the same. I ask that you please support Common Ground Collective and provide them with \$30,000 for their program.

Mahalo,

Havilah Mills

## **EDB Committee**

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**From:** Robin Newbold <robin@mauirobin.com>  
**Sent:** Sunday, April 12, 2020 6:04 PM  
**To:** EDB Committee  
**Cc:** Anne Rillero; Michael Fogarty  
**Subject:** MNMRC testimony to Maui County EDB committee  
**Attachments:** Maui County DEB Committee re \$225,000 funding for 2021.docx

Aloha Committee members,

Attached is the oral testimony I intended to give to the EDB committee on Friday, April 10. Since the phone call wasn't answered I received a kind invitation to send my testimony to you this weekend.

Thanks so much for your consideration.

Robin Newbold  
Chair, Maui Nui Marine Resource Council



To: Maui County Council's Economic Development and Budget Committee members  
From: Robin Newbold, Chair, Maui Nui Marine Resource Council (MNMRC)  
Date: 11 April 2020  
Re: Testimony

Aloha Committee members,

Attached is the oral testimony I intended to give to the EDB committee on Friday, April 10. Since the phone call wasn't answered, I received a kind invitation to send it to you this weekend.

Testimony:

I'm speaking today to encourage you to support funding in the 2021 Maui County budget for MNMRC's Water and Environmental Resource Protection and Conservation Program.

We're grateful for your support of \$225,000 in the 2020 budget, the first year of a multi-year project, which provides jobs for Maui residents, cares for our coastal water quality and coral reefs, and serves as a required match for our federal grants. The federal grant brings federal funding and jobs to Maui, as does the County funding. However the \$225,000 funding from Maui County is not currently in the 2021 proposed budget.

The National Fish and Wildlife Foundation (NFWF) grant, along with the \$225,000 Maui County grant, will support our efforts to continue the following:

- Our oyster bio-remediation project to improve ocean water quality in Ma'alea Bay;
- Our ongoing work to implement the Pohakea Stormwater Management Plan to suppress wildfires in the Pohakea watershed and thus prevent sediment pollution in our coastal waters;
- Our scientific research to identify resilient corals to help re-build reefs;
- Our Hui O Ka Wai Ola ocean water quality monitoring program at 41 locations in South and West Maui to identify sources of impaired coastal water;
- Our community education programs including our "Know Your Ocean" monthly speaker series.

Maui County funding will help match the two-year grant from NFWF that is helping us put Maui residents to work while supporting our many programs including installation of fire-breaks in Pohakea. The match is required by NFWF.

**I urge you to include \$225,000 funding for Maui Nui Marine Resource Council in the 2021 budget.**

Thank you.

## **EDB Committee**

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**From:** Harriet Witt <harriet@passengerplanet.com>  
**Sent:** Sunday, April 12, 2020 8:30 PM  
**To:** EDB Committee  
**Subject:** support for Common Ground Collective

Dear Council Members,

Please provide funding in the amount of \$30,000 to the Maui based 501c3 Common Ground Collective. This is a non-profit that was started by Maui residents to help increase food security and economic benefits in Maui County. This organization works hard to provide education, outreach, and assistance to community members, farmers and local businesses.

This organization also provides much needed services, like data collection, management of food streams that would otherwise be wasted, donations of healthy fresh local produce to food insecure individuals and helping landowners, and businesses navigate a complex the food system. All of these services are incredibly beneficial to our Maui community and they are only getting started. They have done the majority of their work with very little donations and funding, and they deserve support from the County.

This organization is providing much needed assistance and with your help they could continue to grow and thrive and help our community do the same. I ask that you please support Common Ground Collective and provide them with \$30,000 for their program.

Mahalo,

Harriet Witt, board member Hawaii Farmers Union United, Haleakala Chapter

## **EDB Committee**

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**From:** maile davis <mailedavis@hotmail.com>  
**Sent:** Sunday, April 12, 2020 11:15 PM  
**To:** EDB Committee  
**Subject:** Support in favor of Common Ground Collective

Dear Maui County Council Members,

I am submitting testimony to ask you to provide funding in the amount of \$30,000 to the Maui based 501c3 Common Ground Collective. This is a non-profit that was started by Maui residents to help increase food security and economic benefits in Maui County. This organization works hard to provide education, outreach, and assistance to community members, farmers and local businesses.

This organization has been a true community roots push, and I have been able to connect with them several times with the intent to plant arbors for the communities benefit. I support community pulling together to help each other. Haiku has many large properties which are considered farms, I am familiar with this as I live in Haiku as well. Driving throughout Haiku it is common to see Citrus and other types of trees loaded with fruit. I am so excited to have Common Ground Collective to facilitate getting this fruit to people as it would have otherwise been likely to rot on the ground.

This organization is providing much needed assistance and with your help they could continue to grow and thrive and help our community do the same. I ask that you please support Common Ground Collective and provide them with \$30,000 for their program.

Mahalo,  
Maile Davis  
4483 Opana Place  
Haiku, HI, 96708

## EDB Committee

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**From:** Pat Lindquist <napilibayfoundation@gmail.com>  
**Sent:** Monday, April 13, 2020 6:36 AM  
**To:** EDB Committee  
**Cc:** Pat Lindquist; county.cleark@mauicounty.us  
**Subject:** FY 2021 Funding for Maui Nui Marine Resource Council projects  
**Attachments:** FY 2021 MNMRC Support Letter copy.docx

**Importance:** High

Aloha Chair Rawlins-Fernandez:

Attached please find a letter of support for FY Budget request from Maui Nui Marine Resource Council.

Mahalo for your consideration.

Pat

Pat B. Lindquist

President, Napili Bay & Beach Foundation, Inc.  
PO Box 10823  
Lahaina, HI 96761  
<http://www.napilibayfoundation.org>

Mobile: 650-303-3150

**NAPILI**  
*Bay and Beach Foundation*

"Our mission is to protect and improve the health of Napili beach and bay"

P Please consider the environment before printing this e-mail.



P.O Box 10823  
Lahaina, HI 96761

April 13, 2020

To: Maui County Council Economic Development and Budget Committee

From: Pat B. Lindquist, President, Napili Bay and Beach Foundation, Inc.

**Subject: Testimony in Support of Maui Nui Marine Resource Council projects vital to Ocean Health**

Dear Chair Rawlins-Fernandez and Economic Development and Budget Committee Members:

I am writing to request your continued financial support of these essential projects of the Maui Nui Marine Resource Council, at the same level as 2020:

- Community-based Hui O Ka Wai Ola ocean water quality monitoring program at 41 sites in South and West Maui
- Oyster bioremediation project to improve ocean water quality in Ma'alaea Bay
- Work to implement the Pohakea Stormwater Management Plan
- Scientific research to identify corals that are most resilient to adverse conditions and climate change
- The Know Your Ocean monthly speaker series and education programs about reef protection
- Helping with matching funds for a two-year grant award from National Fish and Wildlife Foundation (NFWF) that is paying local contractors and their employees to work in the Pohakea watershed, to install fire breaks to suppress wildfires

Napili Bay and Beach Foundation (NBBF) has benefitted greatly from the consistent and highly effective Hui O Ka Wai Ola Water Quality monitoring program, which has given us a much better understanding of Water Quality in our bay, and potential sources of pollution. We have also benefitted from consultations regarding resilient corals and oyster bioremediation.

Though this year's pandemic is making a serious impact on Maui's economy, we firmly believe that supporting MNMRC's programs now to ensure clean ocean water for our beaches and nearshore areas, healthy coral reefs that protect our shorelines and are valued for their beauty and natural wonder is going to be a vital part of bringing the economy back to health as well.

Sincerely,

*Pat B. Lindquist*

*We are a non-profit organization formed to protect and improve the health of Napili beach and bay.*

## EDB Committee

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**From:** Lyndon Ibele <akibele75@gmail.com>  
**Sent:** Monday, April 13, 2020 6:47 AM  
**To:** EDB Committee  
**Cc:** County Clerk  
**Subject:** I support funding for Maui Nui Marine Resource Council

I am a nonresident with ownership of a condo in Ma'alaea for 20 years. I have watched as the water quality in Ma'alaea Bay has degraded, year after year, and as wildfires have ravaged the Pohakea Watershed, contributing to silt run-off and creating a hazard to life and property.

For these reasons, I support continued funding for Maui Nui Marine Resource Council, for all the important work they are doing to address these serious problems. The County's investment in this organization is supplemented by grants and other funding that the organization raises, but the County's funding is nonetheless critical.

Please consider the valuable work that MNMRC does and continue funding this critical cause.

Sincerely,  
Lyndon Ibele  
907-787-9113

## **EDB Committee**

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**From:** andylehmann1 <andylehmann1@yahoo.com>  
**Sent:** Monday, April 13, 2020 8:17 AM  
**To:** EDB Committee  
**Subject:** Common ground collective

Aloha, I strongly support the work that common ground collective has done and continues to do. I feel it will be an excellent use of county resources to support this organization that effectively distributes locally produced food.

Supporting common ground collective should be a "no brainer " for Maui County Council members. Why wouldn't you offer this organization your upmost support?

Mahalo, Andrew Lehmann. Lahaina

Sent from my Verizon, Samsung Galaxy smartphone

## EDB Committee

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**From:** Tara Lionberger <taralionberger7@hotmail.com>  
**Sent:** Monday, April 13, 2020 8:59 AM  
**To:** EDB Committee  
**Subject:** Common Ground Collective Testimonial

Dear Council Members,

I am submitting testimony to ask you to provide funding in the amount of \$30,000 to the Maui based 501c3 Common Ground Collective. This is a non-profit that was started by Maui residents to help increase food security and economic benefits in Maui County. This organization works hard to provide education, outreach, and assistance to community members, farmers and local businesses.

This organization also provides much needed services, like data collection, management of food streams that would otherwise be wasted, donations of healthy fresh local produce to food insecure individuals and helping landowners, and businesses navigate a complex the food system. All of these services are incredibly beneficial to our Maui community and they are only getting started. They have done the majority of their work with very little donations and funding, and they deserve support from the County.

This organization is providing much needed assistance and with your help they could continue to grow and thrive and help our community do the same. I ask that you please support Common Ground Collective and provide them with \$30,000 for their program.

Mahalo,

Tara Lionberger  
Maui Resident

## EDB Committee

---

**From:** faith@farmersvoicehawaii.com  
**Sent:** Monday, April 13, 2020 10:00 AM  
**To:** EDB Committee  
**Subject:** EDB-1 Faith Chase Testimony Re: Farmer Training Funds  
**Attachments:** Faith Chase - 4920 EDB Testimony.pdf

Aloha EDB Committee,

This is my full testimony on Item EDB-1 from meeting on Friday April 10, 2020.

The attached is a duplicate of testimony below:

Faith Chase  
[Faith@FarmersVoiceHawaii.com](mailto:Faith@FarmersVoiceHawaii.com)

Thursday, April 9, 2020

Aloha Maui County Council  
Economic Development and Budget Committee Members:

Testimony from Faith Chase on Item EDB-1  
**RE: Farmer Training funds**

Please support Maui FAMILY Farming Training Network by ensuring that the originally earmarked monies go to this strong program.

I originally looked to the Hawai'i Farmers Union United as a means to support the intergenerational farmers in the much needed area of my hometown in East Maui.

I was a stipend paid Membership Chair who performed forensic accounting to get HFUU back on track in 2014. I was the brand ambassador for a time, using my graphic design experience doing all the necessary organization business identity. I was the Policy Committee secretary for 3 years, I was the Sustainable Agriculture Committee Secretary for 2 years, I was a Haleakala Chapter board member and finally by the encouragement of other members and in efforts to breathe some fresh air into the organization, I ran for the president position at the 2018 convention. I have personally gave this organization over 300 hours of volunteer time. I know this organization very well.

At the 2018 convention the Policy Committee had failed to properly prepare and regressed. I left the organization in 2019 and joined the California Farmers Union because I found more support from the woman farmers of California than I did from my Hawai'i chapters.

I have worked with Phyllis Robinson and have known Georgia Pinsky most of her life. I have never seen such a dynamic duo. Phyllis can be a shrewd mentor and quite frankly Georgia is a most ardent translator for Phyllis's signature style of 'digging, research, envisioning and pushing the limit' kind of work style. Georgia presented at the Resource Recovery Maui 2019 event at the UH Maui College and invigorated the audience with vigor and hope. Georgia and Phyllis grow farmers.

I got to meet the students of the fifth cohort as a Water History instructor and it was amazing to witness the dedication and admiration to their leaders Phyllis and Georgia and the deep interest was chicken skin to witness.

I was thrilled to learn that Council member and EDB Chair Keani Rawlings had the fortitude to ask for the farmer mentoring program to expand to Moloka'i and Lana'i.

In light of recent events within the HFUU, I am in favor of funding for Maui FAMILY Farming Training Network under Food Security Hawai'i. I know all board members of Food Security Hawai'i and trust that this organization will guide this farmer teaching program well.

Please support Maui FAMILY Farming Training Network by ensuring that the originally earmarked monies go to this strong program. Funding specifically for a line item for "farm training" is a goal that Maui County Council need to ensure is clearly identified in this way. Our East Maui farmers are looking forward to the support of this program.

I'd like to direct you to my website FarmersVoiceHawaii.com This website was inspired by a well known Maui natural farmer and supported by a Maui internet consultant and another well know Kaua'i natural farmer. The cover page has a story that goes down the history lane of HFUU and you might find it informational as well as inspirational.

• • • • •

**RE: ESG**

I absolutely support the district proposal from East Maui Council member Sinenci with regards to Environment, Social and Good Governance Phase two work. It has been a long time waiting and discriminates no one. The \$150k district proposal is a realistic ask to continue the work necessary. I have to admit that I used binoculars in reviewing this project having chosen the name Ahupua'a, I wanted to make sure the work was deserving of such a holy and cultural description. I found the work to exceed my wildest expectations. Truthfully if monies from reduced Maui County travel were now available for dissemination, increase this projects budget if able.

• • • • •

**RE: Halau, cultural education**

I Support Keali'i Reichel's halau request. He is a lifer in cultural educator. I love his quoting Uncle Harry Mitchell .... mahalo for bringing a moment to remember the guidance of a special kumu.

• • • • •

**RE: FFA & DHHL Suggestion**

I confer with testifier Kanani Higabee regarding FFA development and the County ask for helping with DHHL. Maui County Council is a divinely diverse council and I believe can greatly assist this state department find their way on serving Hawaiian Homelands on Maui.

• • • • •

**RE: Agriculture before Tourism**

I agree with previous testimony from Autumn Rae Ness that MVB receive no more than \$1M, tourism does not need any help. I strongly agree that micro grant funding for small farmers is a splendid fashion in which to disseminate supportive funding.

• • • • •

Thank you for the opportunity to express my thoughts on important Maui County budgetary considerations.

Sincerely,

Faith Chase

# FARMERS VOICE HAWAII

Faith Chase  
Faith@FarmersVoiceHawaii.com

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Economic Development and Budget Committee Members:

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Thank you for the opportunity to express my thoughts on important Maui County budgetary considerations.

Sincerely,

*Faith Chase*

## **EDB Committee**

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**From:** faith@farmersvoicehawaii.com  
**Sent:** Monday, April 13, 2020 10:02 AM  
**To:** EDB Committee  
**Cc:** HFC Committee  
**Subject:** EDB-1 Faith Chase Testimony Re: Axis deer issue  
**Attachments:** Faith Chase - 4920 EDB Testimony – Axis Deer.pdf

Aloha EDB Committee,

This is my full testimony on Item EDB-1 from meeting on Friday April 10, 2020.

The attached is a duplicate of testimony below:

Faith Chase  
[Faith@FarmersVoiceHawaii.com](mailto:Faith@FarmersVoiceHawaii.com)

Thursday, April 9, 2020

Aloha Maui County Council  
Economic Development and Budget Committee Members:

Testimony from Faith Chase on Item EDB-1  
**RE: Axis Deer**

The monies budgeted for Axis Deer is an important allocation. I have whole-hearted trust that Riki Hokama's Healthy Families and Communities Committee (HFCC) will be able to steer the policy for this issue. Council member Hokama's interest due to his home island of Lana'i and the hunting and land ownership issues actually makes his Committee a perfect lead.

The reciprocal advantages of these remote times will quite honestly offer the time needed to review the existing work and data that that has been produced by 25 year Kahikinui Game & Land Management 'Ohana (KGLMO) and seek input from the newly formed Maui Game & Land Management 'Ohana (MGLMO).

I suggest the policy building around Axis Deer include a resurrected working group with a well built and balanced profiling of experts and local hunters. I do believe that the budgeted monies, even a portion if not all, must be used to address this issue by investing in the administrative work that entails retrieving existing archived data, retrieving updated data, assimilating such data and reporting on the data to the HFCC Committee and the greater Council body.

In closing, the State of Hawai'i legislative update is that both house and senate bills surrounding axis deer funding is at a stand still.

Mahalo for the time to express thoughts on this important safety matter. I appreciate the designation to the Human Concerns Department. I look forward to monitoring the partnership of local area experts, subsistence hunters, local stakeholders and decision makers.

Sincerely,

Faith Chase

# FARMERS VOICE HAWAII

Faith Chase  
Faith@FarmersVoiceHawaii.com

Thursday, April 9, 2020

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Sincerely,

*Faith Chase*

## **EDB Committee**

---

**From:** Wholesale <wholesale@mauifloral.com>  
**Sent:** Monday, April 13, 2020 11:03 AM  
**To:** EDB Committee  
**Cc:** Carver Wilson  
**Subject:** Maui USDA funding / Soil Conservation

Good Morning Council Members,

I have been working with the USDA for 45 years and they have been a great help to us - from the beginning! Maui County needs their services in so many different areas including conservation and environmental issues. Please consider **increasing** the funding to them as we need them more than ever. Maui's farms and ranches are important economic drivers in our community so the investment in these programs has a big payoff throughout the County.

Mahalo,  
Carver  
[wholesale@mauifloral.com](mailto:wholesale@mauifloral.com)  
Maui Floral, Inc.  
198 Makani Road  
Makawao, HI 96768  
808 572 2222

## EDB Committee

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**From:** Reuben Ignacio <RIgnacio@halemahaolu.org>  
**Sent:** Monday, April 13, 2020 11:07 AM  
**To:** EDB Committee  
**Cc:** Grant Chun  
**Subject:** Hale Mahaolu Personal Care Program  
**Attachments:** Personal Care DHHC Summary April 2020.docx; PC Subsidy Overview.docx

Aloha Budget Committee Chair and Members:

Please find attached documents pertaining to written testimony for the Hale Mahaolu Personal Care Program. Your consideration is most appreciated.

Also, please let me know if you have any questions.

Mahalo and be safe.

Reuben Ignacio  
Program Director | Personal Care Program



11 Mahaolu Street, Suite A, Kahului, HI 96732  
Phone: (808) 873-0521 | Fax: (888) 501-6427  
[RIgnacio@halemahaolu.org](mailto:RIgnacio@halemahaolu.org) | [www.HaleMahaolu.org](http://www.HaleMahaolu.org)

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## Hale Mahaolu Personal Care Program Testimony

The primary purpose of Hale Mahaolu's Personal Care Program is to help its clients continue to live in familiar surroundings in the comfort of their home and also to maintain independence in a safe environment with dignity and feeling worthy of respect. Hale Mahaolu's Personal Care Program has been in existence since 1985.

*"He treats me with the utmost respect and dignity"  
"Always, for all 13 years first rate"*

The program serves those who may not be eligible for Kupuna Care and/or qualify for Medicaid. Personal care services are available to frail elderly and disabled adults 18 years of age and older who may have a chronic or acute condition(s), including cognitive and/or emotional problems which impairs the person's ability to perform activities of daily living (ADLs) and/or instrumental activities of daily living (IADLs). The individual served by this Program must require personal care services to remain at home as determined by a physician or other qualified medical professional. The Program assists those residing on Maui, Molokai and Lanai.

*"Without it my quality of life would not be as good"*

The Personal Care Program is unique in that clients receive subsidies (based on a financial sliding fee scale) which are then used to help pay for a personal care attendant (PCA). The subsidy pays for 4 hours per day, 7 days per week which is used to reimburse the client for part or the entire fee charged by the PCA. The cost savings by the community is realized by helping to prevent premature or unnecessary institutionalization.

*"Without this program the aging would have a hard lifestyle"*

PCAs provide personal care services that include bathing, grooming, personal hygiene, toileting, transfers, meal preparation and feeding, assistance with exercise and/or ambulation, and limited assistance with medications, wound care and/or respiratory care as well as general housekeeping.

*"Keeps me healthy and maintains good hygiene...The help I receive is sorely needed."*

With the current COVID-19 pandemic situation, this program is especially critical since home health aides are essential workers. They either already live with the client or have an established routine schedule with the client which minimizes exposure and risk. PCAs utilize PPE appropriately. Even after the pandemic has subsided, the Program will continue seamlessly.

It is because of the financial and human dignity considerations that we humbly ask for your continued support of the Hale Mahaolu Personal Care Program. We are asking the County of Maui (Human Concerns Program) for a grant of \$113,000 for FY 2021.

***NOTE: All quotes are from what clients shared on the 2019 Client Surveys.***

# HALE MAHAOLU ADULT PERSONAL CARE PROGRAM

## WHO WE SERVE

- Persons who are frail, elderly, chronically ill, disabled over age 18
- Not covered by Kupuna Care or qualify for Medicaid
- Residents of Maui, Molokai, Lanai

## HOW WE ASSIST OUR CLIENTS

Subsidies are paid to clients bi-weekly to help defray the cost of personal care attendant (PCA) fees up to 4 hours per day 7 days a week. The subsidy is based on a sliding scale.

FY 2019 paid \$190K in client subsidies.

## OUR PROGRAM'S GOAL AND PURPOSE

Through the provision of in-home personal care, the Personal Care Program helps promote dignity and self-sufficiency to maintain the quality of independent life style and self-direction.

## OUR STORY...

- Serving Maui County residents since 1985
- Providing in-home personal care services for clients in the privacy of their own home
- Preventing premature or inappropriate institutionalization which

## HOW WE CAN HELP

Serving those in need with a passion. Seek funding sources to sustain this valuable program.

## EDB Committee

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**From:** Gordean <gkakalia@hawaii.edu>  
**Sent:** Monday, April 13, 2020 11:15 AM  
**To:** EDB Committee  
**Subject:** Common Ground Collective

Please consider this non-profit for funding in 2021. Unbelievable as it may seem we waste so much food. CGC is trying to change that around by providing food that would have gone to waste to usable produce for our community. Especially those people who would not have enough money to buy and eat locally grown foods. In a time when our world is changing rapidly, Hawaii needs to reconsider how we will sustain our people and regenerate the lands in which we grow foods. I have known CGC since its inception and believe in their mission.

Please help CGC continue to grow and continue to care for the land and people of Maui.

Mahalo nunui

Gordean Kakalia  
Gordean111@hotmail.com

## EDB Committee

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**From:** Cara Rand <cara.rand@gmail.com>  
**Sent:** Monday, April 13, 2020 11:15 AM  
**To:** EDB Committee  
**Cc:** Melanie Padgett  
**Subject:** Support for Maui County Child Care Subsidy

Hello,

This email is in support of the Maui County Child Care Subsidy. I've been extremely thankful for it, as it has allowed me to afford quality child care and preschool for my son, while I work full time. I fortunately have been able to do fulfilling work in our community but as a single mother the subsidy has made the biggest difference to know his tuition will be able to be met each month, which I would not have been able to do otherwise.

I'm extremely grateful for the subsidy and would like to voice my support that it continues to be available to families in our community.

Thank you,

Cara

Cara Rand  
Makawao, HI

## EDB Committee

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**From:** Brenda Jarmakani <bjarmak@hotmail.com>  
**Sent:** Monday, April 13, 2020 11:50 AM  
**To:** EDB Committee  
**Cc:** County Clerk  
**Subject:** Hui O Wai Ola Funding

Dear Sir:

As a volunteer for and on behalf of Hui O Wai Ola program, I am asking for continued funding in 2021 budget. This program is valuable in Maui for water quality, coral reef research and over all health of environment as noted below:

The Hui O Ka Wai Ola program provides quality assured ocean water quality monitoring at 41 locations in South and West Maui

We also provide enterococcus testing at most of our South Maui locations

We work in close partnership with the State of Hawaii Department of Health Clean Water Branch.

Our data is readily accepted by DOH and EPA, and used by local agencies and nonprofits.

The data helps us pinpoint specific water quality problems such as too much nitrogen from fertilizers or wastewater, too much sediment from runoff, etc. so our community can identify the causes and develop solutions.

The funding for MNMRC will also support:

- Our oyster project to improve ocean water quality in Ma'alaea Bay
- Implementing the Pohakea stormwater management program including work to suppress wildfires in the Pohahea watershed across from Ma'alaea Bay
- Important studies of corals that are most resilient to climate change and adverse conditions in Ma'alaea and Olowalu
- Community education programs, including our monthly speaker series.

I encourage your support,

Brenda Jarmakani  
Kahana, Maui

## **EDB Committee**

---

**From:** Wholesale <wholesale@mauifloral.com>  
**Sent:** Monday, April 13, 2020 12:15 PM  
**To:** EDB Committee  
**Cc:** Carver Wilson  
**Subject:** Re: USDA Unveils Tool to Help Rural Communities Address the COVID-19 Pandemic

First of all thank you for taking into consideration my testimony in regards to USDA funding being important for Maui County. The Soil and Water Conservation district has been doing good work here for a long time and should be supported. It is also important that Maui County work with the USDA as well.

The USDA has provided a resource guide regarding their efforts to assist Rural Customers. Maui County has a Rural designation so programs related to County Governments would apply. Programs also focus on helping non-profits and Ag producers.

Maui County should be apprised of these efforts and be prepared to collaborate with them. Maui County may need to combine or augment funding to help the Ag. Community.

Resources can be found at [rd.usda.gov](http://rd.usda.gov) This is a very useful website to get more information about their programs and could be helpful in formulating policy and budget decisions.

Mahalo  
Carver  
[wholesale@mauifloral.com](mailto:wholesale@mauifloral.com)  
Maui Floral, Inc.  
198 Makani Road  
Makawao, HI 96768  
808 572 2222

## EDB Committee

---

**From:** Alfred Wolf <awilliewolf@gmail.com>  
**Sent:** Monday, April 13, 2020 2:21 PM  
**To:** EDB Committee  
**Cc:** County Clerk  
**Subject:** Water testing

Knowledge of what is happening in our ocean is essential. The Hui water testing is providing this. Please continue it's funding.

Alfred Wolf.

## **EDB Committee**

---

**From:** Britney James <bjames@kkhs.k12.hi.us>  
**Sent:** Monday, April 13, 2020 2:48 PM  
**To:** EDB Committee  
**Subject:** Funding for the Maui Soil & Water Conservation Districts Fiscal Year 2021 Budget Meeting

*TO: Economic Development and Budget Committee*

*Chairwoman Keani Rawlins-Fernandez*

*Vice Chair Kelly King*

*Council Member Riki Hokoma*

*Council Member Tasha Kama*

*Council Member Alice Lee*

*Council Member Michael Molina*

*Council Member Tamara Paltin*

*Council Member Shane Sinenci*

*Council Member Yuki Lei Sugimura*

*Date: Monday April 13, 2020*

*From: Britney James*

*SUBJECT: Funding for the Maui Soil & Water Conservation Districts  
Fiscal Year 2021 Budget Meeting*

*I am a teacher of King Kekaulike High School. My students had the opportunity of participating in the Conservation Awareness Program, sponsored by the Soil & Water Conservation Districts. The Conservation Awareness Program provides students an opportunity to learn about, appreciate, and understand Hawaiian soil and water resources.*

*After receiving training from SWCD conservation specialists, the students tested their knowledge in the field through competition. The winning team represents Maui at the State contest. Maui teams have also earned the state title and represented Hawaii in Oklahoma for the National Land Judging Contest.*

*While the conservation districts are most often associated with the preparation and approval of conservation plans, their scope of work is much broader. Their activities include a variety of education and outreach programs. By funding the SWCDs, you contribute to their capacity to carry out these tasks.*

*My students enjoy participating in the contest every year and taking part in the training events at the school. It is an essential part of the Natural Resources curriculum and an important skill that can be utilized outside of the school environment.*

*Thank you,*

Britney James  
Agriculture & Business Teacher  
King Kekaulike High School  
808-727-3613  
[bjames@kkhs.k12.hi.us](mailto:bjames@kkhs.k12.hi.us)

## **EDB Committee**

---

**From:** Haiku Community <haikucommunitypm@gmail.com>  
**Sent:** Monday, April 13, 2020 4:35 PM  
**To:** County Clerk; EDB Committee  
**Attachments:** HCA let Ma'alaea purchase.doc

Aloha Maui County Council Members-

Thank you for allowing the community to voice their support for various projects to the County Council and the Budget Committee. Please find an attached letter from the Haiku Community Association Board with regards to supporting the request of the South Maui community for the purchase of the 257 acre Maalaea Mauka lands through the Maui County Open Space Funds.

We appreciate the time and consideration, again, our letter is attached.

With thanks  
Maile Davis  
Haiku Community Association  
Project Manager

Ha'iku Community Association  
PO Box 1036 Haiku, HI 96708

April 8, 2020

To: Maui County Council Economic Development and Budget Committee

Aloha Chair Rawlins-Fernandez and Committee Members

The Ha'iku Community Association appreciates the hundreds of Maui residents who supported our community when we asked the Council to purchase the stunning and historically important Hamakua coastal lands in 2016. In turn, we would like to support the request of the South Maui community for the purchase of the 257-acre Ma'alaea mauka lands in this years budget, through Maui County Open Space Funds.

This is a location where every person on their way to West Maui has marveled at the views of Mauna Kahalawai and the ocean beyond. The Ma'alaea lands are also very historically important. With their deep, rich soils, and numerous stream gulches, they were likely farmed for centuries by residents of the 15th-century Hawaiian village that once covered the adjoining State lands. The Ma'alaea mauka lands were an important destination in far away days, when every person who travelled by foot from West Maui to the central plains emerged from Chief Pi'ilani's old Lahaina Pali Trail onto the Ma'alaea mauka parcel to see the shining expanse of Kealia pond and the sacred crest of Pu'u Hele cinder cone.

We understand that this will be a difficult year to make budget decisions, with Maui's economy disrupted and so many of our residents without places to work. These legacy lands of Ma'alaea are a good investment, not only for their scenic beauty and historical value, but their strategic location, between West Maui and Central Maui would provide our whole community with some very important future planning options.

Community groups are interested in working with the Ma'alaea mauka lands to help manage wildfires and storm erosion. They have acquired funding and are seeking more through Federal programs designed to help protect coastal communities from the impacts of storms, floods, and other natural hazards and enable them to recover more quickly, and enhance habitats for fish and wildlife.

Please support the South Maui community and help preserve these iconic lands.

We are grateful for your consideration,

Haiku Community Association

## **EDB Committee**

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**From:** Judy Grodan <judygrodan@gmail.com>  
**Sent:** Monday, April 13, 2020 8:37 PM  
**To:** EDB Committee  
**Subject:** about the value of Hui O Ka Wai Ola as part of Maui Nui Marine Resource Council's work for healthy coral reefs,

I would like to speak in support of about the value of Hui O Ka Wai Ola as part of Maui Nui Marine Resource Council's work for healthy coral reefs. Today I swam in crystal clear waters at Keawekapu Beach in Kihei. So beautiful. This is why people come to Hawaii. We need to keep our waters clear and coral healthy, which it is not at this time. If no one is making an effort to understand and monitor the conditions that threaten the reefs then they will certainly die off and surrounding waters will degrade. The data helps us pinpoint specific water quality problems such as too much nitrogen from fertilizers or wastewater, too much sediment from runoff, etc. so our community can identify the causes and develop solutions. Most recently James Strickland and Tiara, curious to see what the nutrient levels will be - being that the injection wells and sewage systems are way under their usual load (250,000 less people here a month), will be out taking samples.

Please include the Hui O Ka Wai Ola in the county budget. It is essential sampling.

Mahalo,

Judy Jarvie, team member, Hui O Ka Wai Ola

## EDB Committee

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**From:** aerie waters <aeriewaters@gmail.com>  
**Sent:** Monday, April 13, 2020 8:47 PM  
**To:** EDB Committee; County Clerk  
**Subject:** Please fund Hui O Ka Wai Ola and MNMRC

The Hui O Ka Wai Ola program provides quality assured ocean water quality monitoring at 41 locations in South and West Maui

We also provide enterococcus testing at most of our South Maui locations

We work in close partnership with the State of Hawaii Department of Health Clean Water Branch.

Our data is readily accepted by DOH and EPA, and used by local agencies and nonprofits.

The data helps us pinpoint specific water quality problems such as too much nitrogen from fertilizers or wastewater, too much sediment from runoff, etc. so our community can identify the causes and develop solutions.

The funding for MNMRC will also support:

- Our oyster project to improve ocean water quality in Ma'alaea Bay
- Implementing the Pohakea stormwater management program including work to suppress wildfires in the Pohakea watershed across from Ma'alaea Bay
- Important studies of corals that are most resilient to climate change and adverse conditions in Ma'alaea and Olowalu
- Community education programs, including our monthly speaker series

County funding will also help match a two year grant from National Fish and Wildlife Foundation that is helping us put Maui residents to work to install firebreaks in the Pohakea watershed, Please urge the Committee to include funds for Maui Nui Marine Resource Council in the 2021 budget to support this match.

Our water quality and what will maintain it, is equal to the life of the reef and its creatures.

Please vote to help us protect and heal the living waters that are so much of our life.

Thank you.

With Aloha,

Aerie Waters

## EDB Committee

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**From:** Jaime Kahooohanohano <jaime@medb.org>  
**Sent:** Monday, April 13, 2020 9:16 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Tsukiyama STEMworks Budget Testimony.pdf

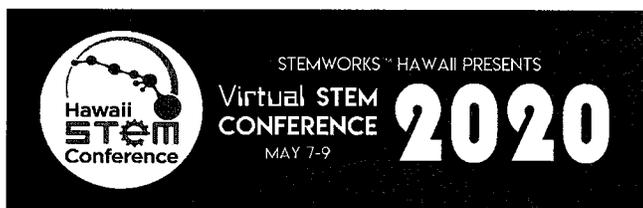
Aloha,

I am submitting a letter from a parent, Kurt Tsukiyama, of our program. Please see attached.

Thank you,

Jaime Kahooohanohano

*STEMworks AFTERSchool  
Program Site Coordinator*



1305 N. Holopono St., Suite 1, Kihei, HI 96753  
<https://www.stemworkshawaii.org>

April 13, 2020

Dear Mayor Victorino and Maui County Councilmembers,

I am writing to express my unwavering support for Maui Economic Development Board's (MEDB) STEMworks program. As the parent of a student who has been actively involved in the STEMworks program previously at Maui Waena Intermediate School (MWIS) and now at Maui High School, I have had the honor and privilege of seeing first-hand the tremendous and positive impact the program has made in the lives of countless Maui students.

Through STEMworks, Maui schools are able to offer students unique learning opportunities in the media arts, video production, broadcasting, robotics, coding, computer-aided design, 3D printing, agriculture, and so much more. The impacts of the STEMworks program are exemplified through the countless local, state, and national honors awarded to STEMworks students time and time again, as well as through meaningful projects that give back to their community. For example, Maui High STEMworks students are currently creating Public Service Announcements that can be broadcast across social media platforms regarding COVID-19 for a variety of community agencies, such as the Maui Police Department, Maui District Health Office, and the Maui Health Foundation. These opportunities provide a valuable experience for students to use their skills in a way that directly helps their community.

The STEMworks program not only teaches students technical skills that will prepare them for college and careers in a STEM-related industry, if they choose, but it also imbeds in them the importance of teamwork, respect for people and property, empathy, integrity, resourcefulness, responsibility, time management, problem solving, and giving back to the community – all the important values that are necessary to be successful and meaningful community contributors.

The STEMworks program has also been an ongoing source of pride and hope in our community. As Maui Waena and Maui High sit in the heart of Kahului, students attending these schools come from very diverse backgrounds. While some students have college educated parents, a significant amount of the population come from families living in multi-generational homes with parents who may only have a high school education or do not speak English as their primary language. The STEMworks program continues to offer students opportunities to learn college and career ready skills, apply those skills in real world situations, travel off island, and earn recognition on the state and national levels. The personal growth and self-confidence nurtured in these students, as well as the community support garnered by their success, is immeasurable. Without a doubt, the STEMworks program positively changes lives.

Thank you very much for your thoughtful consideration and continued support of MEDB's STEMworks program.

Sincerely,



Kristine Tsukiyama

## EDB Committee

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**From:** Jaime Kahooohanohano <jaime@medb.org>  
**Sent:** Monday, April 13, 2020 9:39 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Kamri letter for funding MEDB.pdf

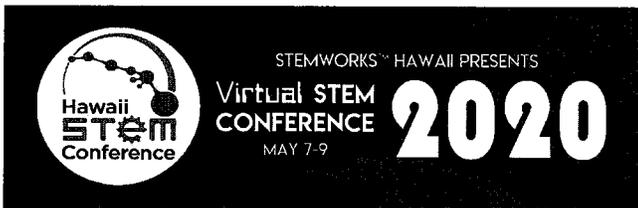
Aloha,

I am sending a letter from a student, Kamri, from our STEMworks AFTERSchool program at Maui Waena. Please see attached.

Thank you,

Jaime Kahooohanohano

*STEMworks AFTERSchool  
Program Site Coordinator*



1305 N. Holopono St., Suite 1, Kihei, HI 96753  
<https://www.stemworkshawaii.org>

Hi! My name is Kamri and I am part of the Maui Waena STEMworks program. Our club has been very privileged to receive funding from MEDB. The STEMworks program has taught me so many new skills; for example filming, editing, and storytelling. I have learned final cut pro, after effects, and photoshop. It not only has taught me technical skills but also life skills like teamwork, communication, and problem solving. I have been able to have so many great opportunities throughout the three years I have been in this program. Some of these opportunities include working at photobooths, many video contests, AMOS conference, STEM conference, and Student Television Network (although it was sadly canceled due to Covid-19, we took this as an opportunity to learn even more). When I first joined the STEMworks program in 6th grade I didn't really know how to do anything. As an 8th grader I have grown so much and am now able to say that I am a storyteller. Through this club I have met so many amazing people and made many meaningful friendships. With the funding from MEDB we have been able to have amazing equipment and opportunities. I am so thankful for all the privileges I was given.

## EDB Committee

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**From:** Jaime Kahooohanohano <jaime@medb.org>  
**Sent:** Monday, April 13, 2020 10:03 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items

Aloha,

Attached is a video from the Robotics team at Pukalani Elementary school in support of the MEDB line items. Please let me know if this format is acceptable or not.

[Robotics STEMworks.mp4](#)



[Robotics STEMworks.mp4](#)

drive.google.com

Thank you,

Jaime Kahooohanohano

*STEMworks AFTERSchool  
Program Site Coordinator*



1305 N. Holopono St., Suite 1, Kihei, HI 96753  
<https://www.stemworkshawaii.org>

## EDB Committee

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**From:** Jaime Kahooohanohano <jaime@medb.org>  
**Sent:** Monday, April 13, 2020 10:11 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Jeffery Ho Pukalani EI Letter.pdf

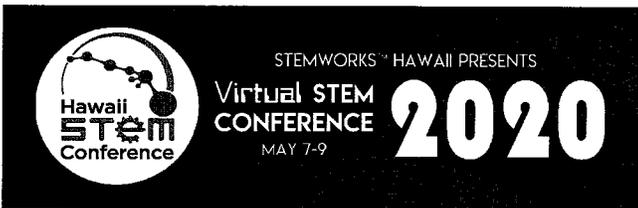
Aloha,

Attached is a letter of support from Jeffery Ho, a student at Pukalani elementary. He is a participant in the STEMworks AFTERSchool program.

Thank you,

Jaime Kahooohanohano

*STEMworks AFTERSchool  
Program Site Coordinator*



1305 N. Holopono St., Suite 1, Kihei, HI 96753

<https://www.stemworkshawaii.org>

April 5th, 2020

Hi, my name is Jeffrey Ho. I am a 5th grader at Pukalani Elementary School and a driver for my team in the Vex IQ Challenge 2019-2020. During my robotics program, I have had lots of fun and got tons of learning experiences. I got to learn how to build robots, troubleshooting, teamwork, developing communication skills, meeting so many friends and new people. During this past year, I also got to experience competing in Oahu and attended the state championship at Omaha, Nebraska, which I will never forget. The memories we have made during our year will truly be lifetime and I am so grateful that I had the chance to experience. Thank you so much MEDB and Mike Victorino for giving us this opportunity of a lifetime!

Sincerely,

Jeffrey Ho

## EDB Committee

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**From:** Jaime Kahooohanohano <jaime@medb.org>  
**Sent:** Monday, April 13, 2020 10:13 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Joann Yun MWIS.pdf

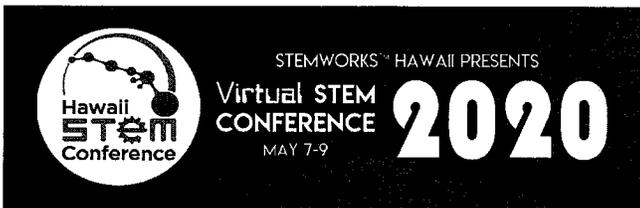
Aloha,

Attached is a letter from Joann Yun, a parent of students at Maui Waena Intermediate. The students attend the STEMworks AFTERSchool program.

Thank you,

Jaime Kahooohanohano

*STEMworks AFTERSchool  
Program Site Coordinator*



1305 N. Holopono St., Suite 1, Kihei, HI 96753

<https://www.stemworkshawaii.org>

Dear County of Maui,

The STEMworks after school program at Maui Waena is very valuable to the school and our community. It provides my children the opportunity to learn skills in media and technology, while having a platform to share their views on various topics. I have witnessed not only my children's, but other students' boost in self confidence and maturity in telling their stories, problem solving, and engaging socially with others.

In this age of technology, it is very easy for students to avoid face-to-face contact. I believe that STEMworks gives each child the opportunity to develop the vital skills of teamwork, perseverance in reaching goals, and friendship needed to prosper in the work force.

Their advisor, Jennifer Suzuki, has spent countless hours with her students. We are so lucky to have her in this role to guide bright students who will pursue their educational goals for the benefit of Maui's future.

I humbly ask for your continued support in keeping the after school STEMworks program for generations to come.

Mahalo!

Joann Yun

## **EDB Committee**

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**From:** Jaime Kahooohanohano <jaime@medb.org>  
**Sent:** Monday, April 13, 2020 10:17 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Judith MWIS.pdf

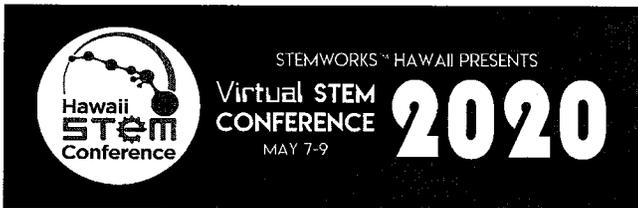
Aloha,

Attached is a letter of support from Judith Hook a parent of a student from a Maui Waena Intermediate. Her child attends the STEMworks AFTERSchool program.

Thank you,

Jaime Kahooohanohano

*STEMworks AFTERSchool  
Program Site Coordinator*



1305 N. Holopono St., Suite 1, Kihei, HI 96753  
<https://www.stemworkshawaii.org>

Dear County of Maui,

This is the first year that my daughter, Alaina Hook, was fortunate enough to participate in the after school Maui Waena STEMworks program as a sixth grader. I have seen her flourish tremendously as a student because of her involvement with Robotics and Media. She has developed her communication skills through collaborative work in her Robotics and Media (STN) groups. Without the grant provided by MEDB, Alaina would not have discovered her passion in STEM. I am grateful for the opportunities that the MEDB grant provided Alaina with the Maui Waena STEMworks after school program.

-Judith Hook (Parent)

## EDB Committee

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**From:** Jaime Kahoohanohano <jaime@medb.org>  
**Sent:** Monday, April 13, 2020 10:18 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** MEDB Letter of Support from Llz.pdf

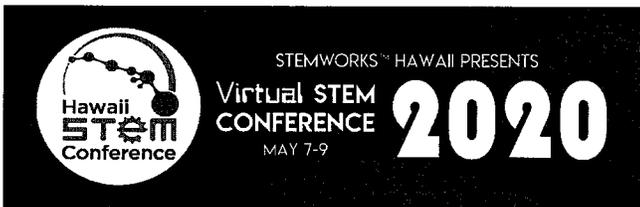
Aloha,

Attached is a letter of support from a teacher who instructs the Robotics STEMworks AFTERSchool offering at Kalama intermediate.

Thank you,

Jaime Kahoohanohano

*STEMworks AFTERSchool  
Program Site Coordinator*



1305 N. Holopono St., Suite 1, Kihei, HI 96753  
<https://www.stemworkshawaii.org>

April 6, 2020

RE: Maui Economic Development Board support

To whom it may concern,

My students and I are extremely grateful for MEDB's STEMworks Afterschool program, run with the expertise of Karen Wright from Kalama Intermediate school and Jaime Kahooahanohano from MEDB.

I facilitate the Robotics Engineering Technology Afterschool program. This wouldn't have been possible without the STEMworks Afterschool program and all the support that this program has provided. Students were able to create their robots with the supplies provided by MEDB. With this opportunity, I was able to provide them with the training, time and supplies, and as a result, they were able to compete in the VEX IQ Robotics competitions on Maui. Other technologies they learned were Drones, 3-D Printing and some block coding. MEDB facilitated connecting my students to Industry experts via Nepris, with ideas for potential STEM careers. My students particularly enjoyed the live chat they had with an Engineer working in Antarctica. MEDB has provided us with countless training opportunities, most especially since we are part of the STEMworks Afterschool program. The culminating activity each year is the STEM conference in which certain students are picked to attend and which the students look forward to attending.

Please support MEDB in continuing to educate students and educators in STEM initiatives.

Sincerely,



**Liz Buchter**

**Robotics Engineering Technology - STEMWorks Afterschool Program**

**Samuel Enoka Kalama Intermediate School**

**120 Makani Road, Makawao, HI 96768**

## EDB Committee

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**From:** Jaime Kahooohanohano <jaime@medb.org>  
**Sent:** Monday, April 13, 2020 10:19 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Renie Menor MWIS.pdf

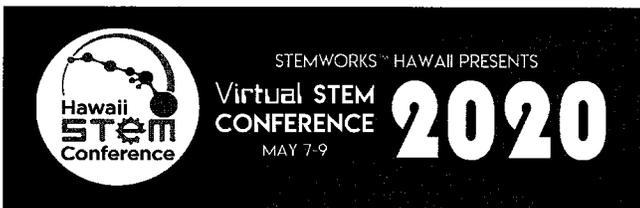
Aloha,

Attached is a letter of support from a parent, Renie Menor. The student attends the STEMworks AFTERSchool program at Maui Waena.

Thank you,

Jaime Kahooohanohano

*STEMworks AFTERSchool  
Program Site Coordinator*



1305 N. Holopono St., Suite 1, Kihei, HI 96753  
<https://www.stemworkshawaii.org>

**Stemworks (Maui Wanna Intermediate School)**

RENIE GARO <rgaro75@yahoo.com>

Fri 4/3/2020 8:07 PM

To: Jaime Kahoohanohano <jaime@medborg>

To Whom It May Concern:

My name is Renie Menor and I have 2 children that goes to Maui Waena Intermediate School and attends Maui Stemworks Club.

My oldest daughter is an eight grade student and her last year at Maui Wanna, and my second daughter is a 6th grader. My eldest has been attending Sttemworks club since she was in 6th grade and within those years she's been going with their group for competition. Unfortunately, this past competition that they supposed to attend got cancelled at Washington DC due to the COVID 19 while they were there few days after they arrived.

Since she 's been attending this program I notice that she's been more confident on the things that she do like decision making and more independent. With this program after school it made her work with other students that has goal in the future. I am confident that she is ready to move up to High School.

With my second child who is in 6th grade right now also went to Washington DC and was upset with what had happened with their trip. She's been enjoying attending this Club and looking forward to have this program again next school year.

We are asking for you help to continue to fund this program that our children are benefiting and learning a lot. They've been working so hard to represent our county and proud of them.

Sincerely yours,  
Renie Menor

## EDB Committee

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**From:** Jaime Kahooohanohano <jaime@medb.org>  
**Sent:** Monday, April 13, 2020 10:44 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Abigail Tokushima PES.pdf

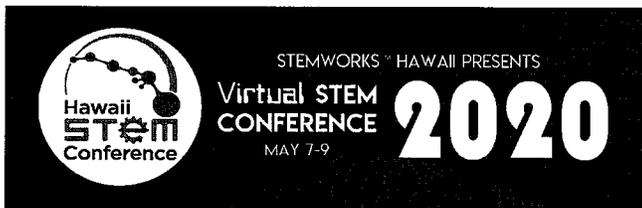
Aloha,

Attached is a letter of support from a student at Pukalani Elementary, Abigail Tokushima.

Thank you,

Jaime Kahooohanohano

*STEMworks AFTERSchool  
Program Site Coordinator*



1305 N. Holopono St., Suite 1, Kihei, HI 96753  
<https://www.stemworkshawaii.org>

Dear Mayor Victorino,  
What I love about Stem is that  
I get to learn about robots, Coding robots and  
coding cars! Coding cars was fun but, it was hard work!  
Coding robots is harder work! Even though it is hard  
I learned from my mistakes and kept on going. It is  
fun to make new friends. Stem makes me happy and  
makes other people happy!

I ask that you please support Stemworks afterschool  
program so we can learn more!



## EDB Committee

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**From:** Jaime Kahooohanohano <jaime@medb.org>  
**Sent:** Monday, April 13, 2020 10:45 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Emilie deJesus PES.pdf

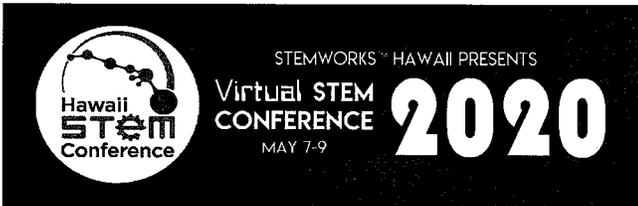
Aloha,

Attached is a letter of support from a student at Pukalani Elementary, Emilie deJesus.

Thank you,

Jaime Kahooohanohano

*STEMworks AFTERSchool  
Program Site Coordinator*



1305 N. Holopono St., Suite 1, Kihei, HI 96753  
<https://www.stemworkshawaii.org>

4/5/2020

To whom it may concern,  
I loved being in stemworks  
because there are challenges  
and I love challenges. I  
especially like dash and  
dot. My favorite part was  
the times I really had to  
think hard.

Thank you Mrs. Jenny and  
M.E.D.B for offering this  
fabulous program.

Sincerely,

Familia do Jesus

## EDB Committee

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**From:** Jaime Kahooohanohano <jaime@medb.org>  
**Sent:** Monday, April 13, 2020 10:46 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Karen Wright Kalama.pdf

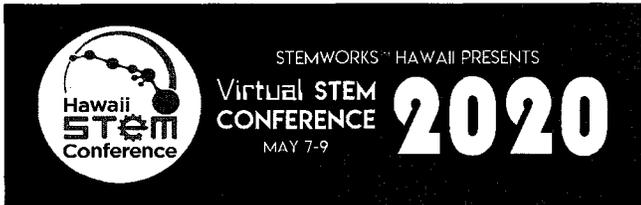
Aloha,

Attached is a letter of support from a teacher, Karen Wright. She is the site coordinator at Kalama intermediate.

Thank you,

Jaime Kahooohanohano

*STEMworks AFTERSchool  
Program Site Coordinator*



1305 N. Holopono St., Suite 1, Kihei, HI 96753  
<https://www.stemworkshawaii.org>

April 2, 2020

Aloha Council Members,

My name is Karen Wright, currently I am a 7th grade science educator as well as Kalama Intermediate's STEMworks AFTERSchool Site Coordinator. I have been collaborating with Maui Economic Development Board for 7 years now. They have supported me and thousands of students in our community over this time span. I love being a science teacher because I have all the excitement and curiosity of my students. This drives me to continue my education, keeping updated with new ways of teaching, equipment use in classrooms, and utilizing the hands on learning approach for learning in the classroom. MEDB has supported me with my continued education with providing support for professional development, field trips, equipment use, and travel support for these student activities. I am forever grateful for the journey I have experienced with MEDB over the years. As the Site Coordinator MEDB provides all that and MORE when it comes to supporting our after school program. We currently have 134 students enrolled in our after school program. With Kalama's after school STEMworks program we offer 7 STEM classes Monday through Friday (except Wednesdays for staff meetings). These 7 classes are instructed by 6 STEM teachers. These teachers are given the opportunity to continue education after school hours as well as their PASSION for STEM in their curriculum. I have seen how this STEM program has brought positive to our community. This has created a new norm for our students and teachers who want to continue learning about STEM activities and how they relate to the workforce here in Hawai'i. We could not have been successful with our 2 year Kalama STEM program without the support and guidance of MEDB. Please understand that the county support towards MEDB is most appreciated and allows for continued learning and growth during and after school hours for adults and students.

Thank you all for your time.

Aloha,



Karen Wright  
7th Grade Science teacher  
STEMworks AFTERSchool Site Coordinator

## **EDB Committee**

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**From:** Jaime Kahooohanohano <jaime@medb.org>  
**Sent:** Monday, April 13, 2020 10:46 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Max PES.pdf

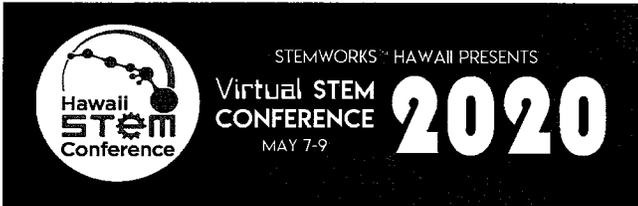
Aloha,

Attached is a letter of support from a student named Max at Pukalani Elementary.

Thank you,

Jaime Kahooohanohano

*STEMworks AFTERSchool  
Program Site Coordinator*



1305 N. Holopono St., Suite 1, Kihei, HI 96753  
<https://www.stemworkshawaii.org>

Dear Mayor Victorino,

April 7, 2021

My name is Max Kaihoa Amoroso. I am in second grade at Pukalani school. I am 8 years old.

I do robotics with other students on Mondays and Thursdays after school.

I like it because we do lots of coding.

It's important because it helps me be a mathematician.

I hope other kids get to do it too.

With aloha, Max

## EDB Committee

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**From:** Jaime Kahooohanohano <jaime@medb.org>  
**Sent:** Monday, April 13, 2020 10:47 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Makeila PES.pdf

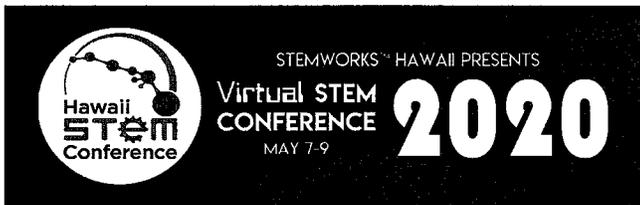
Aloha,

Attached is a letter of support from Makeila, a student at Pukalani Elementary.

Thank you,

Jaime Kahooohanohano

*STEMworks AFTERSchool  
Program Site Coordinator*



1305 N. Holopono St., Suite 1, Kihei, HI 96753  
<https://www.stemworkshawaii.org>

Dear Mayor Victorino,  
my name is Makeila and I am a  
student from Pukalani elementary  
School. Stemworks is important  
to me because when I grow up I want  
to see how robots and technology  
works. Can you please approve the  
budget for stemworks.

from: Makeila

I



Stemworks!

## EDB Committee

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**From:** Jaime Kahoohanohano <jaime@medb.org>  
**Sent:** Monday, April 13, 2020 10:48 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Nevin Wehner PES.pdf

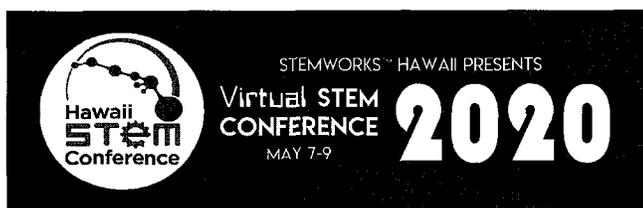
Aloha,

Attached is a letter of support from a student named Nevin Wehner at Pukalani Elementary.

Thank you,

Jaime Kahoohanohano

*STEMworks AFTERSchool  
Program Site Coordinator*



1305 N. Holopono St., Suite 1, Kihei, HI 96753  
<https://www.stemworkshawaii.org>

---

Dear Mayor Victorino,

4/6/2020

My name is Nevin Wehner and I am a 4th grader at Pukalani Elementary School. I have been participating in the STEM program since I was in 1st grade. This year I had the opportunity to be a driver for the Pukalani STEM Imagineers Robotics Team. We won first place for teamwork in the 2020 Vex IQ State Tournament on Oahu and got a spot at the World Championship's!

I am very thankful to my three great coaches. They have trained us very well and have taught us many things from solving problems to building our robot. We also have many practices. Usually 3 times a week and sometimes more. I have learned that it takes hard work and practice to be consistent. We have learned teamwork by working with each other and with other schools to prepare us for our competitions.

Robotics has made me more interested in science and math and has helped me be a better problem solver. I am excited about doing robotics next year.

Thank you for supporting the STEM program. It means so much to our school.

Sincerely,

*Nevin Wehner*

Nevin Wehner

## EDB Committee

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**From:** Jaime Kahoohanohano <jaime@medb.org>  
**Sent:** Monday, April 13, 2020 10:49 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Shedd Ohana PES.pdf

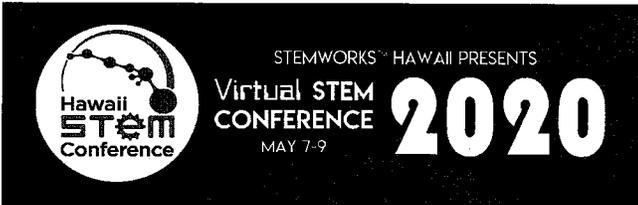
Aloha,

Attached are four letters of support from the Shedd Ohana.

Thank you,

Jaime Kahoohanohano

*STEMworks AFTERSchool  
Program Site Coordinator*



1305 N. Holopono St., Suite 1, Kihei, HI 96753  
<https://www.stemworkshawaii.org>

DATE: 4-6-20

My Name is: Albany Kinzleigh Sneyd

I am in the first grade at Pukalani Elementary school.

How much does the STEMworks Program mean to me?

I like coding on my iPad and making  
games for other people in other grades  
Our teacher in STEM told us to code a game,  
so we did the best coding in the grade. So I  
learn a lot in STEM so she told me how to  
make a movie and game for other people  
in STEM.

How has the STEMworks Program helped me learn?

It helped me make games for other people  
in STEM and coding. So they let me to drive a  
robot and make costumes with a dash and  
we played with a tablet piece where we  
code for a W good so that was fun we learn  
to code robots and game on a iPad so that  
was really fun to do.



DATE: 4/6/20

My Name is: Cayman

I am in the 3 grade at Pukalani elementary school.

How much does the STEMworks Program mean to me?

It means a lot to me a like to just like to make game and people talk to each other and I love to code it is fun to talk after school and hangout and make game and learn new stuff with technology and it could be a big future in some day.

How has the STEMworks Program helped me learn?

It helps me learn new stuff about science technology engineering and math. It is so many different things to do I have learned a lot of stuff.

Sara Shedd

24 S Hiena Place

Makawao, HI 96768

To Whom It May Concern:

I have three children that participate in the STEM program. They are in 1<sup>st</sup>, 3<sup>rd</sup> and 6<sup>th</sup> grades. This is an amazing opportunity for these children. It gives them a safe environment after school as well as an educational opportunity that may not otherwise be available to them. They have all 3 learned so much. I had no idea the amount of stuff they had learned until I went to parent night. My kids look forward to learning and getting to engage with their friends. Please continue these programs for our children.

Mahalo,

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke, positioned above the printed name.

Sara Shedd

## EDB Committee

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**From:** Jaime Kahooohanohano <jaime@medb.org>  
**Sent:** Monday, April 13, 2020 10:50 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Viola Stevens PES.pdf

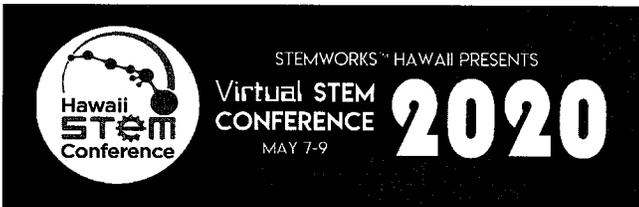
Aloha,

Attached is a letter of support from a student named Viola Stevens from Pukalani Elementary.

Thank you,

Jaime Kahooohanohano

*STEMworks AFTERSchool  
Program Site Coordinator*



1305 N. Holopono St., Suite 1, Kihei, HI 96753  
<https://www.stemworkshawaii.org>

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Dear Mayor Victorino,

my name is Viola Stevens, I go to Pukalani Elementry school. I am in the third grade in Mrs. Malley's class. I love the afterschool STEM program because it helped me learn how to code the sprites color, how to make objects move and it also taught me how to put music on mini projects. It's really cool! This year I am doing coding on Scratch.com. Also, I was selected to present a couple of my projects to the school. I hope I encouraged my fellow classmates to join this awesome program. I have been in STEM since I was in kindergarden so it's been 4 years of STEM training. STEM has helped me become a independant learner, a team leader, goal oriented and a super coder! I hope to continue the Program for for the rest of my life! Thank you for the many oppportunitites I've experienced in STEM so far.

Love,

Viola Stevens

## **EDB Committee**

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**From:** Hamakualoha <hamakualoha@gmail.com>  
**Sent:** Tuesday, April 14, 2020 12:51 AM  
**To:** EDB Committee  
**Subject:** Support Common Ground Collective and provide them with \$30,000 for their program

Dear Council Members,

I am submitting testimony to ask you to provide funding in the amount of \$30,000 to the Maui based 501c3 Common Ground Collective. This is a non-profit that was started by Maui residents to help increase food security and economic benefits in Maui County. This organization works hard to provide education, outreach, and assistance to community members, farmers and local businesses.

This organization also provides much needed services, like data collection, management of food streams that would otherwise be wasted, donations of healthy fresh local produce to food insecure individuals and helping landowners, and businesses navigate a complex the food system. All of these services are incredibly beneficial to our Maui community and they are only getting started. They have done the majority of their work with very little donations and funding, and they deserve support from the County.

This organization is providing much needed assistance and with your help they could continue to grow and thrive and help our community do the same. I ask that you please support Common Ground Collective and provide them with \$30,000 for their program.

Mahalo,  
Lucy Wormser

## **EDB Committee**

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**From:** Tiare Ferguson <tia.ferguson@alumni.duke.edu>  
**Sent:** Monday, April 13, 2020 9:31 PM  
**To:** EDB Committee  
**Subject:** In support of Common Ground Collective

Dear Council Members,

I am submitting testimony to ask you to provide funding in the amount of \$30,000 to the Maui based 501c3 Common Ground Collective. This is a non-profit that was started by Maui residents to help increase food security and economic benefits in Maui County. This organization works hard to provide education, outreach, and assistance to community members, farmers and local businesses.

This organization is providing much needed assistance and with your help they could continue to grow and thrive and help our community do the same. I ask that you please support Common Ground Collective and provide them with \$30,000 for their program.

It is my belief that supporting Common Ground Collective at this stage of its development will help this organization get to a point where it is fundable on an ongoing basis through carbon offset bonds offered to residents and visitors to Maui seeking to offset their emissions. It needs this capital now to grow to the point of being an eligible candidate for the this carbon bond marketplace. In so doing, this requested capital, Common Ground Collective will support local food resilience for our island while also paving the way as a soil carbon leader in the state and across the globe.

Mahalo,  
Tiare Irvine  
Common Cents Collective (C3)

## **EDB Committee**

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**From:** mauruss@hawaiiintel.net  
**Sent:** Tuesday, April 14, 2020 8:33 AM  
**To:** EDB Committee  
**Subject:** Written Testimony Maui County Budget

My name is Russell H Taft and I have been a resident on Maui since 1972. I live and own a home in Kula and I am a retired Electrical Engineer who spent my entire career, since 1972, at the Air Force Maui Optical Observatories, AMOS, on Haleakala.

### Written Testimony on the Maui County Budget

I would like to suggest that the Maui County Council discuss and evaluate the possibility of generating a property tax bracket for property owned by religious institutions. All these properties rely upon the County services for police and fire protection, water delivery, roadways, and other county functions and they are currently not participating sharing these costs. These institutions operate in a tax free environment under the guise of providing spiritual support for their parishioners. That may be so, but why should that exempt them from providing financial support for the property they conduct their business on? Why should the entire populace support their particular business?

I would appreciate if someone on the Council would have the courage to raise this question for serious discussion, and implementation.

Sincerely,  
Russell H Taft  
Kula, Hawaii 96790  
(808) 878-6725  
mauruss@hawaiiintel.net

## **EDB Committee**

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**From:** Lyndon Ibele <akibele75@gmail.com>  
**Sent:** Tuesday, April 14, 2020 8:43 AM  
**To:** EDB Committee; County Clerk  
**Subject:** Testimony for April 17 budget meeting

**We support the purchase of Ma'alaea Mauka/Pohakea Watershed with Open Space funds.**

We are 20-year non-resident property owners, with a condo in Ma'alaea, and regular visitors to Maui. We have watched as poorly-considered development proposals for the Ma'alaea Mauka property have come and gone over the past two decades.

This property needs to be preserved as open space and protected from private development for the health of Ma'alaea Bay and for future public needs.

Mahalo for your consideration.

Lyndon & Janyce Ibele

Anchorage, AK

907-787-9113

## EDB Committee

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**From:** Nicole <nah808@aol.com>  
**Sent:** Tuesday, April 14, 2020 9:27 AM  
**To:** EDB Committee  
**Subject:** Pycc

Pycc is soo important to both my son and daughters life and for them and a lot of children it's family! We are so unbelievably lucky to have them for our community it's really a program like I've never seen before. Even during this time of crisis they are still brining the community together in the most positive way. Our children of maui need them and a lot of kids would be lost without them.

Nicole Hight

## **EDB Committee**

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**From:** Edward Aloï <ealoi@hawaii.edu>  
**Sent:** Tuesday, April 14, 2020 9:33 AM  
**To:** EDB Committee; County Clerk  
**Subject:** Please fund Maui Nui Marine Resource council

MNMRC potects valuable resources that are the backbone of local culture and economy. Please fund their efforts at the same levels as last year. Thank you.

Aloha,

Ed Aloï

Lahaina Resident

## **EDB Committee**

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**From:** Lisa Berg <maunalisa5@gmail.com>  
**Sent:** Tuesday, April 14, 2020 9:44 AM  
**To:** EDB Committee  
**Subject:** Funding for Hui O Ka Wai Ola Program

Aloha and mahalo for reading my testimony.

I am one of the many volunteers for the Hui OnKa Wai Ola water testing program. Every three weeks my team and I go to five sites from Honolua Bay to Kahana to test the water.

We have been well trained and are providing our services for free as there aren't adequate resources.

I urge the Committee to include funds for Maui Nui Marine Resource Council in the 2021 budget. Information is listed below.

I will not break the stay in home order to personally testify but I hope this is as powerful as me being there Mahalo nui loa for your consideration.

Lisa

Lisa Berg  
3691 Lower Honoapiilani Rd 116  
Lahaina Hi. 96761-4303  
808-633-6281

The Hui O Ka Wai Ola program provides quality assured ocean water quality monitoring at 41 locations in South and West Maui

We also provide enterococcus testing at most of our South Maui locations

We work in close partnership with the State of Hawaii Department of Health Clean Water Branch.

Our data is readily accepted by DOH and EPA, and used by local agencies and nonprofits.

The data helps us pinpoint specific water quality problems such as too much nitrogen from fertilizers or wastewater, too much sediment from runoff, etc. so our community can identify the causes and develop solutions.

The funding for MNMRC will also support:

- Our oyster project to improve ocean water quality in Ma'alaea Bay
- Implementing the Pohakea stormwater management program including work to suppress wildfires in the Pohahea watershed across from Ma'alaea Bay
- Important studies of corals that are most resilient to climate change and adverse conditions in Ma'alaea and Olowalu
- Community education programs, including our monthly speaker series

County funding will also help match a two year grant from National Fish and Wildlife Foundation that is helping us put Maui residents to work to install firebreaks in the Pohakea watershed,

Sent from my iPhone

## EDB Committee

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**From:** rohan.fahland@gmail.com  
**Sent:** Tuesday, April 14, 2020 10:52 AM  
**To:** EDB Committee

Hi, I am Sending this email to talk about the PYCC and their funding. I have been going to the center for 4-5 years and have had many great experiences there, and I'm sure that I will have many more, so I am asking and hoping that you will continue to give the PYCC the same amount of funding, if not more.

Sent from my iPhone

## EDB Committee

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**From:** stns4u <stns4u@yahoo.com>  
**Sent:** Tuesday, April 14, 2020 11:13 AM  
**To:** EDB Committee  
**Subject:** PYCC FUNDING

Aloha council members,

As A single parent of two Maui born boys the PYCC has been a safe place of learning & fun for them to grow. Because of the PYCC my oldest has become a pro-body boarder traving & representing the island of Maui for his sport as well as making the Dean's list last semester at UH Manoa in the SOEST progam.

I believe that the PYCC has been the catalyst to make this happen for my kids and many other N. Shore kids.

I'm asking you to consider keeping the funding the same or for the upcoming year.

Mahalo for all you do for our Maui Ohana & keeping us all safe during these trying times,

Alison Fahland.

Sent from my Verizon, Samsung Galaxy smartphone

## EDB Committee

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**From:** sutton healy <suttonhealy@yahoo.com>  
**Sent:** Tuesday, April 14, 2020 11:29 AM  
**To:** EDB Committee  
**Subject:** PYCC Funding

Aloha,

I am a parent of 3 boys who have all thrived one way or another at PYCC. I have called PYCC the Gem of Paia because of the location, the dedicated and caring staff, the open friendly atmosphere, the no cost membership, and the variety of club offerings. The diversity of things for the kids to do, learn and experience, is mind-blowing! It's a place most people adults alike would only dream up for a kid! I honestly wish the staff who have committed endless hours with our children, building the programs, and fixing up the property could get paid more. The budget for PYCC is so critical for my family and sooooo many more north shore families here on Maui. Please make sure they receive all the necessary funds to keep their doors open and keep all involved well compensated for their dedication.

Sincerely, North Shore Mom of three club members.

Sutton Healy

## EDB Committee

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**From:** Maryann Linley <nanja.org@gmail.com>  
**Sent:** Tuesday, April 14, 2020 11:46 AM  
**To:** EDB Committee; gerry@medb.org  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc.

Aloha MEDB,

My name is Maryann Linley. I am the owner/manager at Nanja LLC. We are a start-up company and I am so grateful, honored, privileged, blessed, thankful, ecstatic really... to have been confiding and seeking help for making sure Nanja LLC's business plan I wrote was in tip top shape before the company decided seek investors and well there was no better gentleman

## EDB Committee

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**From:** Maryann Linley <nanja.org@gmail.com>  
**Sent:** Tuesday, April 14, 2020 11:53 AM  
**To:** EDB Committee; gerry@medb.org  
**Subject:** Re: EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc.

continued... then Gerry Smith at Maui Economic Development board to help me and Nanja LLC.

In short Gerry Smith and MEDB has been a tremendous help and has helped Nanja LLC in the best possible outcome of receiving our first portion of funding!!

MAHALO NUI LOA GERRY SMITH AND MEDB for all your help and all your valued efforts.

On behalf of Nanja LLC I Maryann Linley, thank you all very much!

Maryann Linley

On Tue, Apr 14, 2020 at 11:46 AM Maryann Linley <nanja.org@gmail.com> wrote:

Aloha MEDB,

My name is Maryann Linley. I am the owner/manager at Nanja LLC. We are a start-up company and I am so grateful, honored, privileged, blessed, thankful, ecstatic really... to have been confiding and seeking help for making sure Nanja LLC's business plan I wrote was in tip top shape before the company decided seek investors and well there was no better gentleman

## EDB Committee

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**From:** Char O'Brien <char@foodsecurityhawaii.org>  
**Sent:** Tuesday, April 14, 2020 11:58 AM  
**To:** EDB Committee; Keani N. Rawlins  
**Cc:** Alice L. Lee; Riki Hokama; Kelly King; Mike J. Molina; Tamara A. Paltin; Shane M. Sinenci; Yukilei Sugimura; Tasha A. Kama  
**Subject:** Testimony concerning the FAM program  
**Attachments:** Dear Chair Rawlins.docx

Please enter this letter into testimony on the discussion around funding the FAM program

Char O'Brien  
[char@foodsecurityhawaii.org](mailto:char@foodsecurityhawaii.org)



*Letter to The Economic Development and Budget Committee regarding:*

*The new Maui Family Farmer Training Network*

*From Char O'Brien, Exec. Dir of Food Security Hawaii*

*Website: [FoodSecurityHawaii.org](http://FoodSecurityHawaii.org)*

*[Char@FoodSecurityHawaii.org](mailto:Char@FoodSecurityHawaii.org)*

Dear Chair Rawlins-Fernandez and Economic Development and Budget Committee,

Thank you for letting me provide a little background on why *Food Security Hawaii* is an ideal organization to be the fiscal sponsor for the *Maui Family Farmer Training Network*.

*Food Security Hawaii* has been a 501C3 in good standing since May 2013 and has experience in handling large programs. We were the fiscal sponsor for *Aina First* in its attempt to secure the former sugarlands for the future of food security on Maui. A group of optimistic scientists, agronomists, business people, media people and activists came together to try to secure the Central Valley for the good of the future of Maui. During this bold attempt *Food Security Hawaii* managed over \$370,000 of donations to pay for

- Scientific analysis
- Strategy Sessions
- Meetings with A and B as well as Mahi Pono
- Flying in experts
- Mapping and planning
- Public and educational meetings
- As well as day to day business expenses.

All use of funds were overseen by *Jenny Kassin and Associates* – a highly regarded legal firm that specializes in non-profit matters. All payments to individuals went through Pro Services and can be reviewed.

All of our paper work is up to date and we have an organizational liability insurance policy in place with the County of Maui listed as a covered entity as is required by the county.

Please see the attached short bios of our BOD – longer CVs available.

Sincerely,  
Charlotte O'Brien  
Executive Director of *Food Security Hawaii*

## EDB Committee

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**From:** Maureen Bacon <bluehawaiijewelry@gmail.com>  
**Sent:** Tuesday, April 14, 2020 2:02 PM  
**To:** EDB Committee  
**Subject:** Subject: EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc.

Aloha

This is my written testimony for Support of the Maui Economic Development Board which has done so much for my business. I depend on the programs and the help they supply throughout the year. The meetings, workshops and conferences are so valuable to my company. I do hope they get the budget they need to continue especially with all the help small businesses will need now in the crisis phase of Covid19 and the ramp up of all businesses when Hawaii opens back up for business.

Mahalo Nui Loa for your consideration,

--  
Maureen Bacon  
Blue Hawaii Jewelry  
808.866.2840

## **EDB Committee**

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**From:** Michael@paiainn.com  
**Sent:** Tuesday, April 14, 2020 2:20 PM  
**To:** EDB Committee  
**Cc:** Michael Molina  
**Subject:** Support for the Paia Youth And Cultural Center (PYCC)

Aloha !

This email is to show our full support for the Paia Youth And Cultural Center receiving the same amount of budget that it did in the previous year.

The Paia Youth and Cultural Center is an extremely important and valuable part of our community.

I am a long time resident of Paia for more than 40 years. We also own several businesses in the town and have over 100 employees from the local community. We have been a long time supporter of the PYCC for over 10 years and will continue to do so as we recognize how critically important this is to our community. We will be a strong supporter for the next 20 years.

There are very few youth Center's on Maui and it's very important that we do all that we can to preserve this well-run organization. Now more than ever we need a safe Place for our children to gather and learn from one another about all of the various cultural aspects and in our community.

Susan White the executive director should be acknowledged for all her hard work and dedication. Please support her.

From my 10 year old daughter Bella Baskin:

"I love the cooking program and my brother Bond loves to skate at the skate park you're also allowed to go swimming and that's really fun".

**Mahalo,**

**Michael Baskin and Baskin Family**

**Paia Inn -**

**Surf Club Tacos -**

**Vana Sushi Bar -**

**Surf Club Events -**

**Owner/Designer**

808.870.1800 - Direct

## **EDB Committee**

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**From:** mary jo durand <mjwa@comcast.net>  
**Sent:** Tuesday, April 14, 2020 2:33 PM  
**To:** EDB Committee; countyclerk@mauicounty.us  
**Subject:** funding for Maui Nui Marine Research Council

Dear Committee,

I whole heartedly support the work of Maui Nui Research and recommend that you continue funding to them in your budget, equaling \$ in 2019 or better. Their various projects are important to the island and oceans life here. The clean ocean program, oyster bioremediation and storm water runoff and our coral condition are imperative to a growing healthy environment.

The Know your ocean monthly speaker series is so important, to relaying the information they have learned, to the public !

Please continue the support!

Thank you

MJ Durrand

660 Meakanu Ln. #1502

Wailuku, HI. 96793

## EDB Committee

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**From:** Carol Riccio <cer100960@yahoo.com>  
**Sent:** Tuesday, April 14, 2020 3:07 PM  
**To:** EDB Committee  
**Cc:** County Clerk  
**Subject:** Please support Maui Nui Marine Resource Council

To The Maui County Council Economic Development and Budget Committee:

We are asking you to please fund the Maui Nui Marine Resource Council at or above level that support was given for 2020. It is so important to protect our beaches, ocean, reefs, as they provide the beauty and natural wonder for residents and tourists, provide a place for exercise and relaxation, feed us, and protect us from storms and waves. Maui no ka oi, and MNMRC understands this and strives to maintain this.

MNMRC's programs that are vital and need support include:

- Community-based Hui O Ka Wai Ola ocean water quality monitoring program at 41 sites in South and West Maui
- Oyster bioremediation project to improve ocean water quality in Ma'alaea Bay
- Work to implement the Pohakea Stormwater Management Plan to prevent sediment run-off into the ocean
- Scientific research to identify corals that are most resilient to adverse conditions and climate change
- The Know Your Ocean monthly speaker series and education programs about reef protection
- Helping with matching funds for a two-year grant award from National Fish and Wildlife Foundation (NFWF) that is paying local contractors and their employees to work in the Pohakea watershed, to install fire breaks to suppress wildfires

Maui community is counting on you!

Thank you,

Carol & Ron Riccio  
8 Kilolani Lane Apt 302  
Kihei, HI 96753

## EDB Committee

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**From:** Irene Newhouse <einew@hotmail.com>  
**Sent:** Tuesday, April 14, 2020 3:43 PM  
**To:** EDB Committee  
**Subject:** Letter of support, Maui Nui Botanical Garden

Dear Committee,

I'd like to support Maui Nui Botanical Gardens' 2021 budget request. MNBG is a very positive force on Maui in terms of educating the public on Maui's original coastal environment, and serving as a repository for traditional Hawaiian crops: kalo, 'uala, and and ko.

MNBG is an important source of native & traditional food plants for local gardens, as well as for non-profits with land, like Hawaii Nature Center.

The offering of authentic cultural activities continues to be excellent, with new ones introduced regularly.

Sincerely,  
Irene Newhouse  
129 Walua Place  
Kihei HI  
ph. 264-6977

## **EDB Committee**

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**From:** Cathy Brad Tieva <bradcat817@hotmail.com>  
**Sent:** Tuesday, April 14, 2020 3:49 PM  
**To:** EDB Committee  
**Subject:** Funding

Aloha,

As members of the community the ability to protect our oceans is vitally important to us all. Working with groups such as the Maui Nui Ocean Conservation Group will insure that research is conducted to validate the effect of work that is being carried out by the group and insuring a positive impact on the health of our water, reefs, marine animals and fish.

The level of involvement, commitment and work this group undertakes and completes is impressive. Please support this group at the same level during 2020, so they can continue work on these vital programs:

- Community-based Hui O Ka Wai Ola ocean water quality monitoring program at 41 sites in South and West Maui
- Oyster bioremediation project to improve ocean water quality in Ma'alaea Bay
- Work to implement the Pohakea Stormwater Management Plan to prevent sediment run-off into the ocean
- Scientific research to identify corals that are most resilient to adverse conditions and climate change
- The Know Your Ocean monthly speaker series and education programs about reef protection
- Helping with matching funds for a two-year grant award from National Fish and Wildlife Foundation (NFWF) that is paying local contractors and their employees to work in the Pohakea watershed, to install fire breaks to suppress wildfires.

Mahalo for your time and thoughtful consideration at this time.

Bradley and Catherine Tieva  
Lahaina

## EDB Committee

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**From:** Jennifer Phelps <alohaphelps@gmail.com>  
**Sent:** Tuesday, April 14, 2020 4:45 PM  
**To:** EDB Committee  
**Subject:** Support for PYCC

Aloha,

I write to you in support of PYCC. My children have been going to PYCC for years now and they absolutely love it. My son loves to skateboard and we find that the safe environment is a far better option than the public skate parks that are frequented by punks who smoke and swear.

The staff at PYCC are kind and obviously care a great deal about the wellbeing of the kids who frequent the center. My kids find the independence of being there very rewarding. They asked to attend the summer program (if there is a summer program again this year!).

I can't think of a better organization for kids than the offerings at the PYCC. I hope they can keep and even exceed their funding.

Mahalo,

Jennifer Phelps  
Cell: (808) 276-4950



## **EDB Committee**

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**From:** Irene Newhouse <einew@hotmail.com>  
**Sent:** Tuesday, April 14, 2020 7:56 PM  
**To:** EDB Committee  
**Subject:** Support letter for Maui Nui Botanical Gardens budget request  
**Attachments:** NHPS4MNBG2020.docx

14 April 2020

Maui County Council's Economic Development and Budget Committee

Dear Sir or Madam,

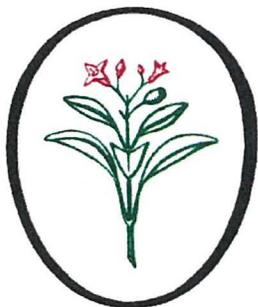
The Native Hawaiian Plant Society wishes to support the 2021 budget request for Maui Nui Botanical Gardens. The gardens continue their work in educating Maui residents and tourists regarding the original unique environment of Maui's coastal areas. MNBG not only sells plants to interested gardeners at competitive prices, the Arbor Day give-away is a chance for free plants. Non-profits like Hawaii Nature Center also benefit from plants from MNBG.

Every year the gardens also provide a series of opportunities for people to learn about Hawaiian culture: kalo, coconut weaving, cooking with imu, kapa. No other Maui organization provides such a range of benefits to the community.

Sincerely,

Irene Newhouse

Secretary, Native Hawaiian Plant Society



## NATIVE HAWAIIAN PLANT SOCIETY

P.O. BOX 5021 , KAHULUI, MAUI, HAWAII 96733

*Nanea nā pua o ka 'āina aloha*

14 April 2020

Maui County Council's Economic Development and Budget Committee

Dear Sir or Madam,

The Native Hawaiian Plant Society wishes to support the 2021 budget request for Maui Nui Botanical Gardens. The gardens continue their work in educating Maui residents and tourists regarding the original unique environment of Maui's coastal areas. MNBG not only sells plants to interested gardeners at competitive prices, the Arbor Day give-away is a chance for free plants. Non-profits like Hawaii Nature Center also benefit from plants from MNBG.

Every year the gardens also provide a series of opportunities for people to learn about Hawaiian culture: kalo, coconut weaving, cooking with imu, kapa. No other Maui organization provides such a range of benefits to the community.

Sincerely,

Irene Newhouse

Secretary, Native Hawaiian Plant Society

## **EDB Committee**

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**From:** Raymond McGorry <rmcgorry3248@gmail.com>  
**Sent:** Tuesday, April 14, 2020 9:09 PM  
**To:** EDB Committee  
**Subject:** Funding for the Maui Soil & Water Conservation Districts

*TO: Economic Development and Budget Committee*

*Chairwoman Keani Rawlins-Fernandez*

*Vice Chair Kelly King*

*Council Member Riki Hokoma*

*Council Member Tasha Kama*

*Council Member Alice Lee*

*Council Member Michael Molina*

*Council Member Tamara Paltin*

*Council Member Shane Sinenci*

*Council Member Yuki Lei Sugimura*

*Date: 04/14/2020*

*From: Raymond J McGorry*

*SUBJECT: Funding for the Maui Soil & Water Conservation Districts*

*Fiscal Year 2021 Budget Meeting*

*I am a cooperator of one of the Soil & Water Conservation Districts on Maui and received conservation planning assistance for my farm in Kula.*

*The SWCDs were created by farmers who saw the value in implementing conservation practices. They saw the importance of protecting resources, which provides nutrients for crops and livestock. The assistance they give to local landowners in developing and implementing conservation plans and helping to receive federal assistance via the USDA-NRCS Farm Bill Program is a valuable service that benefits the County of Maui.*

*While the conservation districts are most often associated with the preparation and approval of conservation plans, their scope of work is much broader. Their activities include a variety of education and outreach programs. By funding the SWCDs, you contribute to their capacity to carry out these tasks.*

*Please continue to support our local NRCS programs and in effect the longevity of our food producers here in Maui. They feed us and it is not in our communities best interest to turn our back on them.*

## **EDB Committee**

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**From:** Logan McBarnet <logan.mcbarnet@gmail.com>  
**Sent:** Wednesday, April 15, 2020 6:39 AM  
**To:** EDB Committee  
**Subject:** Ka Ipu Kukui Fellows County Council testimony

Aloha Chair Rawlins-Fernandez and Members of the Budget and Economic Development Committee,

Ka Ipu Kukui translates to “crucible of light.” It reflects our mission to educate, cultivate and inspire emerging leaders to contribute to a thriving future for Maui Nui. It is our ultimate hope that Fellows will be beacons in our community and serve it guided by our core values.

Today, the Fellows are over 160 strong. They come ready to augment and hone their leadership skills, all in the spirit of making a difference. As we all experience the disruption caused by COVID-19, it is heartening to hear that our Fellows are on the front lines of solutions. They are using what they learned about systems and operations as well as their greatly expanded network acquired through the Halawai to help.

KIK Fellows are among state and county government in elected positions and in administration striving to address the array of public needs. They are in an array of businesses doing their part to progress or at least survive through the chaos. They come from nonprofits seeking and delivering the highest priority strategies in areas such as health care, unemployment, child care, food supply, or economic development. They are stewards of our watersheds and oceans. On a personal level, many are parents creating safe yet productive environments for their immediate and extended families.

In spite of personal and professional responsibilities, Fellows are initiating food drives, distributing locally produced sanitizers, aggregating island resources in centralized repositories, coordinating childcare for essential workers or spurring community supported agriculture.

Personally, in the last two weeks my job has shifted to helping design, procure material in a constricted global supply chain, seek FDA approval, and mass produce bridge ventilators for Maui hospitals and other medical facilities in the state. The connections made through Ka Ipu Kukui have played a direct role in my part of the effort.

Within our goal of building an alumni program, the KIK board is pivoting to organize webinars with speakers on relevant topics recommended by the Fellows. These include how to lead in a virtual environment, how to navigate through the fiscal impacts of the COVID environment, the key HR considerations during and post-COVID, and balancing work and life—COVID

style. Friday networking sessions have already begun among cohorts that are both information sharing and reassuring.

It takes years to build leaders. As current leaders retire, the year over year investment in KIK is critical to assuring the steady queue of successors in government, business, nonprofits, and the community at large.

Thank you for recognizing how fundamental our mission is to our collective vision for a brighter future. We humbly ask for your continued support, especially in conditions that demand finding the leader in all of us.

Logan McBarnet  
Chair, Ka Ipu Kukui Board of Directors

## EDB Committee

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**From:** Peter <peter@hawaiianresources.net>  
**Sent:** Wednesday, April 15, 2020 8:08 AM  
**To:** EDB Committee; County Clerk  
**Subject:** Testimony for April 17 budget meeting

Dear Maui County Council,

I support the purchase of Ma'alaea Mauka/Pohakea Watershed with Open Space funds.

I have deep personal experience with Maalaea and its environmental issues. I was born in Paia in 1946 and raised in Maalaea. My family has lived in Maalaea for generations. Have a lifetime of personal experience with Maalaea.

I support having the County of Maui purchase the Maalaea Mauka Pohakea lands for the following reasons:

- 1) It fits the purpose for the use of these funds. It will provide open space for a beautiful area of Maui.
- 2) The land can be used to mitigate drainage and sedimentation problems into Maalaea Bay from the Pohakea Watershed.
- 3) The property can be used for emergency parking as a way side holding area with bathrooms for cars and people who are held up by road closures on the way to Lahaina.
- 4) the property can be used to expand the Lahaina Pali Trailhead.
- 5) the land can be use for a future bypass for the current pali road to Lahaina.
- 6) The land could be used a a park in coordination with all of the above.

Respectfully submitted,

Peter W. Cannon

## EDB Committee

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**From:** Marni Rozet <marnirozet@gmail.com>  
**Sent:** Wednesday, April 15, 2020 8:31 AM  
**To:** EDB Committee  
**Subject:** PYCC Budget Funding Request  
**Attachments:** Budget committee pycc.pdf

Marni Rozet  
[marnirozet@gmail.com](mailto:marnirozet@gmail.com)  
805.252.7988  
Non-Profit Development Director &  
Event Producer



Marni Rozet

April 14, 2020

290 Paani Place

Paia, Hawaii

96779

County Council Budget Committee:

I am a Board Member of Pa'ia Youth & Cultural Center and writing to you on their behalf, to ask that you please continue the current funding level of PYCC and the Malama Pono Project Venture (Underage Drinking Prevention Program).

805.252.7988

[Marnirozet@gmail.com](mailto:Marnirozet@gmail.com)

PYCC is a vital resource for our youth and has a proven track record of keeping our children active, engaged and inspired. They lead by example and instill invaluable lessons of accountability, responsibility and kindness. At a time when our actions as citizens are being so clearly reflected, it is crucial that we continue to fund the resources that give our children the vision and leadership that Pa'ia Youth & Cultural Center represents.

On behalf of our children, please consider keeping our funding at the current levels already established.

Best Regards,

Marni Rozet

Non-Profit Consultant

Board Member, PYCC

## EDB Committee

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**From:** Audrey Grier <audreyannegrier@gmail.com>  
**Sent:** Wednesday, April 15, 2020 8:32 AM  
**To:** EDB Committee  
**Subject:** Continue Funding Levels for PYCC

I want the funding levels to remain the same for the Pa`ia Youth & Cultural Center. PYCC is important to me because it gives me a safe environment to go to after school and it is very fun. I love that it is right on the beach so we can go swimming whenever we want to.  
Sincerely Audrey Grier

## **EDB Committee**

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**From:** wmitno@gmail.com  
**Sent:** Wednesday, April 15, 2020 8:32 AM  
**To:** EDB Committee  
**Subject:** Funding for the Maui Soil & Water Conservation Districts - FY 2020 Budget Meeting

Aloha Chair Rawlins-Fernandez and council members, my name is Wes Nohara. I am an Associate Director of the West Maui Soil & Water Conservation District and I would like to submit testimony for continued support of the Maui Soils & Water Conservation District. We appreciate the years of support that Maui County has provided the Soil & Water Conservation Districts (SWCD) in the past. Your continued support has allowed Maui SWCDs to provide tremendous services and technical support to Maui's communities, its people and the environment.

There are about 3,000 SWCDs in the United States, 16 SWCDs in the State of Hawaii, of which 5 are in Maui County. Our SWCD's are a political subdivision of State government assigned under the Department of Land & Natural Resources. We were established and authorized under State Law Chapter 180. Each SWCD is comprised of 5 volunteer Board Members (voting) and any number of Associate Board Members (non-voting). All of our Board Members live or work in the districts they represent (as required by State law) and have a tremendous knowledge base linked to their communities. Although I am not on the Board today, I have served the West Maui SWCD in various capacities for over 34 years. My predecessor and mentor, the late Buddy Nobriga served over 50 years. Many of our Board Members have dedicated decades of their lives to improve Maui's Agriculture, protecting people's lives and property, minimizing soil erosion, and improving water quality.

What makes SWCDs special is the cooperative and collaborative nature of our organization. From the first begin in the 1930s, we were called to action by US Congress to assist the Federal Soil Conservation Service (today known as NRCS) in response to the huge erosion problem of the Mid-Western "Dust Bowl". Our Federal Agency (NRCS) developed good programs and technically capable personnel, but their programs were not working because they didn't have the proper links to the people of the communities. Thus Congress passed The Standard State Soil Conservation Act asking States to create Conservation Districts to work in partnership with the Federal Government. This 90 year old partnership still exists and is the central focus of SWCDs. Today SWCD's partnerships include State of Hawaii, County of Maui, Federal Govt, private companies and the general public.

Through these partnerships our SWCDs have been able to identify local conservation issues and problems, and work with our partners to find effective workable solutions. Our SWCDs are locally lead, tied to our community and focused on the local issues and needs. The West Maui SWCD works on West Maui Issues. Our West Maui SWCD Board and volunteers know our people, we know the history of our community, and we know the West Maui businesses and stakeholders, thus our efforts, projects and solutions are focused on West Maui.

These community based efforts have yielded tremendous results. The West Maui SWCD was organized in 1954. In the early 1960s a huge local flood devastated the Napili area, washing away cars, damaging homes and resorts, dumping tons of sediments and debris into the ocean. The West Maui SWCD held community meetings and the Napili residents and businesses were screaming for help, demanding that something be done. Our West Maui SWCD Board worked with NRCS, the local community and the County of Maui to develop the Honolua Watershed Plan. It took us about 40 years and over \$14 million to complete. Even before the Honolua Watershed Plan was completed, we started public meetings for the Lahaina Watershed Plan in the early 1980s. After nearly 20 years of public meetings and EIS process, actual construction began in 2010. This project is still ongoing as we continue to search for completion funding. To date we have spent over \$16 million and will require another \$22 million to complete. The public hearing EIS process delayed the project and concerned the West Maui SWCD Board enough that we developed and implemented the Temporary Lahaina Flood Control Project. This temporary project was developed to protect Lahaina community from flooding prior to the

completion of the larger Lahaina Watershed Plan. Built in 2002, the West Maui SWCD has inspected and maintained the system for 18 years and we will continue to do so until the main project is completed.

Other West Maui SWCD projects include: West Maui Mountain Watershed Partnerships, State Lands Drainage improvements, Kamehameha Lands drainage improvements, Algae Bloom Task Force, Coral Reefs Initiative Program, EPA 319 projects, State DLNR fire break road drainage improvements, Lahainaluna drainage improvements, Maaleaea Windmills road drainage improvement, Agricultural conservation plans, Maui County grading and grubbing reviews. The list of projects and achievements is quite impressive for an all-volunteer board, but truly our accomplishments are the results of collaborative partnerships of which the County of Maui is a key partner. Thus I ask for your continued support in funding the SWCDs of Maui County.

Thank you for allowing me to testify.

Sincerely, Wes Nohara  
Associate Director West Maui SWCD

## **EDB Committee**

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**From:** Larry Stevens <lfstevens@earthlink.net>  
**Sent:** Wednesday, April 15, 2020 8:47 AM  
**To:** EDB Committee; count.clerk@maoucounty.us  
**Cc:** anne@mauireefs.org  
**Subject:** Maui Nui Marine Resource Council

Aloha Council Members

MNMRC brings new federal dollars to Maui County, putting local people to work. This requires matching funds or the money stops. County funds are critical to providing this match. County funding more generally helps protect our precious environment. MNMRC is mostly a volunteer organization, enabling to provide services at extremely low cost. Here are the important programs we run:

- Hui O Ka Wai Ola provides quality assured ocean water quality monitoring at 41 locations in South and West Maui and has begun enterococcus testing at all of our South Maui locations. Our data is reliable and accepted by DOH Clean Water Branch. The data helps us pinpoint water quality problems such as too much nitrogen from fertilizer or wastewater, too much sediment from runoff, etc. so our community can develop solutions.
- Our Ma'alaea Bay oyster bioremediation project is improving ocean water quality.
- Our Pohakea stormwater management program is working to suppress wildfires in the watershed across from Ma'alaea Bay.
- Important studies to identify corals that are most resilient to changing conditions in Ma'alaea and Olowalu.
- Community education programs, including our monthly speaker series.

Please vote to continue funding this work that brings resources to our community and provides good jobs to local people.

Larry Stevens

## EDB Committee

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**From:** Stillys <stillys@hawaii.rr.com>  
**Sent:** Wednesday, April 15, 2020 8:50 AM  
**To:** EDB Committee  
**Cc:** County Clerk  
**Subject:** Please support the purchase of Ma'alaea Mauka/Pohakea Watershed lands

Aloha esteemed council members, We are asking that you support funding for the County of Maui to purchase the Ma'alaea Mauka/Pohakea Watershed lands. South Maui hasn't received funding from Open Space funds for over 20 years. It is time to use Open Space funds to preserve Ma'alaea Mauka. Additionally, MVA applied for a DLNR Legacy Lands Conservation grant of \$1 million toward purchase of the site. This is an important watershed preserve and is not suitable for development without causing further environmental damage to already compromised ocean waters and recreational area. Thank you for your consideration.

Patricia and Jefferson Stillwell

227 Kamakoi Loop

Kihei, HI 96753



Virus-free. [www.avast.com](http://www.avast.com)

## **EDB Committee**

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**From:** Jaime Kahoochanohano <jaime@medb.org>  
**Sent:** Wednesday, April 15, 2020 9:18 AM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Blake Yatsushiro PES.pdf

Aloha,

Attached is a letter of support from a student at Pukalani Elementary, Blake Yatsushiro.

Thanks,  
Jaime Kahoochanohano

April 5, 2020

Dear Mayor Mike Victorino,

Aloha! My name is Blake Yatsushiro. I am writing to ask for continued funding of MEDB's STEMworks after school programs.

This program has taught me along with many other students the values of working as a team. We learned things that we would not otherwise be able to learn in a classroom. Through STEMworks after school, my classmates and I have gotten a handful of awards. It has also allowed us to meet people across the state and the country at competitions.

This program teaches fun things and definitely prepares students for the future by requiring us to be responsible and focused students.

Mahalo for your time and consideration. I hope I have helped you decide to support MEDB STEMworks again.

Sincerely,  
*Blake Yatsushiro*

## EDB Committee

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**From:** Jaime Kahoohanohano <jaime@medb.org>  
**Sent:** Wednesday, April 15, 2020 9:19 AM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Emi Sado MWIS.pdf

Aloha,

Attached is a letter in support from a student at Maui Waena Intermediate, Emi Sado.

Thanks,  
Jaime Kahoohanohano

To MEDB,

I would like to say that the Maui Waena STEMworks program has made me grow up to learn lessons that I will most likely not learn in a regular classroom. When you first join you are immersed in this classroom setting with all types of people, programs, and lot's of learning. I chose to focus on the media portion of the program which I could see that when you start the program you're never going to end learning about it. Though your picking up a camera and tripod, or editing on a computer it is the friendships that teach you the most. It's funny the first video that I made took way too long, but I was still learning and that was what made me feel so proud when I'm now seeing the videos that I am creating now. I've also found many friendships through this program. Everyone that I met has taught me something and that's something dear to my heart. Whether it be a framing of the shot or how to be in a group it's something that I will love forever. Your friendships push you and they become your family. I was in shell in 6th grade and I didn't speak up, but I found my voice throughout this experience. I couldn't recommend it more to any student attending Maui Waena. Another thing that I must say is that I joined robotics this year as a programmer/ documenter and you learn a lot with programming and documenting. "Teamwork makes the dreamwork" and I know that now. Now as I said I'm an eighth grader and that means high school, but without this club I wouldn't be in the same place I am now. Those skills, those friendships, and those fun learning experiences have taught me that, I can do anything and I can be anything. Mrs. Suzuki is teaching skills to kids things that normally teachers don't teach and that is something so amazing about this club.

To you, Mahalo,

Emi Sado

## EDB Committee

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**From:** Lynn-Therese Keahi <lynn@kaehu.org>  
**Sent:** Wednesday, April 15, 2020 9:23 AM  
**To:** EDB Committee  
**Subject:** Testimony for KAEHU

Aloha,

I serve as the Program Administrator and Curriculum Coordinator for the Ka'ehu Youth Enhancement & Mentoring Program (KYEMP). This is an after school & summer program that provides enrichment opportunities for youth (ages 14-24) at Ka'ehu. Participants are able to learn from mentors who are practitioners in marine biology, water microbiologists, Hawaiian culture, archaeology, and land restoration. Note that many of our KYEMP youth may not have the resources to learn first-hand from specialists in these fields, which makes our youth enhancement and mentoring program special since it is also Ka'ehu-centric.

KYEMP operates at Ka'ehu and affords youth opportunities to learn and practice the skills being taught by KYEMP mentors while onsite. These learning opportunities have had a positive impact on our youth, with a 100% return rate from our winter 2020 cohort returning to participate in our spring 2020 cohort (online). The commitment of the KAEHU and KYEMP staff, coupled with the opportunity to do their part to manage and maintain Ka'ehu, was not thwarted by covid19 as the operation was shifted to an online venue for the benefit of our youth and Ka'ehu. While the venue has shifted in accordance with County and State mandates, the focus has not, as KYEMP youth are still able to learn how to manage and maintain Ka'ehu and Ka'ehu Bay in an online setting.

It is a privilege to serve, enrich, and inspire our youth through KYEMP. However, they are not the only beneficiaries. As this program continues their families, restoration efforts at Ka'ehu, and our communities will benefit from the knowledge acquired by our KYEMP participants. Continuing this program is a win-win for all involved - it impacts generations, Ka'ehu, and the 'aina and kai we are able to enjoy.

Me Ka Ha'aha'a,  
Lynn Keahi  
Program Administrator & Curriculum Coordinator  
Ka'ehu Youth Enhancement & Mentoring Program

## **EDB Committee**

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**From:** Breeze Carvalho <breezecarvalho@gmail.com>  
**Sent:** Wednesday, April 15, 2020 10:07 AM  
**To:** EDB Committee  
**Subject:** MFSS TESTIMONY

Good morning and thank you for your time.

I am a parent who's child attends Kupukupu. I also serve as a policy council member. My almost 2 year old daughter goes to their early headstart program Monday through Friday from 7 am to 3 pm. I am a single parent who has struggled with poverty and addiction amongst other hardships. Addiction runs in my family. My own mother is newly sober and I am so grateful for her help. Between the two of us; my mom in full time school and me working part time in retail; we manage to get by. We would not be able to do this if it wasn't for MFSS.

In addition to their support with my daughter they are also a great support to me emotionally. Kupukupu continually offer offers workshops geared towards relieving emotional stress and during the holidays I am always in awe of the effort they put into hosting wonderful activities for families.

I am honored and grateful for a chance to give back for all that they have done and continue to do. In light of the current situation my daughter Hope's teachers have sent multiple learning packages and support to me by checking in weekly to see how we're all doing.

My life will forever be changed for the better; due to the wonderful community at MFSS. Mahalo in advance for your help.

Sincerely,  
Breeze Carvalho

## EDB Committee

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**From:** Char O'Brien <char@foodsecurityhawaii.org>  
**Sent:** Wednesday, April 15, 2020 10:10 AM  
**To:** EDB Committee; Keani N. Rawlins; Kelly King; Shane M. Sinenci; Alice L. Lee; Tamara A. Paltin; Mike J. Molina; Riki Hokama; Yukilei Sugimura; Tasha A. Kama  
**Subject:** Response to HFUU  
**Attachments:** Condensed Cattle Folder.zip

Dear Council Members,

I am sorry that you have been put in the middle of a dispute over the ownership of the FAM program.

In the recent attack by HFUU you were told that none of us at Food Security Hawaii have any farming experience. Mark Sheehan, Jenny Pell, Niyaso Carter and I intend to address that falsehood square on.

As for me, I farmed for nearly 25 years before there was digital coverage but I have a few things in the attached folder:

- News articles
- Bull stud books
- Embryo transfer certificates
- Ads for embryos that sold internationally
- Photos of my Wisconsin farm and cattle

\*If you read through these articles please note that the prefix for my registered cattle was MaeWeJoCa

After getting a BS with high honors in Crops and Soils at Michigan State University I worked on a 300 hog farm in Denmark, a 100 sheep and fruit farm in Norway, and on small dairies in both Norway and Austria. From there I hitch hiked through the Middle East to India and visited farmers along the way.

In Wisconsin I owned a 100 acre farm and rented an additional 200 acres where I grew corn, oats, hay, silage and pasture organically. I raised and sold both commercial and registered heifers with my biggest year being almost \$2,000,000 in sales. I also raised small scale broiler and laying chickens and manufactured equipment for handling cattle.

As you will see in the folder below I also did embryo transfer work on high genetic cattle and sold live calves for \$5000 each and frozen embryos for \$1500 each internationally which was quite unusual back in the 90s.

When the Military wanted to use our area as a low level flight training zone my Amish neighbors trusted my partner and I enough to speak out against the US government for the first time in history. That allowed me to lead a civil rights movement that got us national coverage from CNN, NBC, NPR and People magazine and resulted in shutting down Fly Zone.

After moving to Maui I worked in Vietnam and Cambodia with small bamboo farmers trying to get a bamboo plywood factory up and running. Ten years later it is blossoming. During that time I acted as COO and VP of innovations for a

Maui Company Bamboo Living <http://BambooLivingHomes.com> and was instrumental in getting bamboo UBC certified as an international building material.

More recently I lead the *Aina First* movement to attempt to get control of the Central Valley so that it could be farmed regeneratively. Along with many others I have not given up on that dream!

Sincerely,

Char O'Brien  
Executive Director of Food Security Hawaii  
<https://foodsecurityhawaii.org/>  
[char@foodsecurityhawaii.org](mailto:char@foodsecurityhawaii.org)

Char O'Brien  
[char@foodsecurityhawaii.org](mailto:char@foodsecurityhawaii.org)

sneak a  
peek at

1995

F a c t o r

J e w e l

L o n d o n

L o n d o n

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*Your Partner in Success*



29 H8100 Lonte Blackstar JEWEL EX-90

FRANK ROBINSON

# Jewel

*We owned  
50% of this  
bull at ABS*

Here's a preview of a precious JEWEL –

- Snug udders
- Milk production
- Great frames
- Blackstar x Chief Mark

Feast your eyes on these JEWELS. If you want udders that won't quit, then 29 H8100 JEWEL is your sire. He transmits a gem of a package from both sides of his pedigree – snug udders that are high and wide in the rear and have outstanding udder cleft along with great frames to result in excellent production.

Add this JEWEL to your collection.



Sherryhill Jewel Good VG-86, EX Mammary  
SHERRYHILL FARM, VIROQUA, WI

KATHY DEBRUIN



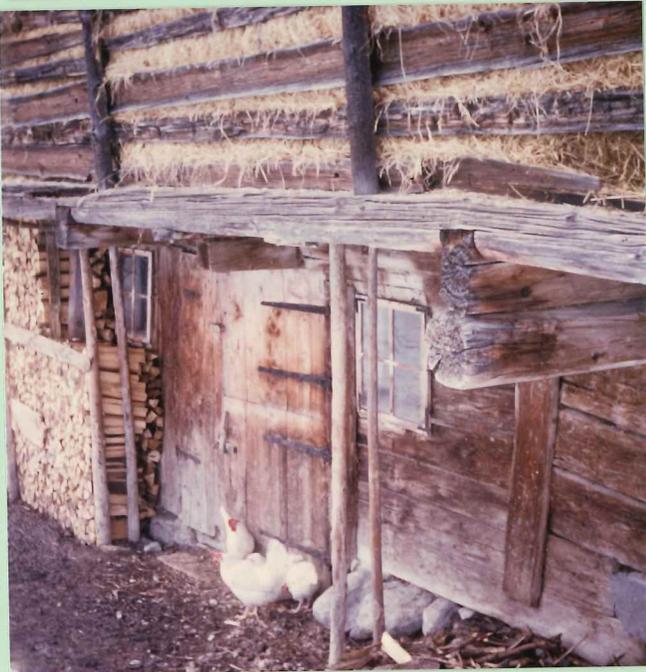
Veums Blackstar Crest #1222 VG-86  
RONALD HOFF, COON VALLEY, WI

KATHY DEBRUIN



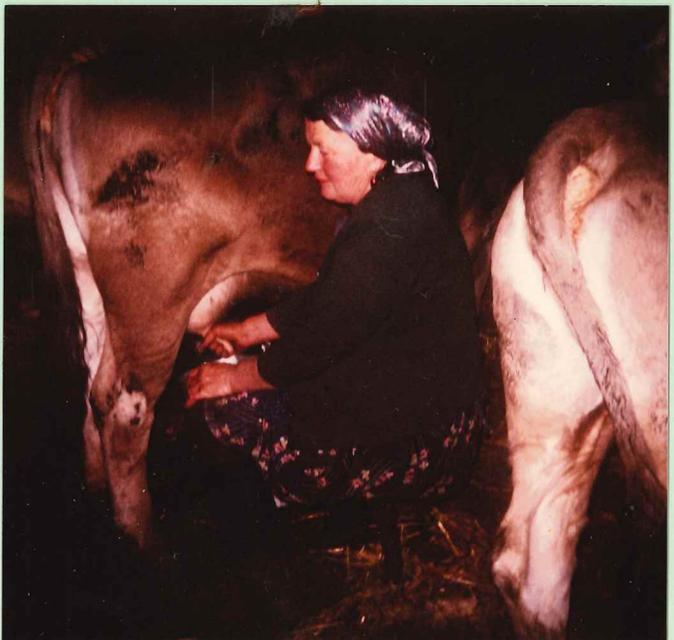
Veums Blackstar Crest #1222 VG-86

KATHY DEBRUIN



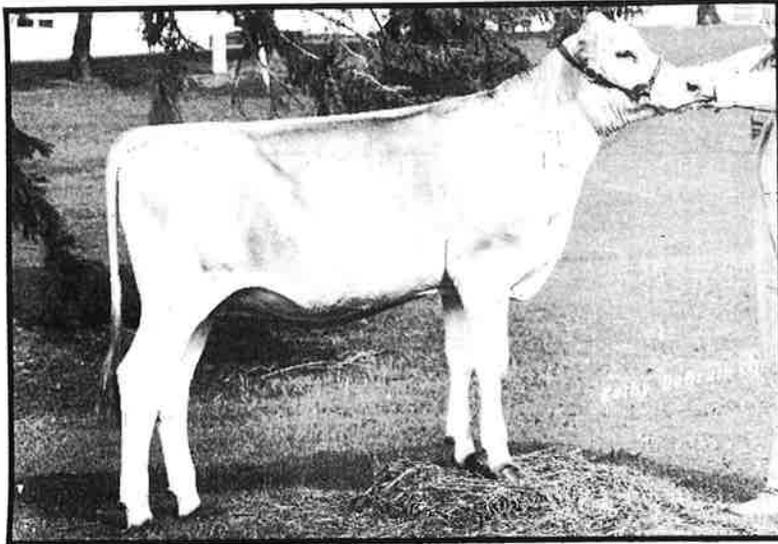
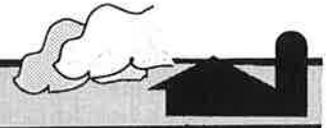


1971 Worked on an  
Austrian Mountain  
Farm w/ Brown Swiss Cattle





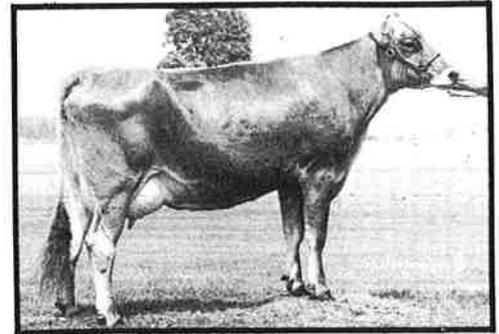
# WISCONSIN NATIONAL SALE



**Mae We Jo Ca Ellie Mae**  
Born: 9-1-91 *Extra Big, Very Fancy*  
Sired by Jinxs King "E"

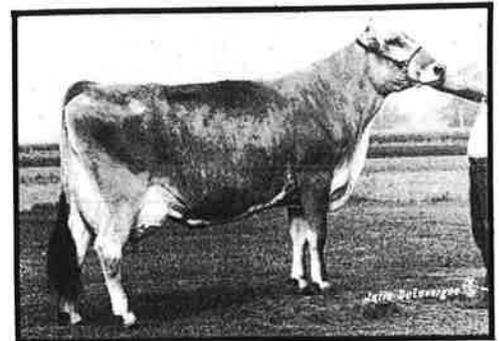
**This heifer offers a complete package**  
**Show Type • Index**  
**Cow Family Heritage**  
**— Combining Eve and Jinx —**

D  
A  
M



**R Hart Bab Ellie ET \*TW**  
"VG88 - Certified"  
3-1 365d 28,030m 4.2% 1173f 3.5% 968p  
PTA +1713m +73f +52p +205p\$  
# 20 CPI List

G  
R  
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M



**High Spruce Stretchy Eve "E"**  
"Elite - Superior Brood Cow"  
8-7 365d 31,780m 5.2% 1668f 3.3% 1037p  
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A Second Choice Forest Lawn Tradition "Superior Sire" Or a Choice of Trout Run Distinct Blend "Superior Sire" Sons Will be offered. Anyone interested in particulars, contact the sales management.

**Mae We Jo Ca**  
**Brown Swiss Cattle and Embryos**

R.R.4, Box 229  
Viroqua, Wisconsin 54665  
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# BROWN SWISS SALE SERVICE

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Ph. (414) 648-2428 Gary: 648-2234

June  
1992

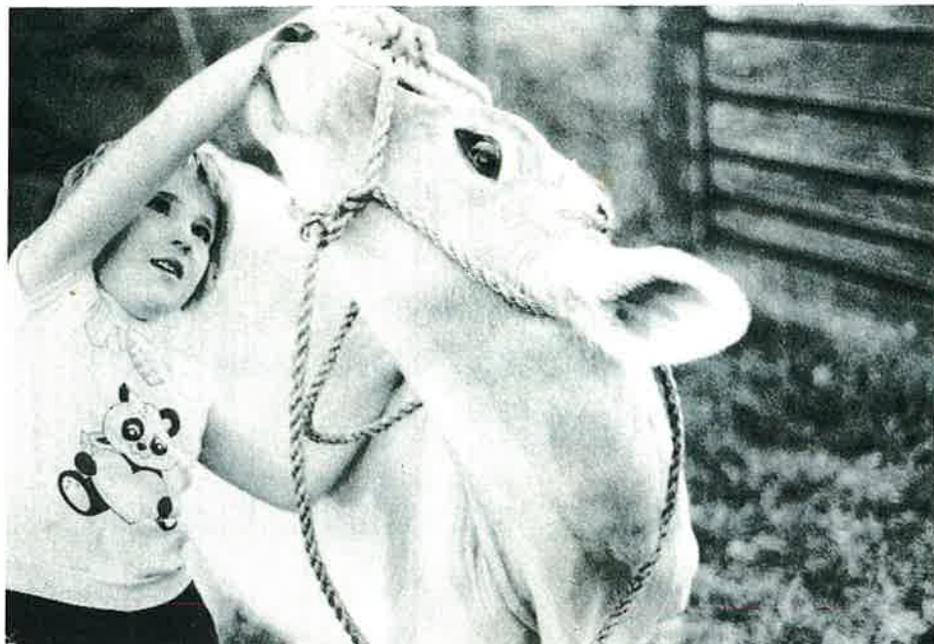
# Brown Swiss



**June Features include . . .**

**Tanbark Trails**

**1991 Production and PTPR Award Winners**



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# Amish assistance is recognized

By Charlotte O'Brien

The members of the steering committee of Citizens United Against Low Level Flights would like to extend a heartfelt thank you to all of the Amish of southwest Wisconsin. Your willingness to cooperate with our group really gave us a boost when we needed it.

It was amazing how many groups, individuals, politicians, newspapers, TV stations, radio stations, etc., were willing to talk to us about a normally dull issue simply because our Amish neighbors were affected and willing to speak out. The issue suddenly became more interesting.

We appreciate that it is against your beliefs to draw attention to yourselves individually or collectively and many people in your community made an exception for this issue. Ironically it was precisely because of your humility that so many people came to your aid through our group.

As the word got out in the media we started getting calls and letters from all over the state and nation from religious groups and individuals who were concerned about your welfare. They gave us moral support, legal representation and even money to aid us in opposing the military proposal that would adversely affect your way of life and your safety.



**Charlotte O'Brien of Vernon County is a member of the steering committee of Citizens United Against Low Level Flights.**

We thank you for your prayers and practice of non-violence. Speaking for myself, I believe that we will not end war or practicing for war until each individual in the world commits to practicing true non-violence in his or her personal life. Then there would be no need for low-level flights or bombing ranges or huge military budgets anywhere in the world. So thank you for the example you set, and please continue your prayers for quiet skies in southwestern Wisconsin because some of us are uneasy.

Many of us in Citizens United do not feel the issue will be truly put to rest until we have stopped the expansion of the bombing range up by Babcock. Our steering committee is going through much discussion and research trying to determine where we go from here.

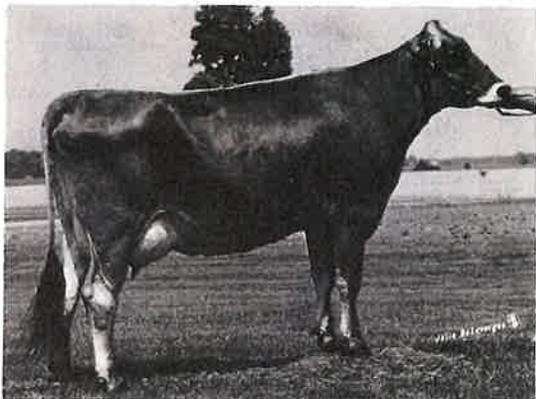
Sen. Russ Feingold is making a Senate inquiry on our behalf to help us assess what has actually happened with this proposal. We are also talking with groups around the country about their experiences. If the military doesn't fly low-level flights will they fly mid-level flights without public input? Can we trust that it will never come back? Are we morally obligated to help the people who live near the bombing range oppose it because that is what our original petitions and statement of purpose said?

The board of Citizens United takes its responsibility to the people of this region very seriously and we want to make very sure that we act intelligently and in the best interest of those people we represent. So our internal discussion will continue until we come to a consensus and then we will make our announcement to the media. Until then this is not a dead issue by any means so please continue your prayers.

Again, many thanks, it has been a pleasure for me personally to work with the people of your community.

# ELLIE, DAUGHTER OF EVE . . .

*Is a proven transmitter . . . . . We feel she will go down in Brown Swiss History as one of the great improvers of the breed!*



## **R HART BAB ELLIE ET \*TW**

**"VG88" V E V V "Certified"**

#23 on July '92 CPI List - CPI+317

PTA +1766m +81f +52p +216p\$ (7/92)

Deviation: +4554m + 206f +144p

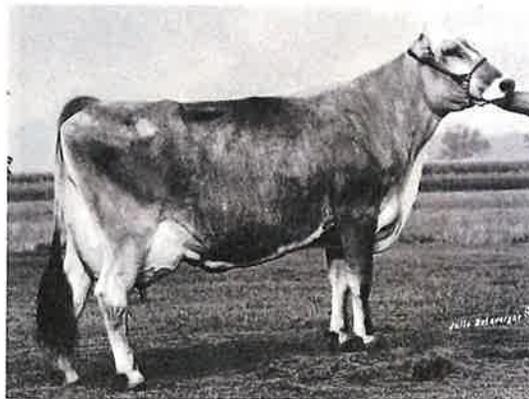
2-2 303d 2x 16,050m 4.4% 700f 3.6% 579p

3-1 365d 2x 28,030m 4.2% 1173f 3.5% 968p

*Ellie is a very tall cow with tremendous dairy character and a real desire to milk.*

*Ellie is a Babaray (W) daughter that is tested Weaver free at 95% confidence level.*

**One of the breed's top selling individuals, *Ellie* sold for \$36,000 - what could her offspring be worth to you?**



## **HIGH SPRUCE STRETCHY EVE**

**"3E" 3E 3E 3E 3E "Elite"**

**"Superior Brood Cow"**

PTA: +1217m +45f +28p +127p\$ (2/92)

CPI +191

Deviation +3149m +133f +73p

3-2 311d 2x 23,420m 4.8% 1133f 3.3% 772p

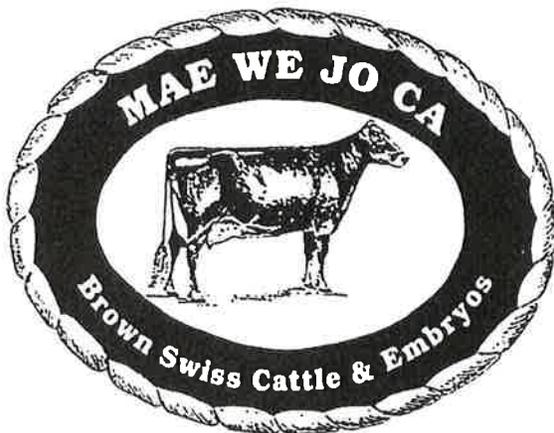
4-2 320d 2x 27,770m 4.8% 1345f 3.2% 893p

5-1 365d 2x 27,120m 4.3% 1160f 3.1% 830p

8-7 365d 2x 31,780m 5.2% 1668f 3.3% 1037p

Lifetime: 2077 days 152,030 milk 6884 fat

**4 Times National Total Performance Winner**



*We send our condolences to R - Hart Farms  
on the passing of EVE*

*Ellie can be seen at Sunshine Genetics.*

*Her calves can be seen at:*

*Mae We Jo Ca Brown Swiss*

*R.R. 4, Box 229, Viroqua, Wisconsin*

*54665*

*Ph. (608)624-5279*

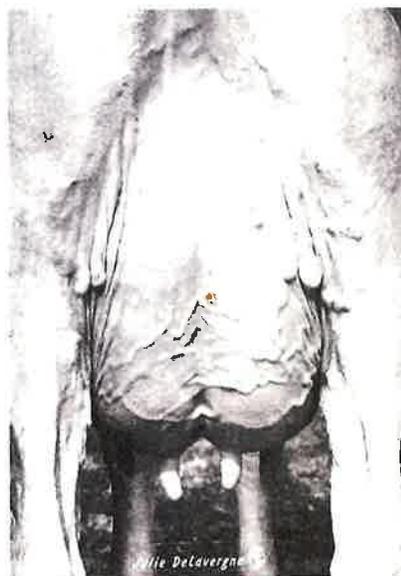
*Foreign inquiries welcome!*

# A True Transmitting Family!

*Ellie is ready to flush . . . Place your embryo orders now!*



***R Hart Dotson Ellen***



***Ellen, Ellie's daughter by Dotson  
fresh at 1 - 10 gave  
96# of 4.6% milk on her 3rd test***



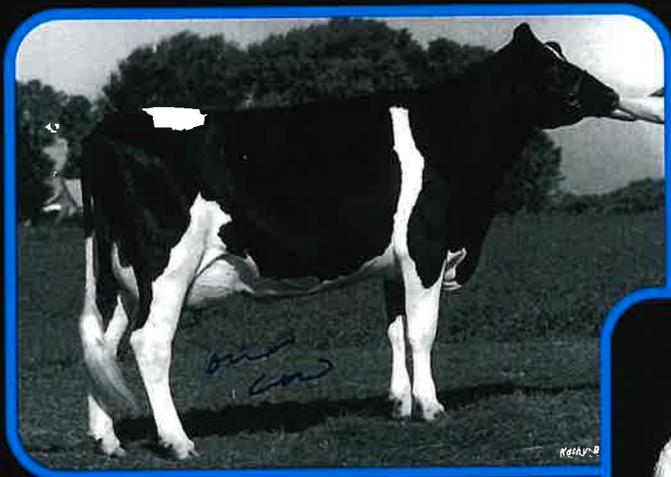
***Ellie's Jinx King daughter born 9-1-91  
Mae We Jo Ca Ellie Mae  
Sells at the National Convention Sale***

***Ellie also has a Jade daughter  
selling at the National Convention Sale  
with a beautiful udder.***

***Ellie has a maternal brother whose first  
proof looks good!  
R Hart Simon Ensign  
+1391m +47f +34p+p\$ 139 (7/92)***

# TWO PRECIOUS JEWELS

*Sired by Lonte Blackstar Jewel 29H8100  
Semen available through ABS*



## **Mae We Jo Ca Cachia VG-86**

2-01 356 27,383 3.8 1028 3.1 849

Waiting on her July index.

Cachia is finishing with 9100# over her herdmates.



## **Charnwood Jewel Etta Deb VG-85**

2-01 365 23,151 3.8 877 3.2 732

Deb finished with 2982# over her herdmates.

*These are only two of the many outstanding Jewels that can be seen in Vernon & Monroe counties. Both cows will be ready to flush soon. If interested, give us a call.*

*Thank you to Kent & Anna Wendorf for the great care you have given Cachia. Also, thank you to Tom & Sonja Pederson for making Deb available to us.*

## **MAE WE JO CA HOLSTEINS**

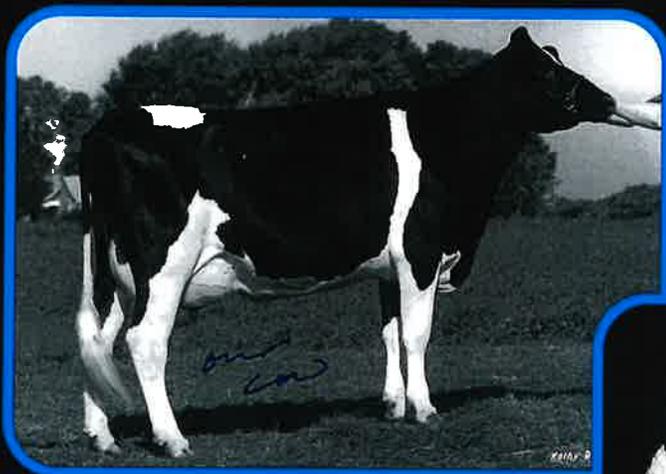
Charlotte O'Brien  
Ph 608-624-5279

Route 4 Box 229  
Viroqua, WI 54665

Harvey Olson  
Ph 608-634-3536

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*Sired by Lonte Blackstar Jewel 29H8100  
Semen available through ABS*

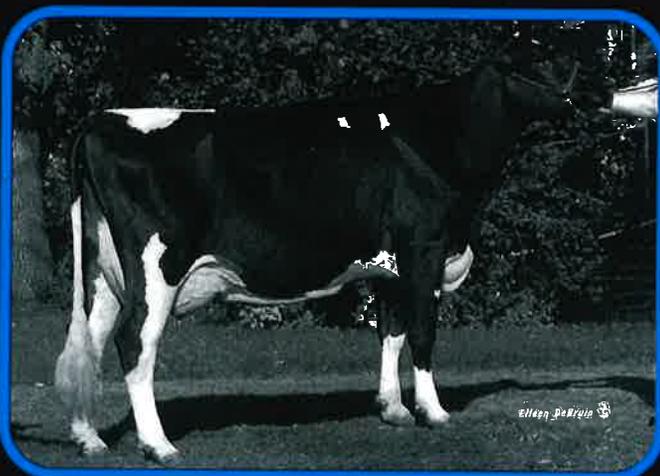


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## **MAE WE JO CA HOLSTEINS**

**Charlotte O'Brien**  
Ph 608-624-5279

**Route 4 Box 229**  
**Viroqua, WI 54665**

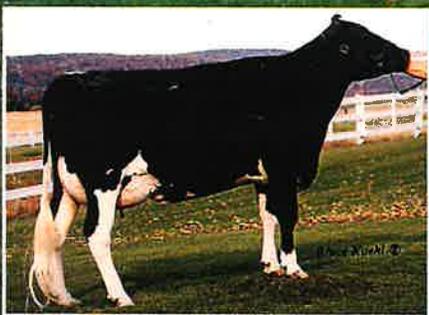
**Harvey Olson**  
Ph 608-634-3536



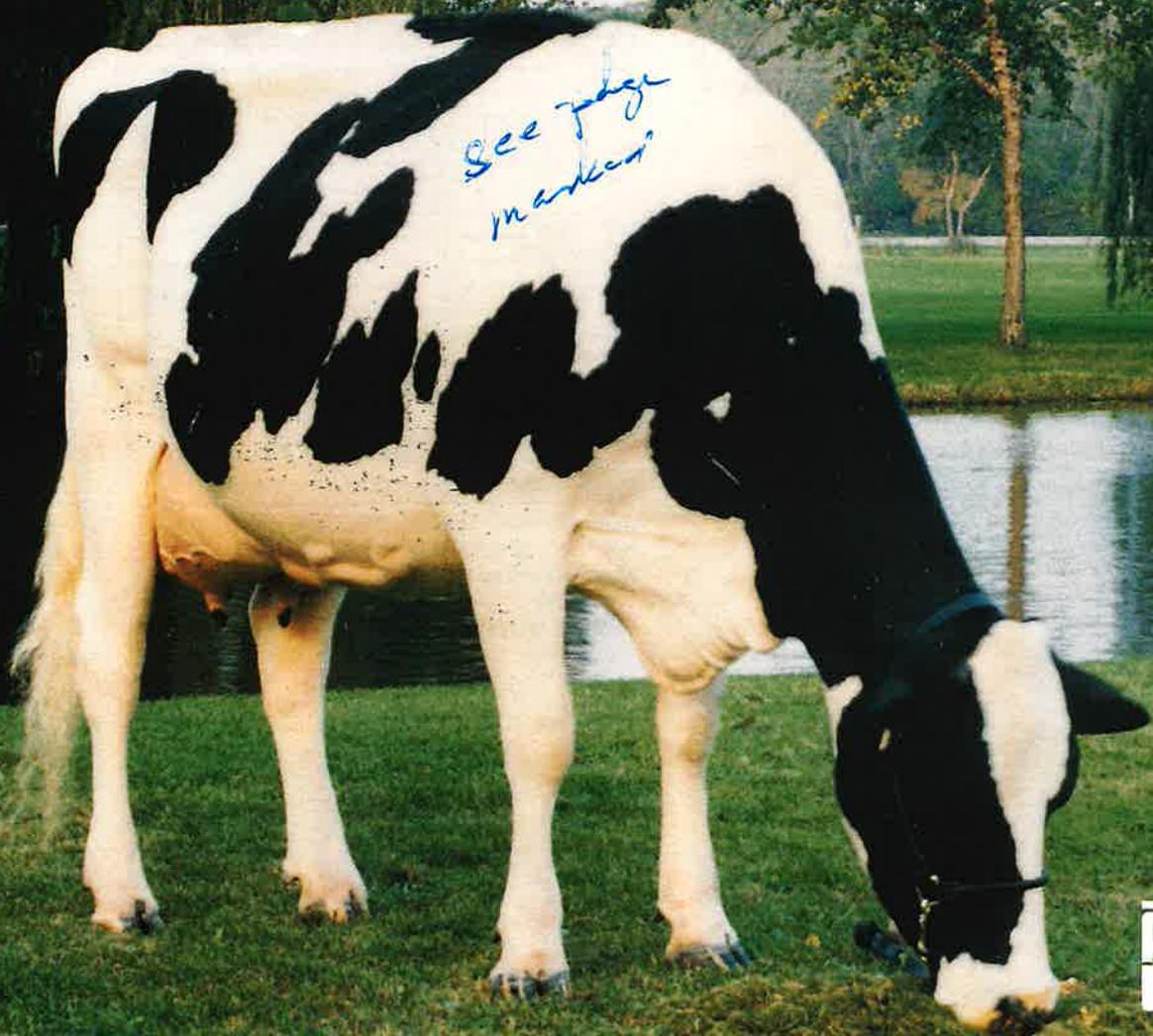
29 H5296 SOUTHWIND Daughter



29 H6309 MARAUDER Daughter



29 H6658 JUROR Daughter



Your Partner In Success

1995 HOLSTEIN SIRE DIRECTORY

**TYPE IMPROVER**

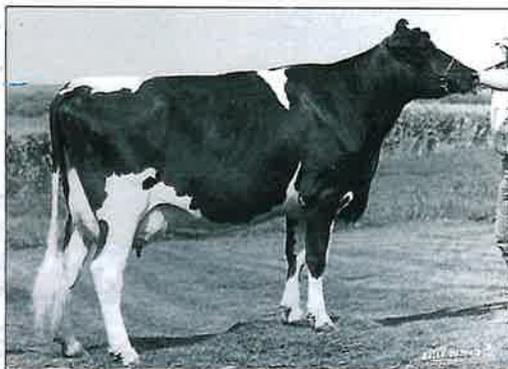
**PROTEIN YIELD**

**FORE UDDERS**

USDA PTA 1/95 ('95)	Dtrs 56	Hrds 38	TPI +1256
Milk +1651M	%Test	Lbs.	Rel
Fat +\$187	-12	+33	78%
Protein +\$173	-.04	+43	78%
Net Merit +\$156			
Avg. Std. Yield 22465M	3.50%	786F	3.10% 692P
PTAT +2.40	HA 1/95	51 Dtrs	Rel 81%

JEWEL is a 90 point Blackstar out of an EX-91 Mark followed by an EX-92 Mars Tony. JEWEL was sampled across the U.S. and will add more daughters in July. He is truly a super type bull who just happens to be a great protein improver. JEWEL will be extremely popular.

JEWEL is a complementary mating to daughters of Wister, MELWOOD, Royal, CUBBY, RUSS, SOUTHWIND, Winken and Chairman Vallant.



**Dtr: Veums Blackstar Crest #1222 VG-86**  
2-02 2x 300d 17543M 3.8% 673F 3.2% 563P  
Ronald Hoff, Coon Valley, WI

HA 1/95 51 Daughters 33 Herds 81% Rel

	HA	-2	-1	0	+1	+2
Udder Cleit	2.2 Strong					
Rear Udder Height	2.0 High					
Rear Udder Width	2.2 Wide					
Udder Depth	0.3 Shallow					
Fore Udder Attachment	2.2 Strong					
Front Teat Placement	1.9 Close					
Teat Length	1.6 Short					
Rear Leg Set	0.4 Sickle					
Foot Angle	0.1 Low					
Rump Angle	0.2 High Pins					
Thurl Width	1.7 Wide					
Dairy Form	3.5 Open Rib					
Body Depth	1.7 Deep					
Strength	1.3 Strong					
Stature	1.8 Tall					
Udder Composite	+1.53					
Foot & Leg Composite	+0.02					
Body Composite	+1.80					
Dairy Composite	+2.49					

Calving Ease: Insufficient Data  
Somatic Cell Score: +3.02, 61% Reliability  
Productive Life: +2.70, 45% Reliability

To-Mar Blackstar-ET \*TL 1929410 EX-93 GM

Pappys Jewelbox 12723962 EX-91

3-03 2x 365d 29080M 3.2% 926F 3.2% 919P

4-07 2x 365d 30180M 3.4% 1038F 3.1% 944P

Maternal Grandsire: Walkway Chief Mark \*TL 1773417

VG-87 GM

Third Sire: Marshfield Elevation Tony \*TL 1626813 VG-88 GM



**Dtr: Mae Wejoca Cachia GP-84**  
2-01 2x 211d 17003M 3.6% 612F 3.0% 511P Inc.  
Harvey and Pauline Olson, Westby, WI

*our cow*



**LONTE BLACKSTAR JEWEL \*TL 2125686 EX-90**

Born 1/08/90 aAa 1 2 6 3 4 5 DMS 3-4+3/5-1

Bred by Rao D. & Lon T. Tueller, Geneva, ID

Acquired from MEE Syndicate, Richmond, UT

CANADIAN ELIGIBLE

*We proved this bull  
and owned 50%.*

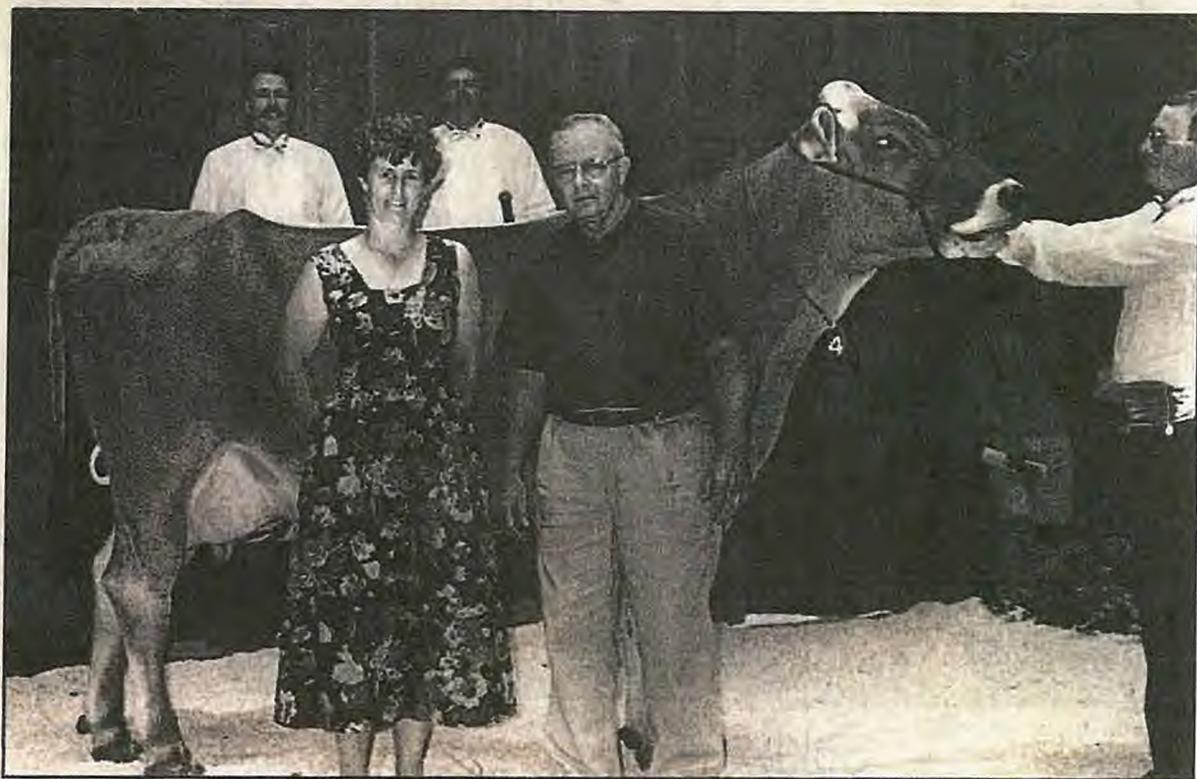


**Dtr: Hi Lo Springs Jewel Bell**  
2-08 2x 133d 8557M 3.9% 331F 3.1% 266P Inc.  
Glen & Randy Dreier, Norwalk, WI









## Top selling cow

Photo by John Marquart

Charlotte O'Brien and Harvey Olson, members of the Mae-WeJoCa Syndicate, stand before R-Hart Bab Elle-ET after the conclusion of the Tri-State Super Star Sale Saturday in La Crosse. The syndicate purchased the 3-year-old Brown Swiss, for \$36,000.

# Brown Swiss tops Tri-State sale

### La Crosse

Buyers paid \$341,000 for the 72 quality dairy cattle sold August 24, at the Tri-State Super Star Sale at the La Crosse Civic Center.

A 3-year-old Brown Swiss, R-Hart Bab Elle-ET, brought the highest price at the sale. The Mae-WeJoCa syndicate from the Westby area purchased the animal for \$36,000 from R-Hart Watakoneta Farms in Watakoneta, Ohio.

Five unborn Brown Swiss bulls, due in September, brought \$30,000 at the sale. Sired by Mile Away Craftman, their dam is Lindale-

Convincer Elaine, two-time supreme champion at World Dairy Expo and three-time unanimous all-american.

Ten direct dams behind Lindale-Convincer Elaine is Jané of Vernon, considered to be the queen mother of the Brown Swiss breed. Born 62 years ago near Viroqua in Vernon County, Jane of Vernon was national champion five times and unbeaten during the 1930s.

The top-selling Holstein, Shey-Land Jesse Rozana-ET, owned by Landis Weaver from Goshen, Indiana, sold for \$12,000. The 3-year-old cow was purchased by

Genesis, an embryo-transplant company from England.

The second highest Holstein, High-Fights Bubba Lu-Lu-ET was purchased by Jim Feske of Spring Valley, Minnesota for \$11,000 from Patrick Orchard Dairy of Layetteville, Tennessee.

The sale was real consistent in quality and in price, according to Ole Meland, Vice-President of Genetics at Tri-State Breeders. The 56 Holsteins at the sale sold for an average of \$4,740, while the 16 Brown Swiss averaged \$7,456.

—John Marquart

Thursday, August 29, 1991

# Tri-State Breeders Celebra

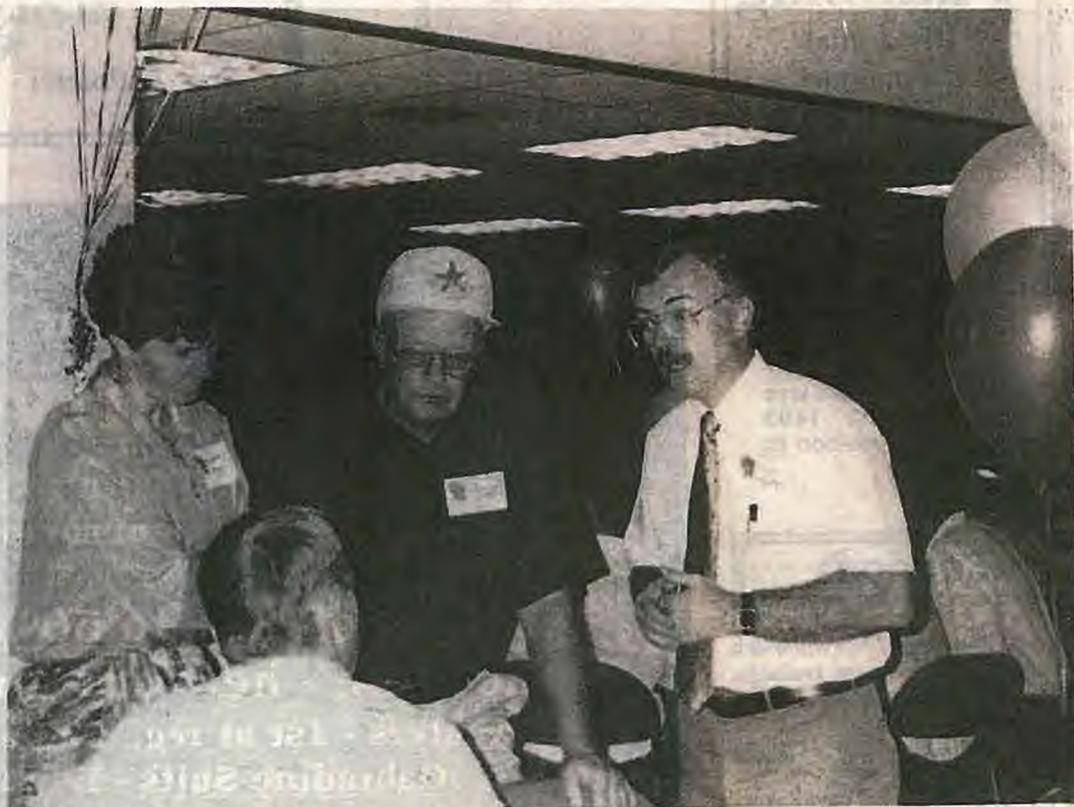
by Jessica Greenfield

Tri-State Breeders Cooperative hosted a two-day event on August 23-24 at the La Crosse Center to commemorate the 50th anniversary.

According to Julie Larson of Tri-State in Westby, the anniversary events drew close to 2500 people. Interested parties from all over the United States and world traveled to La Crosse to take part in celebrating Tri-State's accomplishments.

Activities on Friday included an all-day tour of several area dairy farms, a golf outing and the "Taste of Wisconsin" Buffet followed by a dance. The buffet offered such Wisconsin delicacies as beef and pork sandwiches, corn on the cob, potatoes, cheese and ice cream.

Following the buffet, the large crowd had the opportunity to view a slide show detailing Tri-State's history and accomplishments throughout the company's fifty years of existence. The Pre-Sale



## ***Discussing Tri-State's accomplishments***

Roger Ripley, CEO and President of Tri-State, spoke with those attending the "Taste of Wisconsin" Buffet held at the La Crosse Center on Friday night.



BFW16664C R HART BAB ELLIE--ET

Agri Graphics, Ltd.  
Cary, Illinois 60013



11026

### The Brown Swiss Cattle Breeders' Association

#### CERTIFICATE OF EMBRYO IDENTIFICATION

423/35TCE0515-Holstein

THE EMBRYO identified as

(Recipient ID or Label of Container)

Forest Lawn Tradition ET

No. 181926

Sire  
or  
Sire

No.  
No.

Donor Dam R Hart Bab Ellie ET \*TW

No.

770548

Owner of Donor Dam Mae We Jo Ca Brown Swiss, Viroqua, WI

Cust. No.

WI2787

Date of Recovery March 11, 1992

Number of Embryos Recovered

9

Method of Embryo Storage

has been accepted as an "identified" embryo, under the rules of the Association, and will be numbered as above.

Date identification recorded June 23, 1993

This certificate is issued in full reliance upon the truth of the statements contained in the application filed therefore, but in no event is to be deemed a guarantee by the Association of the breeding of the embryo and should said application be proven untrue, or should it be proven that said embryo has no right to identification, this Certificate of Embryo Identification will be cancelled.

*George G. Harris*

Secretary, Beloit, WI

SEE BACK HEREOF FOR TRANSFER OF EMBRYO.  
(RETURN THIS CERTIFICATE WITH APPLICATION FOR TRANSFER.)

THE DEATH OF THIS EMBRYO SHOULD BE REPORTED TO THE SECRETARY  
AND THE CERTIFICATE RETURNED FOR CANCELLATION.

1995 **B**ROWN SWISS DIRECTORY

"NOTHING  
HAPPENS UNLESS  
FIRST A DREAM"  
—CARL SANDBERG



**Accelerated Genetics<sup>®</sup>**  
  
**TRI-STATE BREEDERS**

*one of our bulls at*

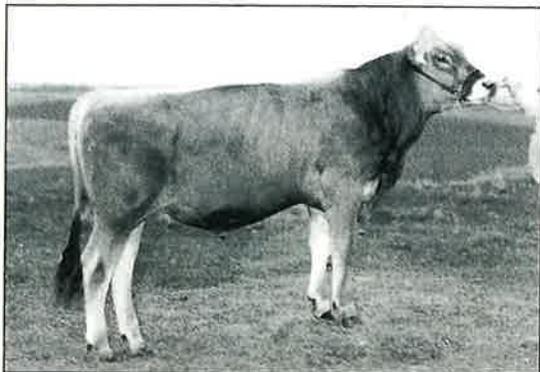
# YOUNG SIRES



Mary Lippert

## 14B 0241 Mae WeJoCa Ellies ELMER ET

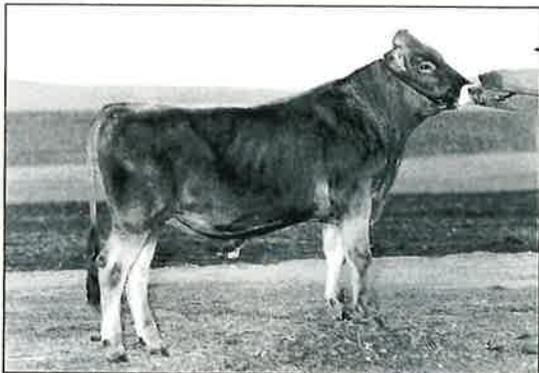
Reg. No.: 189007  
 Born: August 28, 1992  
 From: Mae WeJoCa Brown Swiss, Viroqua, WI  
 Sire: Trout Run Distinct Blend 181217 E \*\*Superior  
 Dam: R Hart Bab Ellie ET \*TW 770548 V-86 \*\*Certified  
 3-1 365 28,030 4.2 1,173 3.5 968  
 MGS: Ventures ESP Babaray (W) 175545 V-87 \*\*Superior



Mary Lippert

## 14B 0244 R Hart BC COLLECTION

Reg. No.: 189182  
 Born: January 23, 1992  
 From: R-Hart Farm, Wapakoneta, OH  
 Sire: Trout Run Distinct Blend 181217 E \*\*Superior  
 Dam: R Hart CD Clar ET 802797 E \*\*Certified  
 2-0 365 26,770 4.5 1,207 3.6 959  
 MGS: K Top Acres Dotson ET 179801 E \*\*Superior



Mary Lippert

## 14B 0246 Widmers Tradition MAX

Reg. No.: 189041  
 Born: October 7, 1991  
 From: Juanita Widmer, Tillamook, OR  
 Sire: Forest Lawn Tradition ET 181926 E \*\*Superior  
 Dam: Widmers Babaray Misty \*TW 785399 V-88 \*\*Certified  
 3-5 365 27,570 3.6 1,002 3.6 998  
 MGS: Ventures ESP Babaray (W) 175545 V-87 \*\*Superior



Kathy DeBruin

## 14B 0248 Oak View Tradition PRONTO ET

Reg. No.: 189412  
 Born: December 4, 1992  
 From: Oak View Swiss Farm, Cumby, TX  
 Sire: Forest Lawn Tradition ET 181926 E \*\*Superior  
 Dam: Top Acres Combo Prissy ET 788322 E \*\*Certified  
 2-5 365 22,000 3.8 825 3.7 809  
 MGS: Bridge View Combination 167037 E \*\*Superior

Dam: Top Acres Combo Prissy ET

# MAE-WEJOCA JEWEL'S JARVIS

2259489

107H1063

*A very milky looking young bull with a deep body and open rib.*

Sired by: **LONTE BLACKSTAR JEWEL**

3-06 90 EEEV

PTA: +1651M +33F +43P 78R

PTA: +2.40T +1.53UDC 81R (1/95)

**Dam**



**JANESTEAD ENHANCER JOYCE ET**

5-00 85pts "EX MS"

3-09 365D 31,650M 4.2% 1335F 3.2% 1005P

**Grand Dam**



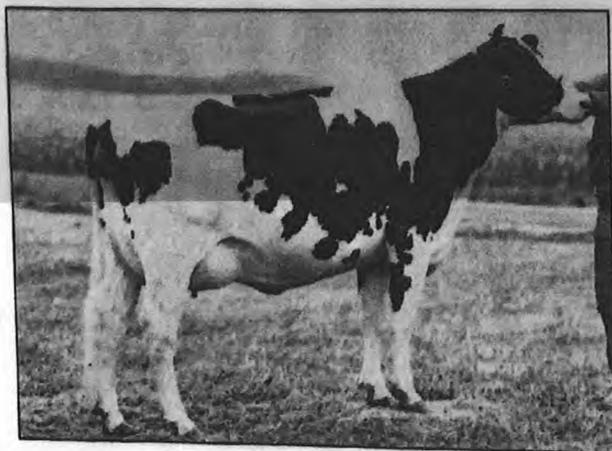
**POY-SIPPI CHIEF JOHANNA**

12-05 92 "EX MS" 4E DOM

6-2 365D 28,610M 4.0% 1154F

with protein tests up to 3.3%

**Maternal Sister to Jarvis**

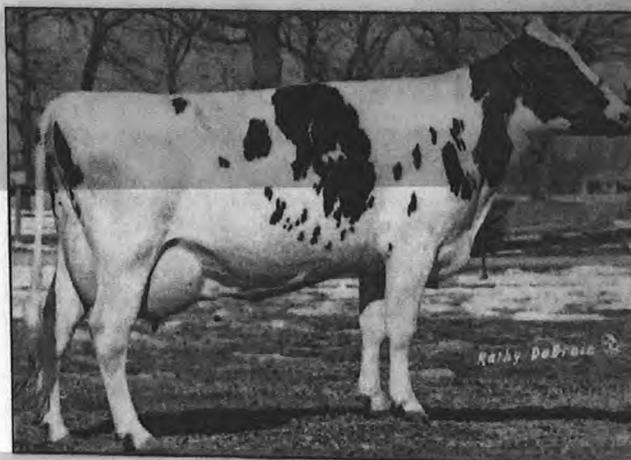


**JST JOYCES COMMAND JOSI**

4-00 86pts "VG MS"

3-7 364D 22,078M 4.4% 977F 3.6% 790P

**Full Sister to Joyce**

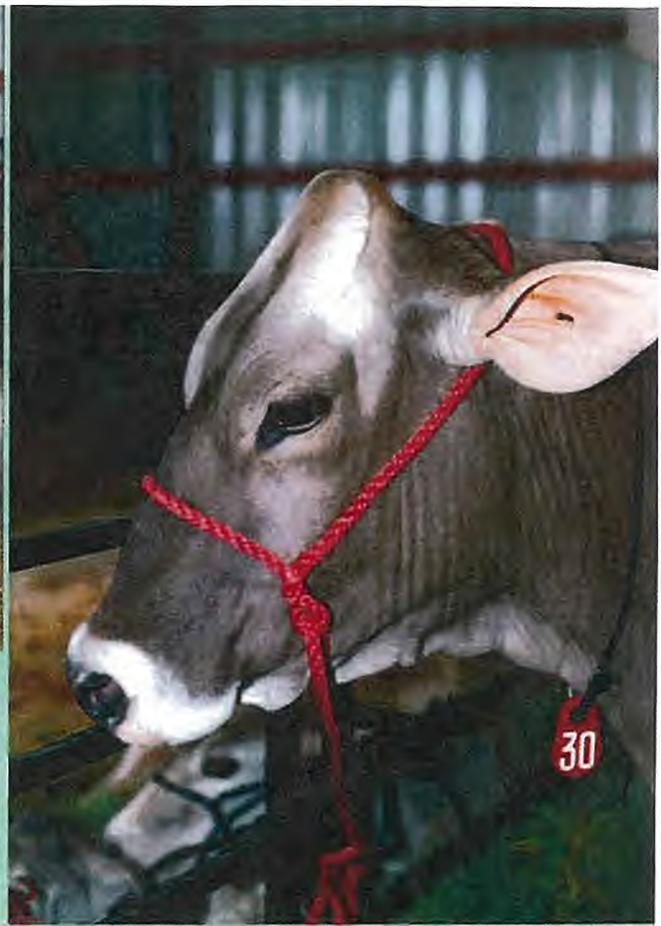


**ENHANCER LOST ELM JULIANA ET**

5-00 88pts "VG MS"

4-8 365D 38,870M 4.2% 1616F 3.2% 1247P



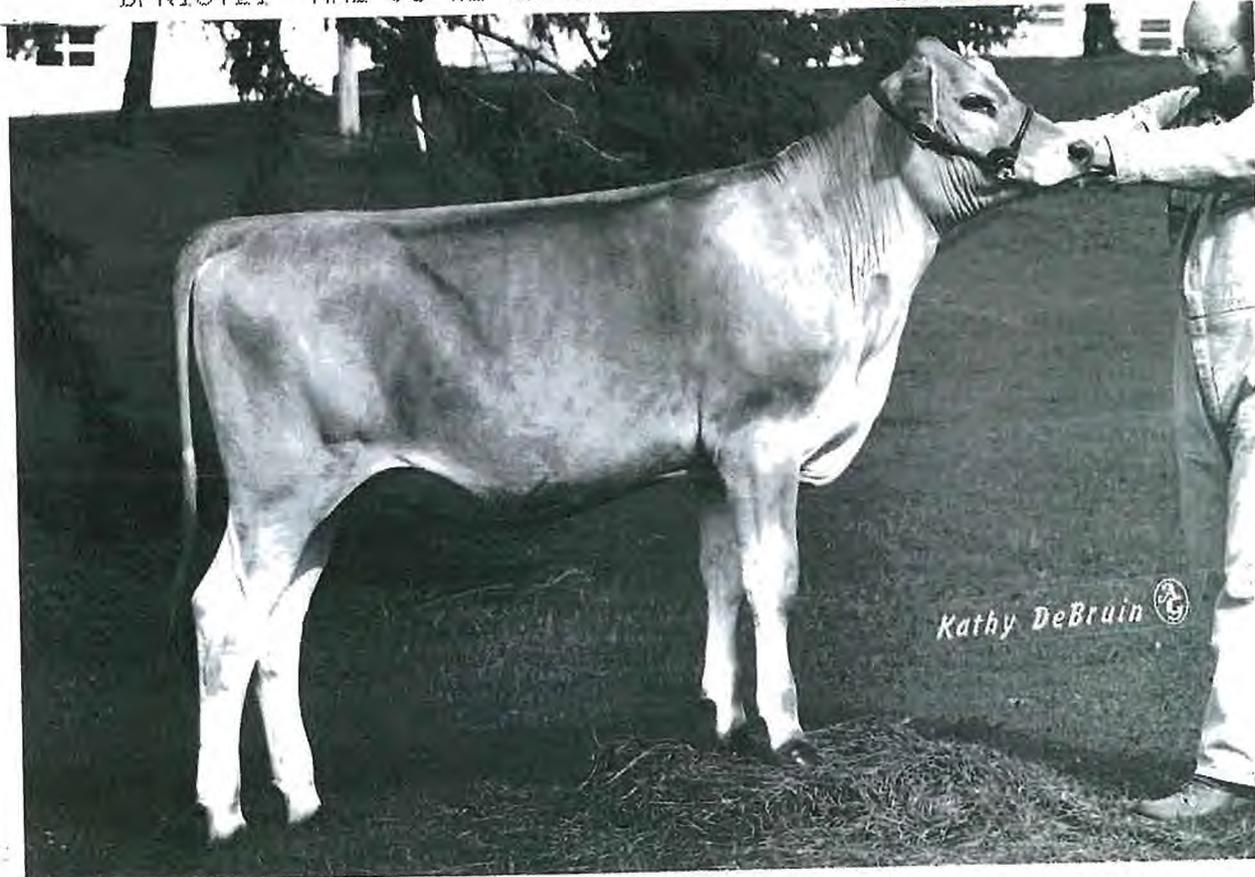




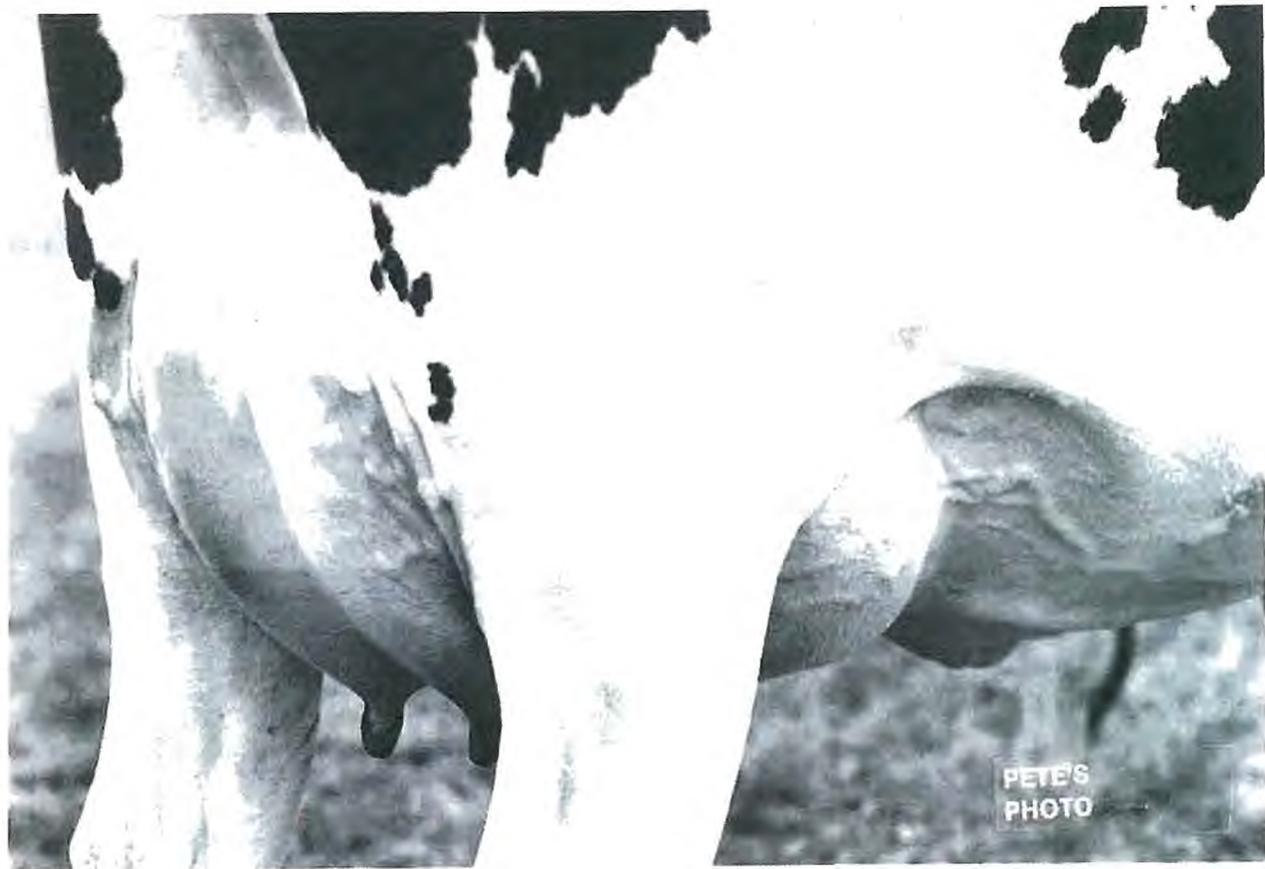
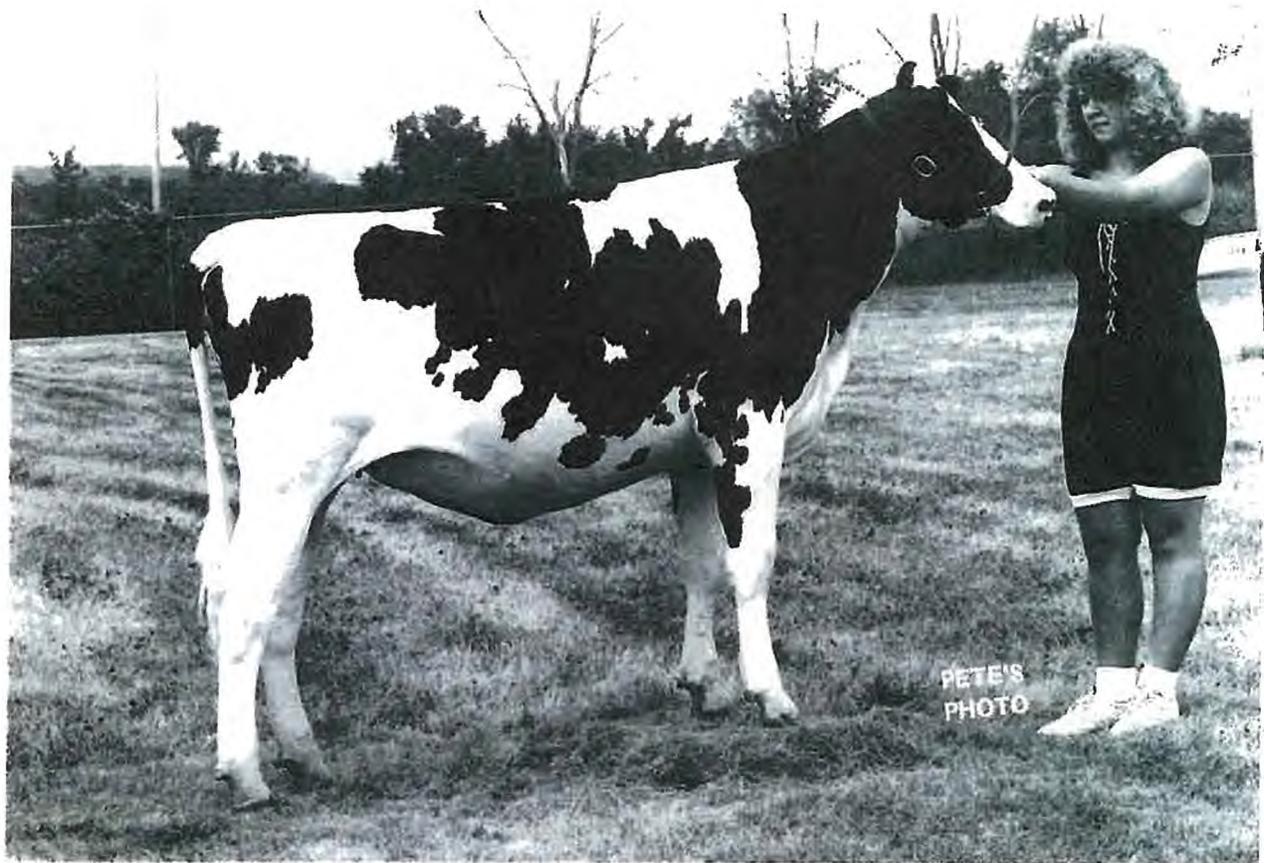
Rensberg

BFK18721 MAE JO WE CA ELLIE MAE

*Agri Graphics, Ltd.*  
Cary, Illinois 60013



Kathy DeBruin 



## **EDB Committee**

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**From:** Gagnier (US), Nicole C <nicole.c.gagnier@boeing.com>  
**Sent:** Wednesday, April 15, 2020 11:05 AM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. EMER-GEN

Hello Economic Development and Budget Committee,

I am writing to provide my testimony on how the EMER-GEN program presented by MEDB has benefitted my personal and career development. I work as a Systems Engineer for The Boeing Company here on Maui where I have worked for three years now. I was a member of the inaugural EMER-GEN cohort in 2018 and participated again in 2019.

EMER-GEN programming includes a mixture of training, leadership development, career development, mentoring, and networking. Over the past two years of participation, I have had the unique opportunity to interact with mentors who are experts and leaders in the field, including the now Director of Human Space Flight at NASA, Doug Loverro. In these small group mentoring meetings, you have a unique opportunity to ask questions about their research, background, thoughts on current events, or advice for how to move forward with your career. I cannot imagine many opportunities in which participants would have access to meet with such a range of high caliber mentors in a small group setting like what is provided at EMER-GEN. Additionally the training was directly useful for my work as we worked in teams to develop space surveillance networks using industry analysis tools. I also very much enjoyed the diversity talks, especially the portions that focused on Hawaiian culture as it helped me understand better the community that enables us to perform world class research on the summit of Haleakala. Finally, the various networking opportunities have afforded me the ability to make friends across the field and country with like-minded young space professionals. I have truly enjoyed the EMER-GEN programming over the past two years!

EMER-GEN is a unique development opportunity, especially for local Hawaii residents. It is often too expensive to attend conferences, workshops, and training on the mainland so Hawaii residents, especially young professionals who often would benefit most from these experiences, are at a disadvantage. EMER-GEN brings leading experts in the field as well as other enthusiastic young professionals in the space sector to Hawaii providing a cost effective and high quality opportunities for training, networking, and development. Personally, EMER-GEN was the only development activity of this type that I was funded to attend in the first few years of working here on Maui for which I was very grateful. I was able to attend because of the low cost due to the program being located in the islands. I met attendees from across the islands, both in industry and academia, which was really great as I got to meet other young professionals in the Hawaii community that are so close but that I would not have otherwise had the opportunity to interact with. Overall, I think EMER-GEN is a great opportunity for personal and career development particularly for Hawaii residents.

In summary, I believe EMER-GEN is an excellent development opportunity for young professionals, particularly for our local Hawaii residents. MEDB does an excellent job of evolving the program based on participant feedback and even invites past participants to serve on the planning committee to ensure continued success and relevance for future years. I highly recommend EMER-GEN to receive continued funding as the program provides truly unique development for young professionals in the space sector, especially for our own young professionals in Hawaii.

Thank you for your time,

**Nicole Gagnier**

Systems Engineer  
The Boeing Company  
Maui Space Surveillance Site



## **EDB Committee**

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**From:** Jaime Kahoohanohano <jaime@medb.org>  
**Sent:** Wednesday, April 15, 2020 11:09 AM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** \_Testimony- Sienna Jolie Racoma (1).pdf

Aloha,

Attached is a letter in support from Sienna Racoma, a student at Maui Waena Intermediate.

Thanks,  
Jaime Kahoohanohano

Aloha! My name is Sienna Jolie Racoma and I'm an 8th grader at Maui Waena Intermediate school and I'm in the STEMworks afterschool program. I'm here to support the STEMworks program.

I've been in the STEMworks program ever since 6th grade and this program has made such a huge impact on my life. Being in this program really helped me find out who I am and what I love to do and gave me many opportunities. This year in the STEMworks program I was a part of the media and robotics.

Though STEM I've gotten many travel opportunities such as the STEM Conference in Oahu (6th grade), the Student Television Network convention in Seattle, Washington (7th grade), STEM Conference in Oahu (7th grade), being the Co-host for HIKI NO in Oahu (7th grade), and the Student Television Network convention in Washington, D.C (8th grade) which got cancelled when we were in Washington, D.C.

These are the many opportunities I've gotten. From these opportunities, I've learned not only the basic media skills but life skills like, teamwork, leadership and having a good work ethic. The best thing that I've gotten from being in this program is friends. Without the STEMworks program I don't think that I would be the person that I am today.

## EDB Committee

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**From:** Peter <peter@hawaiianresources.net>  
**Sent:** Wednesday, April 15, 2020 11:29 AM  
**To:** EDB Committee  
**Cc:** County Clerk  
**Subject:** Maalaea testimony for April 17 budget meeting  
**Attachments:** Maalaea WWTP Steering Committee Testimony to EDB.docx

Please accept the following testimony for you April 17, 2020 Budget meeting.

It is attached as a word document and included as the text of this email.

Mahalo,

Peter Cannon

To: Economic Development and Budget Committee, Maui County Council

### **RE: CIP budget for new Central Maui Wastewater Plant**

The Maalaea community has pursued alternatives to our private treatment facilities and injection wells over the last 18 months. Although we met with the Mayor several times, we are not mentioned in the CIP budget detail for a new Central Maui wastewater treatment plant. If Council approves the funding for the new Central Maui plant we ask you to include Maalaea in future plans.

#### Background:

Maalaea Village Association (MVA) held its first Town Hall on October, 2018. The subject was the need for wastewater treatment options due to mandates for replacement of several private wastewater treatment plants and the plausibility of a regional Waste Water Treatment Plant (WWTP).

The Panel included a Clean Water Expert, Representatives from the State Department of Health Wastewater Branch, the State Attorney General's Office, and a Wastewater Expert. 56 people attended, 25% (14 people) signed up to be on a wastewater task force.

A Steering Committee was named with individuals from the Hono Kai and Lauoa Condominiums which were both under orders by the DOH to correct their WWTP to a tune of approximately \$1 million each, Maui Ocean Center, and Maui Harbor Shops. MVA was represented on the committee. The Committee met numerous times since October of 2018.

Brown and Caldwell was hired to conduct a study on the feasibility of a modern regional WWTP for the immediate Maalaea Village Community, thereby replacing the 23 injection wells utilized by the ten condominium properties and Maui Harbor Shops.

South Maui County Councilmember Kelly King requested that we add the possibility of building a delivery system for Maalaea sewerage to be pumped to the planned Waikapu Country Town (WCT) WWTP as a part of the study as a more cost effective alternative. This portion of the study was funded by an OED grant to MVA.

Brown and Caldwell completed the feasibility study for concept plans with primary cost estimates on a regional WWTP and on the WCT pump station delivery system. Brown and Caldwell produced specific engineering for building a regional WWTP in Maalaea, provided conclusions for building a regional WWTP in Maalaea (Section 9), the concept of pumping toward the new Waikapu Country Town(WCT)(Section 10), and the comparison of the two methods (Section 11). Pumping to Waikapu proved to be half the cost and more timely.

We have met several times with Waikapu Country Town developer Mike Atherton, who has assured the Steering Committee that he will include Maalaea when he builds his wastewater treatment plant. Maalaea water and effluent will be invaluable in helping him get the development built in the near future. The Maalaea community would pay Public Utility Commission (PUC) defined rates for the treatment services.

The steering committee presented the study to Mayor Mike Victorino, several Maui County Council representatives, Senator Roz Baker, Representative Angus McKelvey, and Senator Gil Keith-Agaran. We have also met with Department of Environmental Management Director Eric Nakagawa and his staff. The goal was to ask for support in funding a public private partnership of state and county government and Maalaea property owners.

In the meantime, the Supreme Court of the United States has heard arguments on Maui County's appeal of Federal court rulings regarding violations of the Clean Water Act. The final ruling could affect the status of injection wells on Maui. We do not know how Maalaea might be affected by this court decision or what the changes might be with the

Supreme Court decision.

Maalaea community has been proactive by looking for positive solutions to improving upon the use of injections wells for our sewer effluent. We feel that whatever the results of the court decision, we will be in a better place by having studied the options. Recent efforts by Maui Nui Marine Resource Council and other entities to restore Maalaea Bay will benefit by eliminating injection wells in Maalaea.

It is a known fact that Maui County must find alternatives to its Kahului WWTP. The Administration's budget includes CIP funding for this new facility to begin making the move.

Although the Mayor has assured us several times that Maalaea could hook up to the new Central Maui facility we are not mentioned in the budget details.

We are unsure how Mr. Atherton's plans for Waikapu Country Town will materialize. At this point we ask that Maalaea be included in the County's long range plans with possible construction by 2025.

Mahalo for your consideration.

Peter Cannon and Tapani Vuori, Co-Chairs

Maalaea Wastewater Steering Committee

To: Economic Development and Budget Committee, Maui County Council

**RE: CIP budget for new Central Maui Wastewater Plant**

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Mahalo for your consideration.

Peter Cannon and Tapani Vuori, Co-Chairs  
Maalaea Wastewater Steering Committee

## EDB Committee

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**From:** Oscar Hudson <808oscar@gmail.com>  
**Sent:** Wednesday, April 15, 2020 11:32 AM  
**To:** EDB Committee  
**Subject:** Paia Youth and Cultural Center

I would like the funding levels to stay the same for PYCC. PYCC is very important to me because it is a place that I can go to that is safe and very fun. They have surf boards that we can borrow and fun with in the ocean. They have a media lab where kids can learn how to edit videos, make content, and learn photography. They have a kitchen where the amazing Chef Ben can teach you how to make dishes. The kitchen also provides a 1 dollar lunch every day for all the kids and staff. They have a radio station where kids can play the songs of their choice to every one listening! I personally love to operate the radio station. The PYCC also has a skate park! There is enough room to hold a ton of kids and the staff there know how to treat wounds if you happen to fall and hurt yourself. The PYCC is full of caring, fun, awesome staff that are always there for you and will never judge you.

Sincerely,

Oscar Hudson, a proud member of PYCC.

## EDB Committee

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**From:** Michael Fogarty <mike@mauireefs.org>  
**Sent:** Wednesday, April 15, 2020 12:09 PM  
**To:** EDB Committee  
**Subject:** Email Testimony for the Economic Development Budget Committee  
**Attachments:** 4.14.20 Mike Fogarty Budget Committee.pdf

My email letter and pdf copy attached:



Michael Fogarty  
Maui Nui Marine Resource Council  
PO Box 331204  
Kahului, HI 96733  
April 14, 2020

Economic Development and Budget Committee  
County of Maui County Council  
[edb.committee@mauicounty.us](mailto:edb.committee@mauicounty.us)

Dear Committee Chair Rawlins-Fernandez, Vice Chair King and Economic Development and Budget Committee Members,

As Executive Director of Maui Nui Marine Resource Council, I am presenting my testimony in support of funding to protect Maui County's coral reefs and nearshore ocean water quality in the County 2021 budget.

Before COVID-19, one of the biggest concerns for our island community was the declining state of our coral reefs and impaired ocean water quality. Our community recognized that coral reefs are more than fascinating undersea ecosystems. Without healthy coral reefs, our beaches will be eroded quickly by storms and big waves, our coastal infrastructure will be undermined and homes/buildings will be lost. Looking forward, our coral reefs will play a critical role in rebuilding tourism, the largest employment sector on Maui. Clean ocean water is also an important part of Maui's economic well-being; just think of the revenues associated with surfing and other watersports. Clean ocean water is also essential for the survival of our coral reefs and native fish populations.

During 2020, the County of Maui supported Maui Nui Marine Resource Council's work for healthy coral reefs, clean ocean water and abundant native fish with \$225,000 for our **Water and Environmental Resource Protection and Conservation Program**. Unfortunately, this funding is absent from Mayor Victorino's proposed 2021 budget. We urge the Economic Development and Budget Committee to restore this funding as an investment in Maui's future.

The funding that Maui Nui Marine Resource Council requests will support our unique community based ocean water quality monitoring at 41 monitoring leeward Maui, our oyster bioremediation project to improve ocean water quality in Ma'alaea Bay, our Pohakea stormwater management program, coral reef studies in Ma'alaea and Olowalu, and coral reef education programs.

Funding Maui Nui Marine Resource Council will also help to bring Federal money to Maui to support jobs for our residents. As you may know, MNMRC has received a multi-year \$300,000 grant from National Fish and Wildlife Foundation (NFWF) which will allow us to pay local contractors to install fire breaks to help suppress wildfires in the Pohakea watershed during 2020 and 2021.

We are also applying to NFWF's National Coastal Resilience Fund to support assessment and preliminary design of projects in South Maui that will reduce flooding and sediment runoff onto Kihei's reefs, to protect the reefs so they can better protect our community's coastline. This grant is the first step in a series of NFWF grants that could provide funding in subsequent years for final design and permitting of some of these flood-control and runoff prevention projects, and ultimately provide millions of dollars for project implementation.

Matching funds are required to secure these NFWF grants, which is why Maui County's funding for Maui Nui Marine Resource Council in 2021 is both critically needed and potentially valuable to support jobs and community improvement.

Perhaps you have viewed marine environmental protection programs as something extra – like "icing" on the cake – but please remember that in reality, our ocean environment is "the cake" -- the foundation upon which our well-being as an island community is based. Let's not ignore this important foundation. Please include Maui Nui Marine Resource Council in Maui County's 2021 budget.

I would also like to offer Maui Nui Marine Resource Council's Programs and Projects Manager Amy Hodges ([amy@mauireefs.org](mailto:amy@mauireefs.org)) and our Communications and Outreach Manager Anne Rillero ([anne@mauireefs.org](mailto:anne@mauireefs.org)) as expert witnesses to help with any questions you might have about our programs and projects. I'm also here to answer any questions that may arise.

Thank you for your time today. Please be safe and stay healthy.

Sincerely,

Mike Fogarty  
Executive Director



Michael Fogarty  
Maui Nui Marine Resource Council  
PO Box 331204  
Kahului, HI 96733  
April 14, 2020

Economic Development and Budget Committee  
County of Maui County Council  
[edb.committee@mauicounty.us](mailto:edb.committee@mauicounty.us)

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Thank you for your time today. Please be safe and stay healthy.

Sincerely,

A handwritten signature in black ink that reads "Mike Fogarty". The signature is written in a cursive style with a long horizontal stroke extending to the right.

Mike Fogarty  
Executive Director

## EDB Committee

---

**From:** greenberg@edge-3d.com  
**Sent:** Wednesday, April 15, 2020 1:19 PM  
**To:** EDB Committee  
**Cc:** Gerry Smith  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc  
**Attachments:** MEDB Support Letter.docx



April 15, 2020

To:  
Maui County  
Economic Development Board Committee

Re:  
EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc

From:  
Gary Greenberg, CEO  
Edge-3D, LLC  
[www.edge-3d.com](http://www.edge-3d.com)

Dear Mayor and Maui Counsel Members,

I want to voice my appreciation for the good work being done by the Maui Economic Development Board. As CEO of a small business based in Maui, I strongly support funding the MEDB and the important work they do to foster economic prosperity in Maui.

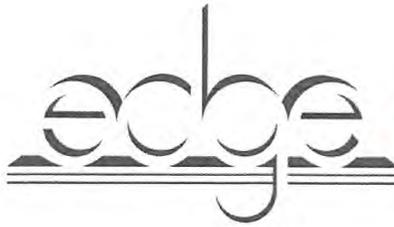
They have been a huge help in mentoring my company and by selecting us as a Maui Business Connect Cohort. They have given us the opportunity to connect with other technology businesses in Hawaii and they sponsored our attendance at the Inner City Capital Connections Conference in Honolulu that lead to extensive one-on-one mentoring from world experts.

At this extraordinary time of challenges for our Maui businesses, we need the MEDB more than ever. I hope you will be able to increase the MEDB budget to meet the needs of our rapidly changing future.

Mahalo Nui Loa,

~~\_\_\_\_\_~~

Gary Greenberg, PhD



Information & Understanding Through 3D Imaging



Edge-3D: Setting the Standard for Direct-View 3D Microscopy

April 15, 2020

To:

Maui County

Economic Development Board Committee

Re:

EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc

From:

Gary Greenberg, CEO

Edge-3D, LLC

[www.edge-3d.com](http://www.edge-3d.com)

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At this extraordinary time of challenges for our Maui businesses, we need the MEDB more than ever. I hope you will be able to increase the MEDB budget to meet the needs of our rapidly changing future.

Mahalo Nui Loa,

A handwritten signature in black ink, appearing to read "Gary Greenberg".

Gary Greenberg, PhD

## EDB Committee

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**From:** Karima Morgan <karimamorgan16@gmail.com>  
**Sent:** Wednesday, April 15, 2020 1:38 PM  
**To:** EDB Committee  
**Cc:** County Clerk  
**Subject:** Funding for Maui Nui Resource Council

**It is imperative to reinstate funding for Maui Nui Marine Resource Council in the 2020 budget, and with the added advantage to access matching funds from a two year grant from the National Fish and Wildlife Foundation that is helping put Maui residents to work to install firebreaks in the Pohakea watershed.**

This funding is needed to support important pro for healthy coral reefs, clean ocean water and abundant native fish, including:

- Ocean water quality monitoring at 41 locations in South and West Maui through our Hui O Ka Wai Ola program
- Oyster project to improve ocean water quality in Ma'alaea Bay
- Implementing the Pohakea stormwater management program including work to suppress wildfires in the Pohakea watershed across from Ma'alaea Bay
- Important studies of corals that are most resilient to climate change and adverse conditions in Ma'alaea and Olowalu
- Community education programs, including our monthly speaker series

Thank you for your consideration of this important organization on Maui.

Karima Morgan  
Kihei, HI, 96753

## **EDB Committee**

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**From:** Karima Morgan <karimamorgan16@gmail.com>  
**Sent:** Wednesday, April 15, 2020 1:46 PM  
**To:** EDB Committee  
**Cc:** County Clerk  
**Subject:** Testimony for April 17 budget meeting

*I am a resident of Kihei. I support County of Maui use of Open Space funds for purchasing the Maalaea Mauka/Pohakea lands for the following reasons:*

- 1. Firebreak*
- 2. Water quality in the Ma'alea harbor*

*Karima Morgan*

## **EDB Committee**

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**From:** Tova Callender <tovacallender@gmail.com>  
**Sent:** Wednesday, April 15, 2020 2:39 PM  
**To:** EDB Committee  
**Cc:** County Clerk  
**Subject:** Testimony for budget support for MNMRC- Friday, 4/17 6pm County Council meeting  
**Attachments:** R2R support for MNMRC COM budget FY2021.pdf

Aloha,

Please accept the attached testimony for the upcoming County Council meeting- Friday, April 17 at 6 pm .  
Mahalo, Tova

--

**Tova Callender**

West Maui Watershed & Coastal Mg Coordinator

*Working in support of the goals of the West Maui Ridge to Reef Initiative*

(808) 214-4239

[www.WestMauiR2R.com](http://www.WestMauiR2R.com)

[www.westmauikumuwai.org/](http://www.westmauikumuwai.org/)

[www.huiokawaiola.com/](http://www.huiokawaiola.com/)



April 15, 2020

County of Maui County Council

**Re: Support for funding Maui Nui Marine Resource Council to enable critical work including coastal water quality monitoring**

Dear distinguished Members of our Maui County Council,

On behalf of the West Maui Ridge to Reef Initiative, I am writing in support of including funding for the Maui Nui Marine Resource Council (MNMRC) in the proposed budget for FY2021. Ideally, this would be at the past level of \$225,000.

The West Maui Ridge to Reef (R2R) Initiative is an all-encompassing approach across multiple agencies and organizations to address adverse impacts to coral reefs in West Maui. Utilizing established efforts underway and leveraging resources across a number of agencies and community groups, R2R seeks to implement actions to reduce one of the key sources of reef decline—land-based sources of pollution.

One of the partnerships we hold central to our success in making informed management decisions and understanding impact, is the coalition we have with The Nature Conservancy (TNC) and MNMRC that resulted in our creation and ongoing management of Hui O Ka Wai Ola. Hui O Ka Wai Ola is our community based, quality controlled coastal water quality monitoring program, through which, we now have more data points on key parameters than ever before to allow us to understand where we, as a community, have cause for concern, and where action is needed to address pollution.

Each organization in our coalition plays a key role in the Hui, and by acting as the fiscal agent for our program, MNMRC's function is critical. In addition to helping to support MNMRC's other efforts in protecting our marine environment and educating the public, County funding to MNMRC helps to ensure there are no interruptions in our ability to continue water quality sampling through Hui O Ka Wai Ola.

We can only manage what we measure. This is why it is essential that we continue to monitor our coastal waters so that groups like R2R, MNMRC, TNC and our networks of conservation partners can take informed actions to prevent further degradation of coastal waters and the marine ecosystems therein.

Thank you for considering funding this important work by supporting MNMRC. Please do not hesitate to be in touch with further questions.

Best regards,

A handwritten signature in blue ink that reads "Tova Callender".

Tova Callender

West Maui Watershed & Coastal Management Coordinator

808-214-4239 tova@westmauir2r.com

## **EDB Committee**

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**From:** Billy Jalbert <billy@mauirealestate.com>  
**Sent:** Wednesday, April 15, 2020 2:46 PM  
**To:** EDB Committee  
**Cc:** Susun White; Lisa Starr  
**Subject:** Budget Testimony for Pa'ia Youth & Cultural Center  
**Attachments:** County Council Budget Testimony Paia Youth and Cultural Center PYCC.pdf

Billy Jalbert  
Principal Broker / Owner  
HI Broker License - RB-19015  
The Maui Real Estate Team, Inc.  
[Billy@mauirealestate.com](mailto:Billy@mauirealestate.com)  
Ph. 808-283-6377  
Toll Free Fax: 866-906-1092

Find your Maui Property at <http://www.MauiRealEstate.com>

April 15, 2020

Aloha County Council Budget Committee,

We are writing this testimony on behalf of the Board of Directors of the Pā'ia Youth & Cultural Center. The Covid-19 virus has hit Maui incredibly hard. The immeasurable impact will be felt by all of us for a long time. The County of Maui has been generously and reliably supportive of our effective, program-based mission since its inception. For this we are enormously grateful.

We understand there will be lots of challenges for the coming budget year, and there are many deserving programs for youth. We are respectfully requesting that the County continue full funding at current levels for the Pā'ia Youth & Cultural Center for the next year.

In times of great distress it is even more important for our youth to have a safe haven. PYCC is that safe haven. Our underage drinking prevention program/ Malama Pono / Project Venture is one of the critical components. We anticipate the needs of our members will be greater than they ever have been before. By keeping our youth safe, mentally and physically healthy and out of trouble our notably successful programs are irrefutably cost effective for the County of Maui. Our program alumni become contributing members of the community. Youth without support, direction and motivation invariably become a burden to public systems. Prevention is far less costly and disruptive.

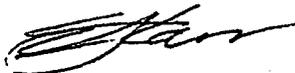
Based on our 27-year track record of "building community through our youth", we are confident that Pā'ia Youth & Cultural Center is invaluable to the community.

Mahalo again for all you do for our special island.

With respect and aloha,



Billy Jalbert, Board President



Lisa Starr, Vice President

## EDB Committee

---

**From:** Pamela Hollingsworth <pgholli@aol.com>  
**Sent:** Wednesday, April 15, 2020 3:54 PM  
**To:** EDB Committee  
**Subject:** Maui Family Support Services Early Head Start

Aloha,

I am submitting this email as a testimony to the excellent service my son receives from this program. Having my son in this program has been a true blessing. He has learned so much and has advanced more than I can explain. The staff is marvelous. They are so attentive and loving to the children and teach them new and useful things every day. I am so thankful to the entire staff for all they do. We are so lucky to have Maui Family Support Services Early Head Start here on Maui.

Thank you,

Davelynn Tau-a

Sent from my iPhone

## EDB Committee

---

**From:** Bill Hawkins <bill.hawkins@live.com>  
**Sent:** Wednesday, April 15, 2020 4:12 PM  
**To:** EDB Committee; county.clerk@mauicounty.us  
**Subject:** April 17 Budget Meeting Testimony

Aloha Committee, Council Chair, and Members:

As a resident of Wailea and member of the Wailea Community Association, I support the County purchase of Ma'alaea Mauka/Pohakea lands with available open space funds to be managed under public ownership as part of the Pohakea Watershed Plan. Whether we reside in Ma'alaea, Kihei, Wailea, or any part of Maui; the Ma'alaea Bay watershed is an essential asset to Maui's viability. Although these are difficult times, it is the best time to assure protection of our delicate environment.

Mahalo,  
Hubert W. Hawkins (Bill)  
Former Conservation Enforcement Officer

## EDB Committee

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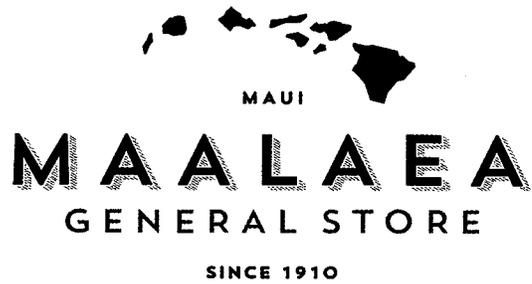
**From:** kristine peterson <kristinepeterson@me.com>  
**Sent:** Wednesday, April 15, 2020 4:40 PM  
**To:** County Clerk; EDB Committee  
**Attachments:** Aloha Chair.docx

Aloha ,  
Please accept this testimony as a member of Ma'alaia community.

Thank you for the consideration

Kristine Peterson

Sent from my iPhone



Aloha Chair & Members,

I support the purchase of Ma'alaea Mauka/Pohakea Watershed with Open Space Funds.

I've owned Ma'alaea General Store for over 5 years and I have lived in Ma'alaea for over a decade, I love this community and I am personally concerned with the ongoing and upcoming issues here.

I support The County of Maui purchase of Ma'alaea Mauka/Pohakea land for the following reasons

- a) It can be used for emergency parking, road closures, turnarounds which are greatly needed during times of emergencies
- b) It can help with the ongoing sediment problems going into our bay which are still a huge issue
- c) It can be used to keep our island beautiful as a blank space
- d) Needed fire breaks
- e) Safer Pali Trail parking
- f) With all of the housing on the way it can help with future road planning which we will need

The owner is willing to sell, this is a smart move for all of us.

Thank you for your consideration

Kristine Peterson

## EDB Committee

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**From:** Violeta Ylaite <violetaylaite@gmail.com>  
**Sent:** Wednesday, April 15, 2020 5:19 PM  
**To:** EDB Committee  
**Subject:** Budget Testimony for the PYCC

To whoever makes a life changing decisions,

I have been to many places in the world but there is one exceptional place that my son discovered through his school friends. Yes, You guessed it. It is PYCC, We are proud to have PYCC and all the ones who make this child Oasis. I see so many kids thrive there, it is a place for those to escape abusive reality at home, kids find one another there and the PYCC staff is better than our congress!

Please keep the funding levels the same for the Pa'ia Youth & Cultural Center. Let's do not shut off the water that feeds our future gardens. Let's stay resourceful and on top of bad days!

Thank You for taking time to read this letter and I wish the best upon everyone!

Mahalo Nui Loa,

Violeta

--



808.450.4975

Violeta Ylaite R(S)

Maui Luxury Real Estate LLC



## **EDB Committee**

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**From:** Shannon Vanderheuvél <lauloapresident@gmail.com>  
**Sent:** Wednesday, April 15, 2020 5:35 PM  
**To:** County Clerk; EDB Committee  
**Subject:** wwtp testimony.docx  
**Attachments:** wwtp testimony.docx

Aloha EDB/Maui County Council Chair & Members.

RE: CIP Budget for a new Central Maui Wastewater Treatment Plant

Please include our written testimony attached. Mahalo Lauloa AOA Board of Directors / Shannon VanderHeuvél AOA President for Lauloa Condominiums and MVA Board Member

Sent from my iPhone

To: Economic Development and Budget Committee

From: Lauhoa Condominiums Board of Directors  
100 Hauoli street Wailuku, HI. 96793

RE: CIP budget for a new Central Maui Wastewater Treatment Plant

Aloha EDB & Maui County Council Chair and Members

The Ma'alaea community has proactively pursued alternatives to our private treatment facilities and injection wells over the last 18 months. Although we met with the Mayor several times, we are not mentioned in the CIP budget detail for a new Central Maui Wastewater Treatment Plant. If the council approves funding for the new Central Plant, we ask that you include Ma'alaea in future plans.

On April 14, 2020 Lauhoa Condominiums Board of Directors, on behalf of the owners, signed for a loan, close to one million dollars due to mandates by the department of health to replace our current 13,000 gallon Wastewater Treatment Plant to a new 21,000 gallon Wastewater Treatment Plant Mauka side of Hauoli street. The effluent from this plant will flow into injection wells until a county system is available. We are unsure how Mr. Atherton's plans for Waikapu Country Town will materialize, so we ask that Ma'alaea be included in the County's long range plans with possible construction by 2025.

Mahalo for your consideration. Lauhoa Board of Directors Lauhoa Condominiums  
100 Hauoli Street  
Wailuku, HI. 96793

Shannon VanderHeuvel AOA President Lauhoa Condominiums and  
MVA board member

## EDB Committee

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**From:** Shannon Vanderheuvél <lualoapresident@gmail.com>  
**Sent:** Wednesday, April 15, 2020 5:59 PM  
**To:** EDB Committee; EDB Committee  
**Subject:** Testimony for Open space in Ma'alaea  
**Attachments:** Document (5).pdf

Sent from my iPhone

To: EDB/ Maui County Council  
RE: Testimony for Open Space for Ma'alaea

Dear EDB/Maui County Council Chair and Members  
Please consider my written testimony

I support the purchase of Ma'alaea Maura/Pohakea Watershed with Open Space funds because of the following reasons.

1. It can be used for emergency parking, staging / holding area with bathrooms especially in times of road closures on the way to the Lahaina side.
2. It fits the fund criteria and provides open space with a great view of Maui that can be shared by thousands without causing a hazard as we currently have to cross the center line of traffic to access the scenic view area.
3. The land can be used to mitigate problems of drainage into Ma'alaea bay, expand the Lahaina Pali Trailhead and could be used for a future additional bypass road to Lahaina.

Mahalo for your consideration  
Shannon VanderHeuvel  
AOAO President Lauhoa Condominiums and  
MVA board member  
(616)204-8513

## EDB Committee

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**From:** Rob Weltman <robw@worldspot.com>  
**Sent:** Wednesday, April 15, 2020 8:00 PM  
**To:** EDB Committee  
**Subject:** Testimony for April 17 budget meeting

I support the purchase of Ma'alaea Mauka/Pohakea Watershed with Open Space funds.

Acquiring this land will make it much easier to guarantee public access to the Lahaina Pali Trail and to the petroglyph-rich area above Maalaea for all current and future residents and visitors.

Me ke aloha,  
Rob

## **EDB Committee**

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**From:** Jessica <kirbyjmk@gmail.com>  
**Sent:** Thursday, April 16, 2020 1:52 AM  
**To:** EDB Committee  
**Cc:** Gerry Smith  
**Subject:** Subject: EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc.

Aloha Council Members or whom else this may concern,

My name is Jessica Ross. I am a small business owner and I'm writing you today to ask that you protect a very dear resource, the MEDB. As far as I'm concerned they are absolutely vital to new businesses and residents like myself who were trying to solve a problem and came up with a business model to do so. I lacked essential knowledge in how to successfully make financial projections and acquire funds to have a successful and cash positive business model. My meetings with Gerry Smith helped me create the essential financial foundations that would later allow my business to survive its first year.

My business, Violet and Jack LLC, is a food manufacturing company that makes plant based dips and cheeses. I began that journey as a stay at home mom who was trying to make healthier food for her family, my children were 1 and 3 when I began last year. I began to take classes at the college MFIC program, and Gerry Smith was a speaker during my Food X-Celerator course. I met with him after that class to create my first cost spreadsheets, then had multiple meetings with him after that to assist me in creating my business pitch for our final presentation and graduation. I ended up winning the pitch event which also helped me acquire startup money for my business to purchase much needed manufacturing equipment.

Please continue to fund MEDB. Many of the small businesses need the free resources that they provide.

Mahalo for your time.

Sincerely,

Jessica Ross  
Owner Violet and Jack LLC  
Jessica@violetandjack.com  
Violetandjack.com  
808-212-4239

Sent from my iPhone

## EDB Committee

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**From:** Jordan Jokiel <jordanj@haleakalaranch.com>  
**Sent:** Thursday, April 16, 2020 5:19 AM  
**To:** EDB Committee  
**Cc:** Don Young  
**Subject:** Testimony from Haleakala Ranch for the Maui Soil & Water Conservation Districts  
**Attachments:** Letter of Support\_Haleakala Ranch.docx

Attached.

Thank you for the opportunity to provide supportive testimony

Jordan Jokiel  
Land Manager

Haleakala Ranch Company  
529 Kealaloa Avenue • Makawao, HI 96768  
Phone: (808) 572-1500 • Fax: (808) 572-7288

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**HALEAKALA RANCH**  
• EST. MAUI 1888 •

**TO:** *Economic Development and Budget Committee*  
*Chairwoman Keani Rawlins-Fernandez*  
*Vice Chair Kelly King*  
*Council Member Riki Hokoma*  
*Council Member Tasha Kama*  
*Council Member Alice Lee*  
*Council Member Michael Molina*  
*Council Member Tamara Paltin*  
*Council Member Shane Sinenci*  
*Council Member Yuki Lei Sugimura*

**Date:** *April 16, 2020*

**From:** *Jordan Jokiel, Vice President, Land Manager, Haleakala Ranch*

**SUBJECT:** *Funding for the Maui Soil & Water Conservation Districts*  
*Fiscal Year 2021 Budget Meeting*

*I am a cooperator of one of the Soil & Water Conservation Districts on Maui and received conservation planning assistance for Haleakala Ranch for many years. Jason Hew and his colleagues at the District helped the Ranch develop firebreaks in numerous key Wildland/Urban interface areas. They have also helped us out-plant nearly a thousand native Koa trees at an important watershed restoration project site on the Ranch.*

*The assistance the SWCDs provide to local landowners in developing and implementing conservation plans and helping to receive federal assistance via the USDA-NRCS Farm Bill Program is a valuable service that benefits the County of Maui.*

*While the conservation districts are most often associated with the preparation and approval of conservation plans, their scope of work is much broader. Their activities include a variety of education and outreach programs including regular participation in the annual "Agriculture in the Class" event, which provides outreach to over a thousand Maui second graders every year.*

*By funding the SWCDs, you contribute to their capacity to carry out these tasks.*

*Thank you for your continued support of this important resource.*

*Sincerely,*  
*Jordan Jokiel*

*cc Don Young, President and CEO*

## **EDB Committee**

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**From:** Genesis S. Young <scyoun@mind.net>  
**Sent:** Thursday, April 16, 2020 7:35 AM  
**To:** EDB Committee  
**Cc:** County Clerk  
**Subject:** Testimony IN FAVOR OF MNMRC IN THE 2021 BUDGET

Aloha,

Please continue the funding for MNMRC in the 2021 budget so that they can continue their important, unique and invaluable work for our ocean and waters and all of life within them, our islands, our community, and the entire planet. We must protect the Reef and Ocean both environmentally and for our Tourist Industry!!!

They deserve and need your support. I support them because I have found their work and organization to be one of the most important, essential and effective on all of Maui.

Mahalo for your consideration.  
Scott Young

## **EDB Committee**

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**From:** Alika Atay <alikaatay@gmail.com>  
**Sent:** Thursday, April 16, 2020 8:18 AM  
**To:** EDB Committee  
**Subject:** Budget

There was a time in the 60's & 70's that an "Investment in the Marketing of Maui as a Visitor Destination" was needed to support a "New Industry of Tourism" and to boost the local economy. Fast forward 50-60 years, MISSION ACCOMPLISHED. The marketing brand of "MAUI" has gone global and is recognized worldwide.

We are currently in the "Period of The Great Pause", a time to "Re-Set". We no longer can go back to what was normal. Maui County must also do its part in the "Re-Set. They must make bold moves and decisions and change the focus of the County Budget. It's time to re-direct those visitor focused marketing funds to Invest and put financial Support into another Industry; so that we do not "Have All of Our Eggs in one Industry". Maui County, it's time to Invest into Hemp & the Agricultural Industry so that we can take the lead in providing FOOD & MEDICINE for the People.

PS. Just as a bold Social experiment, try not to spend a dollar in Marketing and let's see if no one will come to Maui.

Aloha,  
Alika Atay  
alikaatay@gmail.com

Sent from my iPhone

## **EDB Committee**

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**From:** Ku'ulei Maunupau <kuulei@kaehu.org>  
**Sent:** Thursday, April 16, 2020 8:28 AM  
**To:** EDB Committee  
**Subject:** Budget Hearing Testimony  
**Attachments:** County Council Budget Hearing Testimony KAEHU 4.15.20.docx

Aloha,

Attached is my letter to support on-going funding for the nonprofit KAEHU to manage 64 acres of coastal wetlands.

Please let me know if you have any questions.

Mahalo,

Ku'uleinani Maunupau  
Executive Director  
KA'EHU  
[www.kaehu.org](http://www.kaehu.org)  
Facebook: Malama Kaehu



To: County Council, Budget Hearing

Funding for KAEHU

Aloha Kākou,

I am the Executive Director of KAEHU, a nonprofit organization managing 64-acres of coastal wetlands in the district of Wailuku. The parcel is owned by the County of Maui and we have the right-of-entry to help manage and maintain the area til February 2024. KAEHU has partnered with public and private schools, community organizations, environmental organizations, businesses, and cultural practitioners to provide classes in natural resource management, marine biology, water microbiology, lauhala weaving, lā'au lapa'au and lomilomi, land restoration, beach clean-ups, and Hawaiian arts and crafts.

The Maui County OED program funded \$108,000 for the Community Environmental Stewardship Program in fiscal year 2020. Over the past year we have worked with public and private schools including Baldwin High, King Kekaulike, Lahaina Intermediate, Kihei Elementary, Pukalani Elementary, Mālama Waldorf, Kamehameha Pre-School Paukukalo, Maui Police Department POI and KALO youth and families programs, and STEM educational programs across the islands. Our partnerships include: Kauahea Inc., Hawaii Wildlife Fund, Hale Ho'olana, Aloha Missions, Kapono 'Āina, Sustainable Coastlines Hawaii, and more.

From Oct 2018 to Sept 2019, KAEHU has worked with more than 980 volunteers, removed over 12,000 pounds of trash from the beaches, cleared over an acre of overgrowth, helped to clear the rivers and streams, and maintained several taro patches. The area was also used as an "outdoor classroom" to educate Maui students on the Ahupua'a system and traditional wisdom and values related to natural resource management.

On Oct 1, 2019, funded by the Administration for Native Americans (ANA), KAEHU started the Ka'ehu Youth Enhancement & Mentoring Program which provides after-school and summer programs, for Maui youth between the ages of 14-24, that allow students to work alongside marine biologists, water microbiologists, archaeologists, cultural practitioners, and land restoration specialists.

KAEHU is requesting the Maui County Council continue to support our on-going efforts to help manage and maintain the area and provide cultural and educational classes and community services opportunities in land restoration, beach clean ups, and more.

Mahalo nui loa,

Ku'uleinani Maunupau

## **EDB Committee**

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**From:** Maalaea Village Association <maalaeavillageassociation@gmail.com>  
**Sent:** Thursday, April 16, 2020 10:29 AM  
**To:** EDB Committee; County Clerk  
**Cc:** B. Lynn Britton; Lyndon Ibele  
**Subject:** Testimony for April 17 budget hearing  
**Attachments:** FINAL MVA testimony for Maalaea Mauka, MNMRC, Coastal Erosion, WWTP.pdf

Aloha, and thank you for the opportunity to submit testimony on behalf of Ma'alaea Village Association.  
Please see the attached PDF.

If you have any questions, please let me know.

Sincerely,

Lynn Britton, President

### **With Warmest Aloha!**

Ma'alaea Village Association (MVA)

P.O. Box 2122

Wailuku, HI 96793





To: [edb.committee@mauicounty.us](mailto:edb.committee@mauicounty.us)  
[county.clerk@mauicounty.us](mailto:county.clerk@mauicounty.us)

April 16, 2020

**Aloha Committee and Council Chair and Members,**

The Ma'alaea Village Association (MVA), with over 150 individual and business members, appreciates this opportunity to support the following items on the FY 2021 budget:

**1. County Purchase of Ma'alaea Mauka/Pohakea Lands with Open Space Funds**

For many years, Ma'alaea Village Association, its predecessor, Ma'alaea Community Association, the Kihei Community Association, Sierra Club, Maui Tomorrow and every county planning director have expressed concerns about development on the 257-acre parcel due to its location at the gateway to West Maui, proximity to Ma'alaea Bay, vast scenic and cultural resources, and wildfires that frequent the site.

We request the parcel be purchased for public ownership and managed as part of the Pohakea Watershed Plan and other public purposes, which include expansion of the Lahaina Pali Trailhead, park/rest/greenspace, and emergency parking during road closures.

MVA has submitted an application for Legacy Land Conservation funds to match possible County open space funds for site purchase. Hawaiian Islands Land Trust (HILT) may be willing to "moderate" for a commitment to the purchase, and participate in future planning.

**2. Ma'alaea Coastal Erosion Study**

Over 150 people attended the MVA Town Hall on Coastal Erosion held in February, 2020. This Coastal Erosion Study is the next step in addressing the severe erosion facing Ma'alaea. Along with this request, we support continued funding for Tara Owens' Sea Grant position.

**3. Maui Nui Marine Resource Council**

The Maui Nui Marine Resource Council "Pohakea Watershed Stormwater Management Plan" and other environmental programs are critical to restoring Ma'alaea Bay. County match to their federal grants expands MNMRC outreach and benefits for Maui's future sustainability.

**4. Include Ma'alaea in CIP for new Central Maui Wastewater Facility**

The Ma'alaea community has proactively pursued alternatives to individual wastewater treatment plants and injection wells. The most cost effective and timely option is pumping to a private facility at Waikapu Country Town. If that is not a reality, we request that Ma'alaea be included in County CIP plans for a new wastewater facility in Central Maui.

Mahalo for your consideration,

Lynn Britton, MVA President

## **EDB Committee**

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**From:** Nikta Houston <unikta@gmail.com>  
**Sent:** Thursday, April 16, 2020 10:37 AM  
**To:** EDB Committee  
**Cc:** County Clerk  
**Subject:** Testimony for April 17 budget meeting

**Dear Maui County Council,**

**I support the purchase of Ma'alaea Mauka/Pohakea Watershed with Open Space funds. I am a full time resident and have owned and operate a business in Ma'alaea for past 30 years.**

**I support having the County of Maui purchase the Maalaea Mauka Pohakea lands for the following reasons:**

- 1) It fits the purpose for the use of these funds. It will provide open space for a beautiful area of Maui.**
- 2) The land can be used to mitigate drainage and sedimentation problems into Maalaea Bay from the Pohakea Watershed.**
- 3) The property can be used for emergency parking as a way side holding area with bathrooms for cars and people who are held up by road closures on the way to Lahaina.**
- 4) the property can be used to expand the Lahaina Pali Trailhead.**
- 5) the land can be use for a future bypass for the current pali road to Lahaina.**
- 6) The land could be used a a park in coordination with all of the above.**

**Respectfully submitted,**

**Mahalo Nui Loa,**  
Nikta Houston R (S)

Unikta Vacations  
(808) 633-3515

## **EDB Committee**

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**From:** Maalaea Village Association <maalaeavillageassociation@gmail.com>  
**Sent:** Thursday, April 16, 2020 11:36 AM  
**To:** EDB Committee; County Clerk  
**Cc:** B. Lynn Britton; Lyndon Ibele; Lucienne de naie  
**Subject:** Testimony for April 17 budget hearing  
**Attachments:** Save Maalaea Mauka Petition and Signatures.pdf; Sign on Letter from Orgs and businesses for Ma'alaea\_Pohakea Purchase .pdf

Please find attached budget testimony in support of using available, dedicated, "Open Space" funds to purchase Ma'alaea Mauka/Pohakea Watershed lands.

The testimony is supported by Ma'alaea Village Association, Kihei Community Association, Ma'alaea General Store, Maui Ocean Center, and the Sierra Club-Maui Chapter.

Included is a petition that is supported by over 200 concerned Maui residents, non-resident Maui property owners, and Maui visitors.

Respectfully submitted,  
Lynn Britton, President, MVA

**With Warmest Aloha!**

Ma'alaea Village Association (MVA)  
P.O. Box 2122  
Wailuku, Hi 96793

From: Maui Community Organizations and Businesses

April 16, 2020

**To: Maui County Council Economic Development and Budget Committee (EDB)  
Maui County Council**

Aloha Council and Committee Chairs and Members:

Our organizations and businesses appreciate the EDB Committee's consideration of including funds in the FY 2021 County Budget to purchase the 257 acres of Pohakea watershed commonly known as "Ma'alaea Mauka," and the inclusion of additional funding for a 5 year plan of conservation management to reverse the years of erosion and wildfire hazard in this special place.

The Pohakea/Ma'alaea Mauka lands are part of South Maui's "**Conservation Corridor**": Kealia National Wildlife Refuge; National Marine Humpback Whale Sanctuary; Ma'alaea Harbor-home of Maui Ocean Center and Pacific Whale Foundation, and the Lahaina Pali Trail, which traditionally and currently has its Central Maui trail head on the 257-acre parcel.

We request funding from the **Maui County Open Space, Natural Resources, Cultural Resources, and Scenic Views Preservation Fund** to purchase the Pohakea/Ma'alaea Mauka lands. We believe that these lands are a good fit for the intent of this fund, with numerous conservation values that define just the types of land the Fund seeks to protect-  
**open space, natural and cultural resources and scenic views:**

- They are rated by the State of Hawaii as Prime Agricultural land and were farmed for generations;
- According to a 2015 flora and fauna survey, the lands provide native wildlife habitat for endangered Nene Geese, Ope'ape'a (endangered native Hoary Bat), and the endangered Blackburn Sphinx Moth, as well as native Wiliwili trees and other native species;
- The Pohakea/ Ma'alaeaMauka lands are culturally and historically important due to the presence of the 500-year-old Lahaina Pali Trail, the traditional Waikapu-Ukumehame Ahupua'a Boundary, and the historically important Pohakea gulch, which drains to Kealia Pond;
- The site has been designated as a future transportation corridor in the Maui Island Plan;
- The Pohakea/Ma'alaeaMauka lands meet the goals of the Maui Island Plan, with outstanding scenic vistas, mauka and makai, and are very popular with local and visiting hikers for recreational use due the presence of the Old Lahaina Trail.

**South Maui, and the Ma'alaea area, is an important economic asset to all of Maui County. It has been 20 years since a park or open space parcel of any significant size has been protected in the South Maui District through applying funds from the Maui County Open Space, Natural Resources, Cultural Resources, and Scenic Views Preservation Fund.**

As community organizations and businesses providing support and advocacy in Maui County, we strongly feel this is an opportunity to protect these open space lands at the gateway to West Maui, Central Maui and South Maui that will continue to sustain and nourish the residents and visitors of Maui for generations to come.

Thank you for your consideration.

**Kihei Community Association**

**Ma'alaea General Store**

**Ma'alaea Village Association**

**Maui Ocean Center**

**With the support of the Sierra Club, Maui Chapter**

## "Save Ma'alaea Mauka/Pohakea Watershed" Petition

We, the residents of Maui, in partnership with concerned visitors, request the Maui County Council include funds in the upcoming Maui County budget to purchase the 257-acre Ma'alaea Mauka lands, as part of the Pohakea Watershed, so that it can be managed with the surrounding State Pohakea Watershed lands for the benefit and safety of all. The lands should remain in agricultural/open space use, free from ANY development for the following reasons:

- 1) Ma'alaea is the gateway to Lahaina and the connection between Wailuku, Kahului, Kihei and West Maui;
- 2) The 257-acre Ma'alaea Mauka parcel offers iconic views and provides habitat for rare and endangered native animals;
- 3) With frequent road closures due to wildfires and traffic accidents, Maui residents and visitors need a safe place to stop and rest, and turn around if necessary;
- 4) Ma'alaea Bay restoration efforts depend on addressing drainage from Pohakea Watershed State Conservation Lands above Ma'alaea that flow through Ma'alaea Mauka lands;
- 5) Preserving Ma'alaea's 'Conservation Corridor'- Kealia National Wildlife Refuge, Lahaina Pali Trail, Ma'alaea Harbor, Hawaiian Islands Humpback Whale National Marine Sanctuary, and Maui Ocean Center - will benefit future generations;
- 6) Ma'alaea Mauka lands are identified as the site of a future transit corridor which would benefit future traffic reduction efforts;
- 7) Ma'alaea Mauka lands include the historic Lahaina Pali Trail. Trailhead and parking for this popular recreational landmark should be expanded for hiking and enjoying Maui's scenic vistas.

Count	First	Last	Maui Resident	Non-res. Maui property owner	Concerned Visitor
1	Ayesha	Andrews			x
2	Bob	Arboit		x	
3	Jan	Arboit		x	
4	Noelani	Balai	x		
5	William	Battles	x		
6	Pam	Bello	x		
7	Lars	Bjornson	x		
8	Ann-Marie	Bjornson	x		
9	shazara	bloomfield	x		
10	Susan	Brainin		x	
11	Bruce	Brandt		x	
12	Lesley	Brey		x	
13	Lynn	Britton	x		
14	Barbara	Bromley		x	
15	Brian	Burd	x		

Count	First	Last	Maui Resident	Non-res. Maui property owner	Concerned Visitor
16	Nicole	Busto	x		
17	Russell	Butler	x		
18	Karl R	Byers		x	
19	Jo Anne	Byers		x	
20	Tracy	Cannon	x		
21	Peter W.	Cannon	x		
22	Gayle	Carter	x		
23	Nick	Cattell		x	
24	Sucheng	Chan		x	
25	Kim	Christfort		x	
26	Edwin	Clarke		x	
27	Wendall	Clarkson		x	
28	Sally	Clarkson		x	
29	Lance D	Collins	x		
30	Karen J	Comcowich	x		
31	Mark	Conley		x	
32	Teri	Corpuz	x		
33	Thomas	Craig	x		
34	Megan	Crouse	x		
35	Nakota	Crumbo	x		
36	Michael	Dahlberg	x		
37	Stan	Dahlin		x	
38	Debbie	Dahlin		x	
39	Shellyne	Darst		x	
40	Carol	Daum	x		
41	Bryan	Devore	x		
42	Susan	Dils	x		
43	Mark	Dils	x		
44	Richard	Dobbin		x	
45	Elizabeth	Dobbin		x	
46	Rick	Doremus			x
47	Mary	Doremus			x
48	Jeanne	Doty		x	
49	Dan	Dowdall	x		
50	Jerry	Eisenberg	x		
51	Isela	Esquer	x		
52	Rudy	Esquer	x		
53	William	Fereira		x	

Count	First	Last	Maui Resident	Non-res. Maui property owner	Concerned Visitor
54	Susan	Fereira		x	
55	Fred	Ferguson-Brey	x		
56	Barbara Halai	Fernandez	x		
57	Amy	Fonarow			x
58	Susan	Fox			x
59	Linda	Friedenberg	x		
60	Carl	Gann		x	
61	Kimberly	Godin	x		
62	Joel	Goldman		x	
63	Chris	Gossett	x		
64	Steve	Gould		x	
65	Peter	Graham			x
66	Noella	Graham			x
67	Roger	Greene	x		
68	William	Greenleaf	x		
69	Cindy	Greenup		x	
70	Gary	Gunderson		x	
71	Betty	Gunderson		x	
72	Tim	Hailey	x		
73	Vicky	Hailey	x		
74	Lori	Hamilton	x		
75	Ron	Hansen		x	
76	Noboru H	Hara		x	
77	Lora	Harbo		x	
78	Natalie	Harcrow	x		
79	Richard	Harr		x	
80	Dianne	Harr		x	
81	Bill	Hawkins	x		
82	Cheryl	Hawkins	x		
83	Jeff	Hedges			x
84	Jordan	Hocker	x		
85	Joy	Hosseinian	x		
86	Emily	hosseinnian	x		
87	Nikta	Houston	x		
88	Corrine	Houston		x	
89	Ron	Hurley			x
90	Mary	Hurley			x
91	Spencer	Hyde	x		

Count	First	Last	Maui Resident	Non-res. Maui property owner	Concerned Visitor
92	Lyndon	Ibele		x	
93	Janyce	Ibele		x	
94	Rungtiwa	Ide	x		
95	Sharie	Johnson		x	
96	Steven	Josefsberg		x	
97	Kecia	Joy	x		
98	Noreen J	Joyce	x		
99	Mark	Juergensmeyer		x	
100	Randall K	Kam	x		
101	Jennifer	Karaca	x		
102	Nathan	Kellogg	x		
103	Mark	Knodle		x	
104	Laurie	Knodle		x	
105	Mille	Kohl	x		
106	Barbara	Kozan		x	
107	Doug	Kozan		x	
108	Larry	Laird	x		
109	Joanne	Laird	x		
110	Bill	Lamkin	x		
111	Matthew L	Langa	x		
112	Chuck	Langer	x		
113	Carol	Langer	x		
114	Tony	Lawson		x	
115	Julie	Lewis	x		
116	Clifford R	Libed		x	
117	David	Liebersbach		x	
118	travis	Liggett	x		
119	Mara	Lockwood	x		
120	Kahad	lynch	x		
121	Maurice	MacColl		x	
122	Elaine	Malina	x		
123	Matthew	Mano	x		
124	Gregory	Martin		x	
125	Douglas	McBride	x		
126	Kelli	Medeiros	x		
127	Todd	Meeker		x	
128	Scott	Metcalf	x		
129	Jobi	Miguel	x		

Count	First	Last	Maui Resident	Non-res. Maui property owner	Concerned Visitor
130	Gerald P.	Moniz	x		
131	Diana S.	Moniz	x		
132	Charles	Montgomery		x	
133	Joan	Moore	x		
134	Mike	Moran	x		
135	Karima	Morgan	x		
136	Lisa	Murphy		x	
137	Dennis	Murphy		x	
138	David	Myerson		x	
139	Patricia	Nations	x		
140	Joy	Nelson	x		
141	Don	Nelson	x		
142	John	Norman		x	
143	Nancy	Norman		x	
144	Gary	Pason			
145	Phil	Peacock	x		
146	Cris	Peacock	x		
147	Mary	Pedretti		x	
148	HARAO	Pellegrino	x		
149	Kristine	Peterson	x		
150	Elena	Pray	x		
151	Ron	Racia		x	
152	Dianne	Racia		x	
153	Gerald P.	Rafson		x	
154	Lynne	Reddy			x
155	Paul	Reynolds	x		
156	Diana	Reynolds	x		
157	Andrea	Reynolds		x	
158	Renee	Richardson	x		
159	Rob	Riebling	x		
160	Shelly	Riebling	x		
161	Anne	Rillero	x		
162	Christine	Roberson	x		
163	Ted	Roberts		x	
164	Adele	Rugg	x		
165	Robert	Sader		x	
166	Deanna	Salse	x		
167	Walter	Schibli		x	

Count	First	Last	Maui Resident	Non-res. Maui property owner	Concerned Visitor
168	Dennis	Scott		x	
169	Nora	Scott		x	
170	Luna	Siciliani			x
171	Rick	Smith		x	
172	Debbie	Smith		x	
173	Shirley	Smith-Baker			x
174	Richard	Sonnichsen		x	
175	Barbara	Stetson		x	
176	John	Stewart		x	
177	Vicki	Stewart		x	
178	Patricia	Stillwell	x		
179	Jefferson	Stillwell	x		
180	Frank	Story			x
181	Terri	Strack		x	
182	Gail	Swanson	x		
183	Craig	Swift	x		
184	Sara	Tekula	x		
185	Lucy	Thayer	x		
186	Wendy	Thayer		x	
187	Rich	Thayer		x	
188	Bruce	Thompson	x		
189	Pam	Thompson	x		
190	Bruce	Thompson		x	
191	Pam	Thompson		x	
192	Michele	Torrey		x	
193	Larissa	Treese	x		
194	Robert	Treese	x		
195	Lauren	Tyler	x		
196	Kamalani	Uehara	x		
197	Steve	Uhl		x	
198	Gale	Uhl		x	
199	John	Uhl		x	
200	John	Urbanowski	x		
201	Gilbert	Van Valkenburg		x	
202	Todd	Vanderheuvel	x		
203	Shannon	Vanderheuvel	x		
204	Phillip	Vulliet		x	
205	Tapani	Vuori	x		

Count	First	Last	Maui Resident	Non-res. Maui property owner	Concerned Visitor
206	Steve	Weber		x	
207	Rob	Weltman	x	x	
208	Helena	Weltman		x	
209	Michael	Werner	x		
210	Heather	Werner	x		
211	Sylvia	Whelchel	x		
212	Molly	Whitaker	x		
213	Dray	Wilson	x		
214	Cathy	Windmiller		x	
215	Pam	Wohl		x	
216	Curtis	Wong		x	
217	Stephanie	Workman		x	
218	Gary	Wright		x	
219	Sharon	Wright		x	
220	Gary	Wright		x	
221	Andrea	Zeiner		x	

**Total Counts:      113                  94                  14**

## EDB Committee

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**From:** Tapani Vuori <tvuori@mauiocenter.com>  
**Sent:** Thursday, April 16, 2020 11:57 AM  
**To:** EDB Committee; County Clerk  
**Subject:** Ma'alaea Mauka Pohakea Watershed Open Space Purchase Funds Letter of Support  
**Attachments:** Maalaea Mauka Pohakea Watershed open space purchase funds 041620.pdf

Aloha Chair & Members,

Please see the attached Letter of Support for the Maalaea Mauka Pohakea Watershed to add to your testimony. Thank you.

Aloha,

**Tapani Vuori | General Manager**

Maui Ocean Center, The Aquarium of Hawai'i

192 Ma'alaea Rd, Wailuku, HI 96793

t. 808.270.7097, c. 808.561.2022

[Website](#) | [Facebook](#) | [Instagram](#) | [Twitter](#) | [Newsletter](#)

### MAUI OCEAN CENTER



### WORLD'S TOP 10 AQUARIUMS

Our Mission: To foster understanding, wonder, and respect for Hawaii's marine life

*E hī'i a maopopo kaho'oha'oha'o ana a me ka hō'ihī no ka Hawai'i ola ma ke kai*

# MAUI OCEAN CENTER

*Our Mission: To foster understanding,  
wonder and respect for Hawaii's marine life.*

Aloha Chair & Members,

I support the purchase of Ma'alaea Mauka/Pohakea Watershed with Open Space Funds.

I am the General Manager at Maui Ocean Center. When I became the General Manager here at Maui Ocean Center in September 2015 I immediately learned what operating under the NPDES permit under the Clean Water Act of 1972 meant to us. Shortly afterwards I hired an Environmental Water Quality Team (Robin Knox as the Director of Regulatory and Policy Affairs and Aviad Cahana as the Director of Technical Affairs) to help guide us through the complex requirements of the Department of Health NPDES permit and also more importantly how we here at Maui Ocean Center could be part of the better WQ solution to our community.

Early on it became evident that not only does Maui Ocean Center clean the Ma'alaea Harbor water quality but that the real issue is the watershed management, rather lack thereof, as we have measured several rain events in the harbor with nutrients loads outside the scale of the NPDES permit levels for example issued to us. Sedimentation as well continues to be the real threat to our near shore waters as anyone using the near shore water certainly has observed.

I support The County of Maui purchase of Ma'alaea Mauka/Pohakea land for the following reasons

- a) It can help with the ongoing sediment problems going into our bay which are still a huge issue
- b) It will help with the excessive nutrient load reduction entering into our near shore waters
- c) It can be used to keep our island beautiful as a blank space
- d) Needed fire breaks
- e) Safer Pali Trail parking
- f) With all of the housing on the way it can help with future road planning which we will need
- g) It can be used for emergency parking, road closures, turnarounds which are greatly needed during times of emergencies

Thank you for your consideration.

Aloha,



Tapani Vuori  
General Manager



## EDB Committee

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**From:** Christopher Speere(via Google Sheets) <speere@hawaii.edu>  
**Sent:** Thursday, April 16, 2020 12:10 PM  
**To:** EDB Committee  
**Cc:** Chris Speere  
**Subject:** Subject: EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc.

**April 16, 2020**

**Subject: EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc.**

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Aloha Maui County Council,

Please allow this correspondence to serve as a letter of support for continued Maui County funding for MEDB and the numerous community based activities they organize and sponsor to expand and strengthen Maui Nui.

I can speak to the direct impact MEDB has played over the last 5 years in inspiring and expanding a successful entrepreneurial landscape in Maui County's food space through the following engagement with our UHMC-Food Innovation Center:

Area of Impact: Active recruitment, coaching and mentorship in the Maui Food Innovation Center programs.

1. Maui Food Industry X-celerator Program ( coaching in finance, price point setting and break even determination, active guest at each MFIC Pitch event)
2. Concept to Consumer Incubator Program ( introduction to MEDB and the services they provide to business Start Ups, active guest at each CCIP Taste event))
3. Food Akamai " Listen & Learn Workshops" ( help in recruitment and promotion of program, guest speaker and judge in Food Launch event)

In addition, MEDB's "Start Up Weekend" offers groundbreaking support and an inspiring opportunity to gather Maui's best and brightest entrepreneurial minds in an open working space over the course of a weekend to develop and launch business concepts that eventually are judged for market viability. The process of ideation, working in a small group environment, learning to receive constructive insights and the ability to "pivot" and adapt to change are all hallmarks of this successful event.

MFIC has also engaged with and benefited from the MEDB STEM Summer Internship Program from 2017 – 2020. Each year select STEM Summer Interns add significant value to MFIC through self-directed "work based" learning experiences that support individual growth and career goals. The STEM Summer Intern Program is highly organized and showcases the learning outcomes from each Summer Intern at a well-received culminating activity and the yearly MEDB STEM Ke Alahele Education Benefit event.

In closing, as an island community, it is vital that we work together in respectful and nurturing partnerships that create win-win outcomes for our local residents. The ability to embrace a holistic vision for Maui County that includes all segments of our population, all economic sectors, all localities and all sensibilities is necessary for advancement of all over a few. I believe MEDB stands in the forefront of leading this endeavor and in doing so will continue to elevate economic growth and inspire the untapped potential that lives within our island and its unique and special residents.

Chris Speere

Associate Professor/Coordinator  
UHMC-Maui Food Innovation Center  
310 Kaahumanu Ave  
Kahului, HI 96732  
[spere@hawaii.edu](mailto:spere@hawaii.edu)  
website:<http://maui.hawaii.edu/foodinnovation/>  
(C) 344-1766  
(O) 984-3690  
[https://issuu.com/uahmc/docs/hoala\\_spring\\_2020\\_web\\_issuu](https://issuu.com/uahmc/docs/hoala_spring_2020_web_issuu)

## **EDB Committee**

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**From:** Young, Brian <Brian.Young@centauricorp.com>  
**Sent:** Thursday, April 16, 2020 12:21 PM  
**To:** EDB Committee  
**Cc:** Nishimoto, Daron  
**Subject:** Centauri Testimony on behalf of Maui Economic Development Board

Maui County Council Economic Development and Budget Committee,

My name is Brian Young, I am currently the Vice President for Pacific Defense Solutions (PDS), a Centauri Company, here in Kihei, HI. I respectfully submit this testimony regarding our company's relationship with the Maui Economic Development Board (MEDB). Our relationship with MEDB over the past 15 years continues to be very strong and mutually beneficial across several key areas. The MEDB-sponsored AMOS conference is the most important event of the year for PDS. AMOS brings our most important government customers here to Maui, along with all of our industry teammates. It provides PDS the ability to showcase our skills and capabilities right in our backyard, without having to expend extra funding to always travel off-island to garner interest in our company. We also fill one of the technical conference chairman positions, along with mentorship for the EMERGEN program to develop young leaders. In fact, we sent several of our younger employees to EMERGEN last year with tremendous success and positive feedback. The AMOS conference has been a key growth driver for PDS, allowing us to continue hiring local talent for new customer bases, particularly over the past five years.

It is extremely important to PDS to provide STEM opportunities for local young professionals in our community. Coordination between PDS and MEDB in support of programs like Ke Alahele, EMERGEN, and others provide our company with a pipeline of young science and engineering professionals that stimulate growth and business opportunities both now and in the future.

BY

**Brian J. Young – (719) 367-3878**  
**Vice President, Space Control**  
**Pacific Defense Solutions & Centauri Corporation**  
brian.young@centauricorp.com

## EDB Committee

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**From:** Terese Masters <ihilanimasters@gmail.com>  
**Sent:** Thursday, April 16, 2020 12:30 PM  
**To:** EDB Committee; Shane M. Sinenci; Kelly King; Alice L. Lee; Tamara A. Paltin; Tasha A. Kama; Yukilei Sugimura; Riki Hokama; Keani N. Rawlins; Mike J. Molina  
**Subject:** In support of Common Ground Collective Testimony  
**Attachments:** 2020 CGC County of Maui Grant Proposal .pdf; \_County of Maui 2021 Final BUDGET PROPOSAL - w installations.pdf; CGC Sliding Scale-2020 - Sheet1.pdf

Aloha Council Members,

Thank you for this opportunity and the new platform to provide testimony.

As a cofounder & a board member of Common Ground Collective, I would like to submit testimony in favor of your support of our community services.

Aside from the hard work we've put in in the last three years, and the harvest data to prove our commitment to our community with the goal of establishing island food security; we also collaborate with other organizations that benefit with our support.

For instance, CGC hosts or participates in volunteer work days to support local farmers or school gardens with extra hands for harvest or clearing of grow beds and fields.

CGC works with nonprofits like Maui Food Bank, Chilis on Wheels, Make Food Not Bombs, Paia Youth and Cultural Center, just to name a few; to receive backyard produce donations from our free harvesting service we offer. This backyard produce would otherwise go unpicked and sadly not make it into the community.

Recently we have been called on by other AG sector organizations looking for advice and assistance. Currently, CGC is part of a larger team that includes Grow Some Good, Beyond Pesticides, and HFUU, to establish food networks and hubs around the island to support our farmers, ranchers, fishermen, and added value product makers get their food, in the form of CSA boxes, to our local community during this crisis.

CGC is also set up to do garden installations. With an additional \$70k in funding from the County, along with the \$30k request for our harvest service; we could increase our efforts in supporting our community.

Common Ground Collective is a local 501c3 nonprofit who is worthy of support, based on the connections we've made, and the 6,000+ lbs of food we've collected and have gotten into the community over the years.

There's always more food to harvest and more bellies to fill; and, I'll say it again, we are committed to feeding our community and establishing island food security.

Please support us so we can continue to support our neighbors, our community connections, and our Island.

Attached please find a breakdown of our Foster Farm Project goals, costs in materials and workforce, and a sliding scale chart we will be utilizing.

Mahalo for your consideration,

Terese Masters

Co-founder, Board Member

Common Ground Collective



**COMMON GROUND**  
*Collective*

County of Maui  
Foster Farming  
Installations & Harvesting  
Services  
2020 Grant Proposal

# Problem Statement

Food security in Hawaii is a very large and worrisome issue. Hawaii is approximately 2,506 miles from the continental United States, and that is where we receive most of our shipments from. According to the Office of Planning Department of Business Economic Development & Tourism, 85-90% of Hawaii's food is imported. This is concerning because it makes us particularly vulnerable to food shortages, if the shipping process is interrupted by natural disasters and/or global events (Office of Planning, 2012).



- Since the 1980's, agricultural land acreage in Hawaii has declined by 50% and existing production has remained largely for export.
- Hawaii has very high rates of poverty and it is estimated that 12% of adults and 19% of children in Maui County are food insecure.
- Hawaii's dwindling agricultural system paired with the losses in its agricultural labor force, has placed Hawaii and Maui County in grave danger.
- Lack of Agricultural and Market Data create unnecessary economic hardships for local farmers, and benefits imports.

## Who is Common Ground Collective?

Common Ground Collective (CGC) is a grassroots 501c3, formed in 2017 by Maui residents, to grow food security and economic opportunities in Maui.

CGC's mission is to transform Maui into a bountiful and productive island that benefits both the environment and the people who live here, for generations to come.



CGC assists food insecure sectors, through the redistribution of harvested food that would otherwise rot. Through actively educating and providing hands-on assistance to the community, CGC is able to promote responsible resource management and environmental stewardship.

# CGC is a Solution Driven Organization

Through community outreach, CGC observed that Maui has an abundance of un-harvested fruit trees on privately owned land and that a substantial portion of agricultural-zoned lots on Maui are not actively producing food. Specifically, Upcountry Maui is the largest area of Maui where non-operational agricultural lots exist. This creates a significant opportunity to provide food (that would otherwise be wasted) to those in need, and to local businesses who are seeking more locally grown produce, as well as increase the amount of agricultural land actively producing food.



According to a study by the Office of Planning in 2012, “The economic impact of food import replacement is significant. Replacing just 10% of the food we currently import would amount to approximately \$313 million. Assuming a 30% farm share, \$94 million would be realized at the farm-gate which would generate an economy-wide impact of an additional \$188 million in sales, \$47 million in earnings, \$6 million in state tax revenues, and more than 2,300 jobs.”

**Table 1: Estimated economic impacts of doubling the current share of total consumption from local production of selected food products by University of Hawaii –College of Tropical Agriculture and Human Resources (UH-CTAHR, 2008)**

	Local production minus export*	Estimated total consumption from local production*	Potential import replacement*	Economy-wide impact on			
				Sales	Earnings	State tax collections	Jobs
				(\$ million)	(\$ million)	(\$ million)	(number)
Beef	5.08	4.50	5.08	9.64	2.59	0.32	123
Pork	4.55	3.90	4.55	8.65	2.32	0.29	110
Eggs	8.98	20.00	8.98	17.06	4.58	0.57	217
Fresh milk	18.39	10.00	18.39	34.94	9.38	1.16	445
Fresh fruits	21.40	34.78	21.40	41.73	12.41	1.60	668
Fresh vegetables	60.92	33.50	60.92	125.49	32.90	4.75	1,602
Total	119.31	n.a.	119.31	237.51	64.17	8.69	3,165

Notes: \*At farm-gate values, 2005. †Hawaii Department of Agriculture's estimates.

# CGC's Foster Farming Project

In order to create a more robust, resilient and sustainable local economy, it is crucial to empower the community to produce more of its own food and decrease dependence on imported goods. Through improved farming practices that are both environmentally responsible and productive, the community can increase its health by consuming fresher food that is locally produced and decrease its dependence (and associated carbon footprint) on imported resources.



The Foster Farming Project launched in 2019 and educates landowners about how to create economic opportunity on their non-operational agricultural land by transforming it into operational and productive land.

CGC provides: on-site education, installations, crop harvesting services, crop data collection, distribution of crops to non-profit partners and schools, distribution and marketing of crops to local retail outlets and restaurants, ongoing consultation and administrative support to landowners.

CGC gives landowners the knowledge, incentives and assistance needed to get the unused produce from their land out into the community, continue to do so in the long-term, and expand their operations through our installations services to generate greater positive impact on the regional food system.



## Landowner Options for Harvested Produce and Costs

- Harvested Produce for Donation to Community Organizations- Free
- Harvest Produce Donated to help support CGC- Free
- Harvested Produce for Sale- 40% to CGC to help cover our costs and support our mission and 60% back to the landowners.

## Foster Farming Harvest Goals

- Perform a minimum of 52 harvest visits
- Harvest a minimum of 10,000lbs of produce (We are on track for this goal and have already harvested 5,049 lbs. since April 6, 2020)
- Host 12 Community Volunteer Workdays to help local farms
- Collect Ag and Market data for every visit
- Perform quarterly in-person community education and outreach events
- Through our community outreach and education in person events we aim to reach at least 1,000 community members each year and enroll roughly 5-10% into some form of Foster Farming service.
- Double our online and social media reach in order to promote education to a broader and more consistent audience.



## Foster Farming Installation Project



CGC's Foster Farming Installation Project will launch in 2020, and will provide "ready to go" garden bed installation for neighborhood yards as well as offer larger scale orchard installations for properties up to 4 acres. Homeowners can choose how many beds, what to grow, with guidance, whether or not to continue to maintain themselves or have extended CGC services provided. CGC utilizes regenerative practices to replenish soils and maintain environmental health.

Our installation services will be provided on a sliding scale that is based on the Federal Poverty guidelines for Hawaii. In addition to committing to providing 30 garden installations to households in need, CGC will also be providing installations on a sliding scale rate. The profits from our full priced installations will help cover the cost for additional donation based services as well as allow our organization to cover our cost long term to keep the project going and not 100% reliant on grant funding.

Our sliding scale ranges from 0 upfront cost in the 150% and below income levels and then gradually increases from 10% upfront cost in the 175% level all the way to 90% at the 325% level. Once income levels reach 400% above the federal poverty guidelines they will be required to pay full price. (Please see sliding scale

attachment for a full breakdown.) We feel that our sliding scale model allows us to help those that can afford it and utilize any profits that would be made in a normal business to be put back into our community to provide installation services for those in need but cannot afford it.

Full price cost for installations are as follows:

\$450 for an installation of an 8ft x 4ft x 1 ft = 32 cubic ft. cedar bed, or in-ground garden bed with organic soil, organic amendments, organic seeds and starts, and on-site education.

\$5,000/ acre for Orchard installation with above ground drip irrigation on a digital timer.



### **Installation Goals:**

- For every 3 full price garden bed installations we will provide 1 free garden bed installation for a household in need.
- For every 5 acres of full price orchards planted we will provide 1 acre of orchard installation service for free to a household in need.
- In addition, we will be providing a minimum of 30 donation based garden bed installations for the community utilizing the County funding by the end of December 2020.
- Provide free onsite education and guidance for every installation to help landowners feel more comfortable and prepared to grow their own food.
- Create an online resource library to help landowners find pertinent information and growing tips.

### **Our Orchard Pilot Project:**

#### 2018-2019 Orchard Installation Pilot Project

- A home purchased in 1981 for approximately \$180,000 was inherited by a local family from their grandmother and is now valued at over \$900,000 without any major renovations.

- The family was a young couple in their 30's with 2 small children under the age of 5, both employed full-time. One a school teacher and one in charge of memberships for an ocean-based local non-profit.
- The total acreage before the installation being taxed at market rate was 2.1 acres, costing the couple almost \$6,000 a year in taxes.
- We planted, drafted and submitted their farm plan changing their tax status for real property tax to agricultural valuation.
- The farm plan took .86 acres out of market rate and put it into wasteland because it is an unfarmable gulch, left .32 acres for home-site and placed the remaining .86 acres into production.
- We planted 62 fruit trees, 125 ti plants and installed drip irrigation. Plants and trees are mulch fed and irrigation is on a timer system to minimize labor and water usage.
- This installation is saving this local family \$2,336.12 a year on their taxes and if they had paid for the installation full-price, which they did not, it was a donation installation, they would have had a full return on investment in 2.5 years just from their RPT savings alone.

Garden Beds for personal use do not count as Agricultural production currently so we are not able to show a ROI for that but we still do encourage raised and in-ground beds along with full installations.

## **Project Timeline and Breakdown**

The Foster Farm project is ongoing and will be implemented using weekly, monthly, quarterly time frames for activities followed by an annual review process as outlined below:

**Weekly:** Perform weekly community installations & harvests, clean produce, distribution of produce, collect data, provide receipts to customers, advertisement of the foster farming project, and provide community engagement, education, and outreach through social media platforms.

**Monthly:** Meeting with local actors in the agricultural and nonprofit sectors to expand networks, grant writing, fundraising and organization and execution of CGC's monthly volunteer community work days to support local farms.

**Quarterly:** Plan and execute a minimum of once quarter community outreach events at local events, such as, La ‘Ulu (Breadfruit Day) festival, Ian Walsh’s Menehune Mayhem, to promote education about our organization and regional agriculture sector via a speaking engagement or community presentation.

**Annually:** Prepare a project review and final impact report to share with Maui County agricultural stakeholders, partner organizations and clients. Produce grant reporting and strategic planning to prepare for the following year.

### **Our Community Network**

CGC has been working hard to grow a large community network of community organizations and local businesses that we work with to help distribute harvested produce and collect data from. Here are some just to name a few and we are finding more and more businesses each week that want to buy more local produce.

# Volunteer Workdays, Community Outreach, and Education



# Volunteer Workdays

Monthly Volunteer Workdays Scheduled:

January – Seeking Roots (completed)

February – Pilot Project (completed)

March – Lā Kāhea Educational Farm (postponed date tbd)

April – Kula Haven Farms (postponed date tbd)

May – Hale Ahualani

June – Awalau Farms

July – Ha‘ikū Elementary School Garden

August – 2 Kaupo Family Ranches

September – Organics Maui Farm

October – Re-tree Hawaii

November – Napili Garden

December – Hale Ahalani



## 2020 Outreach & Education Events

- Ha‘ikū Ho‘olaule‘a (postponed)
- Menehune Mayhem (postponed)
- Earth Day Virtual Celebration
- Ag Fest
- Kēōkea Homestead Ho‘olaule‘a
- ‘Ulu Fest
- Kēōkea Homestead Tree Planting Project
- Locally Grown Gifts Campaign



# We Need County Support to Help Our Local Community

Common Ground Collective is requesting funding in the amount of \$100,000 from Maui County to continue our harvesting services and launch the installation portion of our Foster Farm Project.

## Benefits to the County & Local Community

- Increased Food Security (True Sustainability)
- Boost Local Economy
- Incentivises Local Food Production
- Provides Additional Income for Landowners
- Educational Opportunities
- Community Outreach and Engagement
- Promotes Biodiversity
- Increases Ecosystem Health and Longevity
- Increases quality of life
- Nonprofit model that has ability to generate revenue for the good of the community
- Shows Maui County as a pioneer, in sustainable regional food systems



# 2019 Recap (CGC's Year 3)

**Last year we accomplished all of this by securing two grants of \$5,000 each, our service fees and fundraising efforts.**

**Imagine how much more we could do with more support!**

## 2019 Foster Farm Project (Year 1)

- CGC collected in total 4,967 lbs. of produce
- 44 harvest visits
- 2,034 lbs. were sold into our local economy and
- 2,933 lbs. donated to community organizations
- Our total direct economic impact was \$14,901
- Indirect impacts on health, wellbeing, environment, & carbon footprint



## Volunteer Workdays:

- Wailuku Elementary School Garden weed and clean up
- Thanksgiving Food Harvest at Napili Community Garden
- Tree planting w/ Lā Kāhea Community Education Farm, planting coconut, kukui, and 'a'ali'i
- Vegan chili meal donations and delivery with Chili's on Wheels



## Fundraising, Outreach & Education:

- Flatbread Pizza Fundraiser
- Soul Food Healing Our Local Food System
- Maui Marathon Local Food Service
- Maui Soup
- World Food Day Online Auction
- 'Ulu Fest at Maui Nui Botanical Garden
- Became "1% for the Plant Nonprofit Partner"
- Booth at Shops at Wailea
- Food booth at Maui Film Festival
- 16<sup>th</sup> Annual Ian Walsh Menehune Mayhem
- Hawaii State Association of Counties Conference, CGC on Food Insecurity panel



# Aspirations to Expand



Picture: © malp – Fotolia.com

In the future we hope to provide services County-wide and expand our services to include the creation and management of small local farms by providing full-circle services.

Being that we are working to promote community connections, education and food security, it is important that we work towards offering a range of services to ensure that we can succeed with the goals that we have set for our community. By offering educational

and administrative services alongside mobile farming, we can work to create additional sources of revenue and also to make sure that we are not leaving any stone unturned on our mission to create a more sustainable and thriving island community.

## Our Team



### President

#### **Ananda Stone**

Ananda has been a Maui resident for 29 years. She served as the project manager for Maui Reef Fund, helping achieve goals to promote environmentally sustainable marine tourism. She became the secretary for the Save Honolua Coalition in 2010, is currently the vice chair of the Napili Community Garden, a long standing member of the Maui Nui Marine Resource Council and currently QUAPP certified for Hui O Ka Wai Ola. She earned a BAS in Sustainable Science Management and was the recipient of the Sustainable Science Management Student of the Year and Green Student Leader award for 2017. She was also awarded the Sierra Club's Malama Kahakai in recognition for her years of work to protect our shorelines and public access. She continues to dedicate herself to helping create better management and planning for Maui's sustainable future, from mauka to makai.



### **Vice-President/ Co-Founder**

#### **Terese Masters**

Born and raised on Maui, Terese graduated with her degree in Sustainable Science Management, where her main area of focus was macro and micro solutions to Maui County's agriculture system. After graduation, Terese worked as a paralegal and within the political realm here on Maui. She has served on the boards of Maui Tomorrow and HFUU Haleakala Chapter; and is a HFUU FAM graduate. She is an incredibly intelligent researcher who is passionate about helping her community and the environment. She devotes much of her free time to learning about subjects that can help improve her surroundings and volunteers for various organizations throughout the island.



### **Treasurer**

#### **Farron Cabral**

Farron is a Maui native who spent most of her life on the island. She has a Bachelor's degree in Business Administration from the University of Hawaii in West Oahu and her CPA license in the state of Hawaii, not in public practice. She has worked for various local companies, managing their books and has also worked for a local CPA firm and is currently employed at Maui Electric as a Budget Analyst and System Administrator. In 2014, Farron and her husband took over Cabral's Ranch from his Grandpa. She is an active partner and serves as treasurer. She is very proud to be a part of this 3rd generation ranch, not only because they are carrying on the late Stephen Cabral's legacy but also because they are continually looking for ways to be good stewards of the land. They are currently working with the USDA to eradicate invasive plants and replanting native plants and trees. Her passion is to help people and serve the community. She is also part of her church's care ministry team where they take meals to families in need in our community. She is wife to a wonderful, hardworking husband and

mom to two eclectic girls. When she has some down time, she loves working out, reading, hiking, and playing strategy games.



**Secretary**

**Nicolas Timpone**

Nicolas Timpone grew up on Maui and is an avid lover of the outdoors. When he is not surfing or enjoying time away in the mountains, he spends his time working at his family's company, as their sustainability consultant. He is leading the way to promote eco-friendly designs in the surfboard industry and is always looking for new and innovative ways to minimize waste and help transform the relationship between the surfboard manufacturing industry and the environment. He earned his bachelor's degree in Sustainable Science Management from the University in Hawaii and is enthusiastic about continuing to learn of ways he can help make a positive difference in both his work and personal community.



**Board Member**

**Jody Bowman**

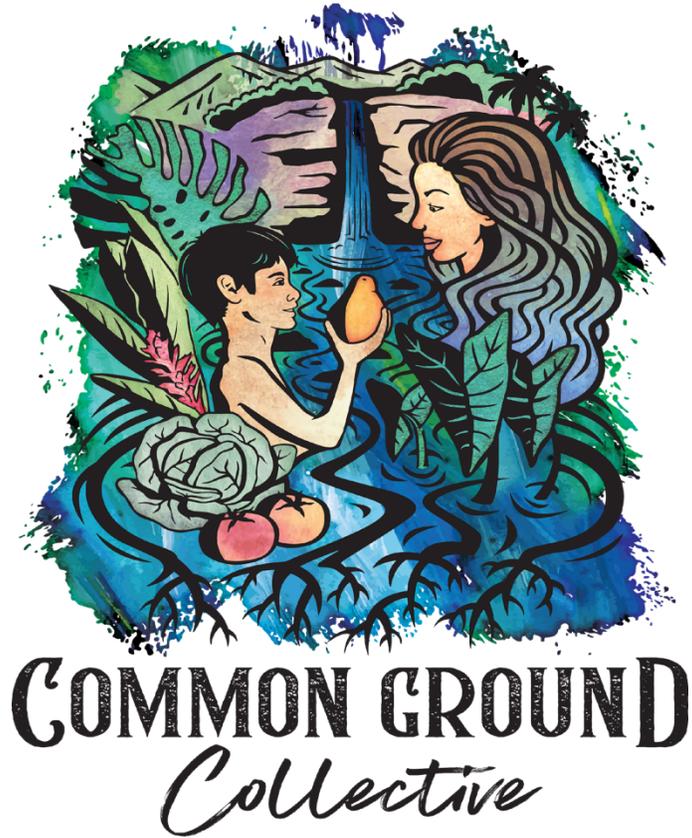
Jody Bowman was born and raised in Ha'iku where she carries on her parents' organic gardening/farming practices. She has lived and gardened in Hawai'i, Minnesota, Oregon, Washington and Alaska. She has a bookkeeping business and recently moved back to Maui, taking on her family's farm. Jody feels it is important for us to reclaim our ability to grow most of our own food here in Hawai'i. She is inspired to grow even more healthy food, native plants and to keep learning with our community.



**Founding Executive Director/ Operations Manager  
Jennifer Karaca**

Jennifer is the Founder of Common Ground Collective and graduated with her Bachelor of Applied Science degree in Sustainable Science Management from the University of Hawaii. She is a veteran of the United States Army. After she got out of the military she worked multiple jobs while pursuing her education. She has five years of teaching experience both locally and abroad in Hawaii, Costa Rica, Turkey and Peru, including curriculum design and implementation, which has allowed her the knowledge to develop curriculum from scratch. Her education and experience in agriculture has been formal, informal and hands-ons for the last 10 years, in the areas of permaculture design, farming, gardening, integrated pest management, systems thinking and regenerative agriculture studies. Jennifer's hospitality background provided her experience in management, scheduling, sales, marketing, event planning, and inventory. This insight has helped her see how she can incorporate local restaurants and event planners into the market stream for the goods that CGC will help gather and produce.

Mahalo for your time and consideration!



[commongroundcollective.com](http://commongroundcollective.com)  
[cgcmaui@gmail.com](mailto:cgcmaui@gmail.com)

## County of Maui Foster Farming Project 2020 Budget Proposal

### COMMON GROUND COLLECTIVE

INCOME DESCRIPTION	County of Maui	OTHER CASH	IN KIND	TOTAL	NARRATIVE
Maui County OED Grant	x			100,000.00	This will fund both harvesting and installation services (\$30,000, for Harvesting services and \$70,000 for installation services.
Fred Baldwin Memorial Grant		X		5,000.00	
Atherton Family Foundation Grant		x		5,000.00	
Laura Jane Musser Fund Grant		X		5,000.00	
Virgina Wellington Cabot Foundation Grant		x		5,000.00	
Cliff Bar Grant		X		5,000.00	
Maui United Way		X		30,000.00	
Maui Tomorrow		x		5,000.00	
Common Ground Collective		X	X	14,000.00	\$10,000 secured and \$4,000 in-kind.
Foster Farming Service Fees		X		4,000.00	Revenue from the 40% service charge on market connection harvests.
Booth Sales (Produce/ Promo Merch)		X		3,000.00	Sales from produce and product merch at community events.
Fundraising/ Donations		X		24,476.00	Raised \$10,677.19 last year (aka yr 1 of the project) aiming to at least double that amount in year 2
<b>TOTAL INCOME</b>	100,000.00	101,476.00	4,000.00	205,476.00	
EXPENSE DESCRIPTION	County of Maui	OTHER CASH	IN KIND	TOTAL	NARRATIVE
<b>ADMINISTRATION (PERSONNEL)</b>					
Executive Director & Operations Manager	15,000.00	19,580.00		34,580.00	Part-time \$35 per hour @ 19 hours per week for 52 weeks.
Program Assistant	15,000.00	4,760.00		19,760.00	Part-time \$20 per hour @ 19 hours per week for 52 weeks.
Second Program Assistant	15,000.00	4,760.00		19,760.00	Part-time \$20 per hour @ 19 hours per week for 52 weeks.
Third Program Assistant		19,760.00		19,760.00	Part-time \$20 per hour @ 19 hours per week for 52 weeks.
Payroll Taxes	9,000.00	3,048.00		12,048.00	Calculated using <a href="https://gusto.com/tools/employer-tax-calculator">https://gusto.com/tools/employer-tax-calculator</a>
<b>OPERATIONS (INCLUDING CONTRACTED WORK)</b>					
Accounting	3,000.00	2,000.00		5,000.00	Accounting, bookkeeping, payroll and taxes.
<b>Program Expenses</b>					
Operations Facility Rental	3,800.00	18,200.00		22,000.00	
Travel (mileage)	1,500.00	2,000.00	1,500.00	5,000.00	Mileage for harvest, distribution and events
Harvesting Supplies	2,200.00	400.00		2,600.00	Additional trimmers, ladders, tarps, safety gear and containers.
Community Outreach	2,000.00	2,000.00		4,000.00	Monthly farm work days, and quarterly outreach/ educational events, supplies, equipment, mileage and refreshments for volunteers
Truck and Trailer	12,000.00	5,000.00		17,000.00	
Installation Supplies	15,000.00	10,000.00		25,000.00	For the purchase of tools and equipment; and the continuous purchasing of soil, seeds, and starts.
<b>MARKETING</b>					
Advertising	500.00	700.00	500.00	1,200.00	Social media advertising boosts, marketing materials, & website maintenance
Educational Material	1,000.00	500.00	500.00	2,000.00	Printing brochures, business cards, flyers etc.
Promotional Brand Merchandise		1,500.00	1,000.00	2,500.00	Promotional branded swag for events.
<b>OTHER</b>					
Office Supplies	1,500.00	2,000.00	500.00	4,000.00	Software subscriptions, website, online sales platform, printer, ink, postage and misc. office supplies
Insurance	2,500.00	3,700.00		6,200.00	General liability, Workers Comp & TDI
Contingency Fund	1,000.00	1,568.00		3,068.00	Unexpected Costs
<b>TOTAL EXPENSE</b>	100,000.00	101,476.00	4,000.00	205,476.00	



## EDB Committee

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**From:** Kathy Clarke <kathy@kathyclarkehawaii.com>  
**Sent:** Thursday, April 16, 2020 1:07 PM  
**To:** EDB Committee  
**Subject:** MCVB Budget- don't cut it!

This is NOT the time to be cutting the Maui Visitor Bureau budget. there is a reason Maui is the #1 destination in Hawaii. you will be undermining 30 years of momentum just as we emerge from a devastating pandemic. Please use your common sense and save this battle for next year. I have been in the Hawaii travel industry for 42 years. I have weathered the Airline strike in 1978-79, 911 attacks, 2008-2009 economic disaster, hurricanes, lava flows and bureaucratic stupidity and over taxation. If you want to annihilate Maui's future, keep on this irrational path. I sincerely question the auditors report. there is something amiss in it and it is obviously on someone's pay back agenda. do the right thing for Maui or explain to 45% (or more!) of the island why they can no longer make a living in the tourist industry.

Kathy Clarke

Owner

KCH Destination Management

in business on all islands since 1980

808 960 2275

pob 2245

Kamuela HI 96743

with an office in Lahaina also!

Kathy Clarke.

Sent via my sometimes not so Smart Phone.

## EDB Committee

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**From:** Albert Perez <director.mauitomorrow@gmail.com>  
**Sent:** Thursday, April 16, 2020 1:31 PM  
**To:** EDB Committee  
**Subject:** Support for purchase of Pōhākea Watershed/Mā'alaea Mauka lands as Open Space  
**Attachments:** MaalaeaMaukaAcquisition.pdf

Aloha Chair Rawlins-Fernandez,

Please accept Maui Tomorrow's testimony for tomorrow's budget hearing.

Mahalo,  
Albert

--  
Albert Perez  
Executive Director  
Maui Tomorrow Foundation  
[www.maui-tomorrow.org](http://www.maui-tomorrow.org)



# MAUI TOMORROW FOUNDATION, INC.

## Protecting Maui's Future

Michael  
Williams  
*President*

To: Maui County Council Economic Development and Budget Committee

Re: Support for purchase of Pōhākea Watershed / Mā'alaea Mauka lands as Open Space

Lucienne  
de Naie  
*Vice President*

Date: April 16, 2020

Aloha Chair Rawlins-Fernandez and Committee Members:

Bill  
Greenleaf  
*Secretary*

Maui Tomorrow urges the Council to support the proposal to purchase the 257-acres of Pōhākea Watershed / Mā'alaea Mauka lands.

Trip  
Lynch  
*Treasurer*

This area is well suited for preservation as Open Space. It lies at the base of the steep slopes that lead up to the wind farm, and is the natural flood plain for numerous gulches that carry storm waters to Mā'alaea Bay and Harbor. Maui County's 2006 Scenic and Historic Resources Inventory identified the views from Honoapi'ilani Highway across this parcel as being of "high" value.

Mark  
Sheehan

In past years, much destruction has been caused by large storm flows passing through these lands; culverts are clogged, mud ends up on the highway, and there are major "brown water" events that have had a cumulative detrimental impact on Mā'alaea Bay. Thanks to the collaboration of Maui Nui Marine Resource Council (MNMRC) and the State DLNR (which manages thousands of acres of neighboring lands), strategies have been formulated to mitigate the flood waters crossing under the highway and into Mā'alaea Bay. MNMRC has secured a grant to work on reducing the high fire hazards on these Mā'alaea lands. The same plan includes efforts to better understand the high volume drainage impacts in the area. Another federal grant is being proposed to fund engineering plans and site redesign to allow storm waters sufficient space to be absorbed mauka of the highway, and prevent siltation of the waters of Mā'alaea Bay, which are popular for recreation, and critical to humpback whales.

Athena  
Dietrich

Of course, it is difficult to plan these types of long term projects when there is a chance that a large area of land will be broken into a series of privately owned parcels. It will be far simpler, and more likely to be successful, if this land is under public ownership.

Draysen  
Wilson

We urge you to support County acquisition of this land.

Albert  
Perez  
*Executive  
Director*

Mahalo,

Albert Perez  
Executive Director

## EDB Committee

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**From:** Amy Fonarow <afonarow@yahoo.com>  
**Sent:** Thursday, April 16, 2020 3:18 PM  
**To:** EDB Committee  
**Cc:** countyclerk@mauicounty.us  
**Subject:** Testimony for April 17 budget meeting

Aloha!

I support the purchase of Ma'alaea Mauka/Pohakea Watershed with Open Space funds.

Thank you, and have a beautiful day.

Thank you,  
Amy Fonarow

~~~~~  
Amy Fonarow  
Writing • Editing • Video Production  
[afonarow.wixsite.com/settingthingswrite](http://afonarow.wixsite.com/settingthingswrite)  
808.838.9527

## EDB Committee

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**From:** Kecia Joy <kecia.joy@sierraclub.org>  
**Sent:** Thursday, April 16, 2020 5:22 PM  
**To:** EDB Committee  
**Subject:** Please restore the \$225,000 funding for MNMRC.  
**Attachments:** SCMG Test MNMRC.pdf

Aloha Council Members,  
Please find the Sierra Club testimony for:

Funding to Maui Nui Marine Resource Council to continue its Environmental Resource Protection and Conservation program in FY 20-21 Budget.

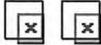
Mahalo Nui for all that you do!



**Kecia Joy**  
Maui Group Manager  
[mauisierraclub.org](http://mauisierraclub.org)  
808.419.5143



Sent with Aloha





# SIERRA CLUB

## MAUI GROUP

April 9, 2020

To: **Economic Development and Budget Committee**

Re: **Funding to Maui Nui Marine Resource Council to continue its Environmental Resource Protection and Conservation program in FY 20-21 Budget**

Aloha Chair Rawlins-Fernandez and EDB Committee Members,

Mahalo for all your hard work going over the County budget for 2020-2021. We are disappointed that some very important funding for environmental programs was left out of the current draft of the proposed budget, and strongly support restoring the \$225,000 of funding for Maui Nui Marine Resource Council (MNMRC) to continue its many vital programs on Maui.

Community members often contact the Sierra Club to ask about the water quality at various ocean recreation areas. We refer them to the helpful staff at Maui Nui Marine Resource Council and the MNMRC webpage where they can check out test results

<https://www.mauireefs.org/what-we-do/water-quality-testing-program/>

for 24 popular beaches in South Maui, and another 24 in West Maui. This testing is possible in large part through a County Grant from the OED. This program has a part-time paid manager and 35 volunteers and has greatly expanded the Department of Health's ability to test ocean water quality at Maui beaches and to provide quality-assured data to County, State and Federal agencies.

Maui's families who use the coastal waters for fishing, gathering and recreation need this testing program to continue. MNMRC has other much needed programs that depend upon County support to match other donors funds. Maui Nui's oyster project, to improve ocean water quality in Ma'alaea Bay, is another well researched, much needed program that is funded through the County Grant and other matching funds. Ma'alaea Bay is one of Maui's major economic draws for fishing, boating, whale watching and commercial pleasure cruises. The state does not have any programs to clean up the impaired Harbor waters, but Maui Nui does.

There is much more to say about the fine work MNMRC does to protect Maui's reefs and marine environment that we all treasure. Maui Nui accomplishes a great deal with the County funds it has been given, and it uses them to attract other funds as well, and undertake more projects.

Please restore the \$225,000 funding for MNMRC.

Mahalo nui loa for your consideration.

Rob Weltman, Chair  
Sierra Club Maui Group

## EDB Committee

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**From:** Ane Takaha <bhaktirocks@earthlink.net>  
**Sent:** Thursday, April 16, 2020 5:27 PM  
**To:** EDB Committee  
**Subject:** Budget

Aloha,

I would like to express my opinion about the new budget.

Please include funding for ocean and reef health.

Please do NOT include funding for tourism. We have had too much for too long and especially now it makes no sense.

Thank you  
Ane Takaha  
Maui Meadows

## EDB Committee

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**From:** Amber Coutsos <officemgr@mauichamber.com>  
**Sent:** Thursday, April 16, 2020 6:29 PM  
**To:** EDB Committee  
**Subject:** Testimony for Friday 4/17 Meeting  
**Attachments:** EDB-1 FY21 MVB Funding 04172020.pdf

**Importance:** High

Aloha,

Please see attached testimony from Maui Chamber President Pamela Tumpap on FY21 County Budget for the 1pm EDB meeting on Friday, April 17th.

Mahalo,



**AMBER COUTSOS**  
**Office & Legislative Manager**  
95 Mahalani St., Ste. 22A  
Wailuku, Hawaii 96793  
t: 808-244-0081  
f: 808-244-0083  
w: MauiChamber.com



# MAUI

CHAMBER OF COMMERCE

VOICE OF BUSINESS

**Testimony on EDB-1  
FY21 Maui County Budget  
Friday, April 17, 2020**

Dear Chair Rawlins-Fernandez, Vice-Chair King and  
Members of the Economic Development and Budget Committee,

Mahalo for the opportunity to provide testimony.

We know some are wondering why funding for the Maui Visitors Bureau (MVB) is needed while we are in a global economic and health crisis and we wanted to help provide rationale for that funding.

Businesses across the board have been devastated by the impacts of COVID-19, even more so for those directly reliant on the industry. Many don't know how long they can survive or if they will survive the time it will take to bring visitors back. We estimate that the trickle-down effect of the visitor industry to Maui businesses is 75%. This quickly illustrates why we have seen so many layoffs from hotels, resorts, restaurants, retail shops, activity businesses, and all nonessential businesses required to shut down.

Unemployment claims made by Maui County residents from March 15 to April 11 totaled 29,560 and there were more this week. Further, Hawaii has gone from one of the lowest unemployment rates per capita in the nation to the highest because of our dependence on the visitor industry. More layoffs are certain and many businesses will not recover from this crisis. If funding is cut for the Maui Visitors Bureau and subsequently our visitor industry significantly suffers, delaying our rebound, where will needed jobs come from? Small businesses are also job generators, but they will be struggling to survive as well. How will we get those on unemployment off unemployment to sustain their families? Additionally, our state unemployment funds are expected to run out in May without federal help. We find ourselves in a time when we are unable to shore up job losses the way we have in the past. Without our economic engine, what is the plan?

Further, there are misconceptions about marketing funding. While significant cuts were made last year to MVB's budget and we had a high number of visitors prior to COVID-19, marketing is meant to be constant and has a hang time (whereby media previously bought is still out there for a period of time and continues to generate traction). As funding cuts move forward and further cuts are made, you will see significant decreases in numbers.



# MAUI

CHAMBER OF COMMERCE

VOICE OF BUSINESS

**FY21 Maui County Budget**

**Friday, April 17th, 2020**

**Page 2.**

Now is the time for us to invest in rebuilding the visitor industry and creating new models based on many realities caused by COVID-19. When reinventing an industry, more investment is needed to reshape and rebuild and new campaigns and messaging must be developed. This takes investing in a new strategy without arbitrarily making cuts without knowing the impacts they will have. Many economists, bankers and industry experts recognize that further investment is going to be required to frame and rebuild this industry.

Additionally, each county has unique nuances including the level of county support for their local visitors bureau. If one is going to compare one county to another, one must create an apples to apples comparison. For example, Waikiki has a massive cluster of hotels and resorts who all do individual marketing to attract visitors. In comparison, Maui has a controlled number of hotels and resorts, lessening the amount of industry marketing that is done. You also have to look at the individual results generated based on the individual island plans and what they were seeking to achieve.

It is also important to note, from an economic standpoint, that other counties in our state have more diversified engines they can fall back on, such as military installations, university presence and specialized schools, a mature agriculture industry, etc.

Ultimately, our goal is to sustain all residents and give them a wonderful quality of life. As the World Health Organization and International Monetary Fund note, you have to protect people's health and protect people's jobs to sustain families and businesses in the local economy, particularly during COVID-19. As a one industry island until agriculture is rebuilt, the Maui Visitors Bureau is the best shot we have for improving our overall economic health. Taking funding away will equate to industry harm and delaying job creation. During this time, we hope people would put our residents and businesses first and not use a global crisis to bring down our number one and needed economic engine.

Sincerely,

Pamela Tumpap  
President

To advance and promote a healthy economic environment for business, advocating for a responsive government and quality education, while preserving Maui's unique community characteristics.

## EDB Committee

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**From:** Agdeppa (US), Diana Jeanne S <dianajeanne.s.agdeppa@boeing.com>  
**Sent:** Thursday, April 16, 2020 6:49 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc.

Aloha,

My name is Diana Agdeppa and I work for The Boeing Company as an operator/technician. My background is in Electronics and Computer Engineering Technology and I received my Associate in Science degree from the University of Hawaii Maui College. Due to my employment with Boeing, I was given the opportunity to participate in the EMER-GEN program in 2018 when it began, as well as to help organize it in the following year of 2019.

As someone who attended college and currently resides in Maui, I considered being an EMER-GEN participant a rare opportunity for young professionals. Due to the program, I was able to meet and interact with other young professionals and mentors in the space industry which provided me with a larger picture as far as where I would be able to take my career. The people whom I've met throughout the course of the program have been both inspiring and motivating. As a matter of fact, the things that I learned from being a participant in the EMER-GEN program was one of the reasons why I had to reconsider furthering my education. The courses, challenges, and Q&A sessions (with mentors) that were included in the EMER-GEN program were nothing short of interesting and informative.

One of the challenges that were included in the EMER-GEN program required the participants to role play the actors within the space industry such as academia, private sector, Department of Defense, and more, while the goal was to determine how data should be handled and shared in an effort to protect the assets in space and prevent collisions without compromising national interests. Challenges such as this present the participants with a problem and as natural problem-solvers, it leaves a long-lasting effect in a way that we are inclined to think about the problem along with possible solutions in depth and in breadth. One of the main takeaways for me when it comes to the courses taught in the EMER-GEN program was a lesson in critical thinking. I say this because I believe critical thinking is something that can be applied inside and outside of work and produces quality results. Therefore, I'm able to say that the EMER-GEN program not only helped with my career growth, but also in my own personal growth.

Mahalo,  
Diana Agdeppa

## EDB Committee

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**From:** Jaime Kahooohanohano <jaime@medb.org>  
**Sent:** Thursday, April 16, 2020 8:23 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Jahliyah Pukalani.pdf

Aloha,

Attached is a letter from a student from Pukalani Elementary, Jahliyah, in support of the STEMworks program.

Thank you,  
Jaime Kahooohanohano

Hi my name is Jahliyah,  
and I am one of the  
Students in the STEM  
works program. For stem  
I did movie making. Movie

making has helped me to  
see and create wonderful  
movie, plays and many more!

I really hope that in  
the future other kids  
do stem. I was very lucky

to have  
this  
chance.



Pulhalani

Jahliyah H.A.  
5th grade

## EDB Committee

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**From:** Jaime Kahooohanohano <jaime@medb.org>  
**Sent:** Thursday, April 16, 2020 8:50 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items  
**Attachments:** Ho Ohana Pukalani.pdf

Aloha,

Attached are three letters of support from a family that attends the STEMworks program at Pukalani Elementary.

Thanks,  
Jame

*April 9th, 2020*

*Hi, my name is Jordan Ho I am a 3rd grader at Pukalani Elementary School. The thing I love about being in the Stemworks program is that during my program I get to code on a website called "Scratch". When I am on this website I love the way it works and the satisfaction of when I finish it. My favorite memory that I will never forget from being in the stemworks program was when I first got on that website "Scratch". When I first got on the website and finished my first program I loved the look of how nice it was and how much I was proud of it. Thank you so much MEDB and my teacher/coach Mrs. Domingo for helping me in most of my programs, without you I would not have made it this far.*

*Sincerely, Jordan Ho*

*Jordan Ho*

April 10th, 2020

Hi, my name is Christine Ho, I am in 1st grade in Pukalani Elementary School and also in the STEMworks program. What I like about being in stemworks is that I like all of the projects that we do like robots and coding. My favorite memory is when we used our robots, what we did with them was code them to do what we want. We used our Ipads to code all of our robots to do cool things. Thank you MEDB and my teachers for giving me a great experience in the STEMworks program.

Sincerely, *Christine Ho*

Christine Ho

April 10, 2020

Hi, my name is Jeffrey Ho. I am a 5th grader at Pukalani Elementary School and a driver for my team in the Vex IQ Challenge 2019-2020. During my robotics program, I have had lots of fun and got tons of learning experiences. I got to learn how to build robots, troubleshoot, do teamwork, and develop communication skills. I also got to meet so many friends and new people. During this past year, I also got to experience competing on Oahu for the State Championship and at Omaha, Nebraska, for the National Competition which I will never forget. The memories we have made during our year will truly last a lifetime and I am so grateful that I had the chance to experience it. Thank you so much MEDB and Mayor Victorino for giving us this opportunity of a lifetime!

Sincerely,

A handwritten signature in black ink, appearing to read 'Jeff Ho', written in a cursive style.

Jeffrey Ho

## EDB Committee

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**From:** Cymz\_Sweet\_Kre8tionz ® <cymzsweetkre8tionz@gmail.com>  
**Sent:** Thursday, April 16, 2020 9:19 PM  
**To:** EDB Committee  
**Cc:** Gerry Smith  
**Subject:** Subject: EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc.

# Aloha All,

My name is Cymbree Kailiehu. Owner & Founder of Cymz Sweet Kre8tionz LLC bakery located in Kahului, Maui.

MEDB - is the backbone of our community in helping small businesses grow into something bigger. I've been working alongside Gerry Smith for a few years now. Which he was initially referred to me by The Maui Cookie Lady, look at where she's off to- now QVC - what!!!! This is beyond some small local businesses dream! This is all by having MEDB guide, and take us on the right paths and trails along the way. When we are in doubt and fear, MEDB is here!

Literally the best company in so many ways with countless options & so many wonderful people helping the community and entrepreneurs on their journey to success. When we succeed you do as well!

Thank you for all that you do to help us: We wouldn't be who we are today with your support.

With much Mahalo's,

Cymbree kailiehu

P.S.

Let me know where I can send you all some cookies too. It would be my honor!  
Stay safe and stay healthy!

Thank you,

Cymbree

Cymz\_Sweet\_Kre8tionz ®

Owner / Founder

Cymbree Kailiehu F.

**Bakery Address:** 153 Ma'a St. Unit 101 Kahului Hi 96732

**Bakery Hours:** Thursday & Friday 10am-4pm | Saturday 10am-2pm

**Website:** [www.cymzsweetkre8tionz.com](http://www.cymzsweetkre8tionz.com)

**Email:** [cymzsweetkre8tionz@gmail.com](mailto:cymzsweetkre8tionz@gmail.com)

**Bakery Phone:** (808) 727-2275

**Cell Phone:** (808) 250-3070

**Find Us:**

Instagram | Facebook | Yelp | BiteSquad

@Cymz\_Sweet\_Kre8tionz

## EDB Committee

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**From:** Deidra Moore <deidram@hawaii.edu>  
**Sent:** Thursday, April 16, 2020 9:37 PM  
**To:** EDB Committee  
**Cc:** Phyllis Robinson  
**Subject:** Testimony in Support of MORE Funding for Growing Farming Training Programs

Aloha e,

My name is Deidra Moore and I am a graduate of FAM 2019. My experience under the leadership and guidance of two of the most influential community active facilitators Phyllis Robinson and Georgia Pinsky, really ignited my passion towards farming. I am college graduate from UH Manoa and I am considered rare amongst the farming community. To be a late 20's filipino local woman puts me as a very under represented agent in Hawaii's food system. I believe that my perspective growing up as a local Filipino woman in Hawaii exposed me to a myriad of palates and mixed plates of vegetables and fruit from all the cultures that makes Hawaii so beautifully diverse. Taking care of our communities by offering them locally sourced fresh produce is why I want to Farm. I take pride in Hawaii's deep relationship fortified through the plantation people's resiliency and rooted in strong presence for food sovereignty by the Hawaiian people. To continue down this farming path, many people before and after me will need lots of assistance. They need education, funding that aids them with the cost of schooling demands, a supported persistent and consistent leadership. Overall I am in full favor of opening Maui county and the rest of state into offering more funding to better aid new programs devoted to help represent future leaders in the farm system of Hawaii and to better care for health of the land. With all the aloha and respect during this time.

Mahalo nui for the opportunity to offer testimony,

Deidra Moore

## EDB Committee

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**From:** Thomas Seidl SVR <tseidl@sharevr.com>  
**Sent:** Thursday, April 16, 2020 10:05 PM  
**To:** EDB Committee; Gerry Smith  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc

Gerry Smith at MEDB has been great trying to help with my Maui registered company and personally visited my business. I hope you will continue funding them.

I also hope you can deliver a fund that could be issued by MEDB to help local businesses and in turn receive more tax revenue from my company.

Oculus VR was a product that was born here on Maui by my first partnership based here on the island called Total Recall Technologies (TRT) and later went on to generate billions of dollars in revenue and billions of dollars for its shareholders with a buy out from Facebook in 2012. I hope to bring that revenue back to Maui if the forthcoming court cases over the disputed IP (intellectual property). If more direct state funding was available in 2011 on Maui I feel that product would not have been lost to California. Financial support is greatly needed at the moment to bring that tax revenue back to Maui or I will have to register and relocate my company back in England where funding is more available.

<http://sharevr.com/press.html>

All the best

Thomas Seidl  
CEO  
shareVR Hawaii LLC  
Hawaii  
USA

T: 808 446 1090



Virus-free. [www.avg.com](http://www.avg.com)

## EDB Committee

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**From:** Brian Thomas <brian.thomas@fairwindswealth.com>  
**Sent:** Thursday, April 16, 2020 10:53 PM  
**To:** EDB Committee  
**Subject:** Subject: EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc.

Aloha Maui County Budget Review, I am submitting this testimony in favor of the many programs and benefits that MEDB provides to the business community and by extension, the overall community of Maui.

As a business owner and with various roles in different organizations on Maui, I have seen and enjoyed firsthand numerous events and opportunities that Maui Economic Development Board has provided.

Some of these, but not limited to, include:

- 1) being part of the recent MBC cohort as a panelist with various prominent business leaders on raising capital for several promising yet cash starved Maui businesses and entrepreneurs with excellent offerings.
- 2) attending the Maui Tech Ohana guest lecturer series to hear about business leaders that are distinguished in the U.S and world business community who live on Maui or have ties to Maui. Every one has been packed and interesting as indicated by everyone I talked to.
- 3) Startup Weekend is an event that MEDB runs and the idea of bringing together strangers with broad skill sets, mentors and entrepreneurs and form teams around ideas and in 54 hours create a business and present to judges is a high energy, creative and fun event that shows that starting a business is exciting and within the realm of creative and enthusiastic people.
- 4) Maui Techies are events that are held approximately once per month where techies can talk story and exchange ideas, network, find out about needs and offerings in the tech community. They are fun and great events that encourage those in the software, hardware or device industries on our island to share resources, networks and ideas further benefiting an attractive industry for Maui outside of traditional industries.
- 5) MEDB also is active in promoting STEM and has engaged the unique talents of some of the people at Maui Makers in that regard. By teaching what STEM is with hands on learning, kids are shown new ideas and things to learn that can create that magic spark that can fuel an interest in a child that may otherwise not know about electronic circuits or 3D printing etc.
- 6) Recently MEDB had a webinar about Covid-19 SBA assistance that was well attended put on by Gerry Smith and Wayne Wong. They had over 480 business people on getting accurate and timely information. That webinar was on Monday Mar 30th 1pm , just a few days after the CARES act passed and again, the speed of that webinar was important to get Maui business' foot in the door while funds existed.

The business community is what pays the taxes, hires employees that provide for their families to give a high quality of life. MEDB not only supports the business community but seeks to grow and expand it in many ways and is worthy of funding to keep those important activities going.

Mahalo for allowing this opportunity to list some of the many great things MEDB does.

Aloha,  
Brian Thomas



808-873-3247  
888-310-1358 Fax

[www.fairwindswealth.com](http://www.fairwindswealth.com)

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Securities and investment advisory services offered through FSC Securities Corporation, member [FINRA/SIPC](#) and a registered investment adviser. Additional advisory services offered through Southland Equity Partners, LLC which is not affiliated with FSC Securities. Insurance services offered by Brian Thomas independent of FSC Securities. Fair Winds Wealth Management is a marketing designation.



## EDB Committee

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**From:** John Louis Alquisalas <johnalquis@gmail.com>  
**Sent:** Friday, April 17, 2020 1:10 AM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items

Hi, my name is John Alquisalas, and I am a member of Maui High School's Robotics Team. Thanks to the generous support of the Maui Economic Development Board, we are able to allow our members the opportunity to participate in several robotics competitions every year, which include programs like the FIRST Robotics Competition and VEX. For me, especially, being a part of robotics has given me a chance to improve life skills like communication and leadership, as well as a chance to expand my knowledge in the STEM field. In turn, our team has also been helping spread STEM throughout the community. From September to December, our members have volunteered in the 2019 Maui Valley Isle VEX IQ League, which consisted of six different venues and 28 robotics teams from elementary and intermediate schools all over Maui. Seeing such young kids competing with the robots they worked so hard on and enjoying it, too, was very rewarding. In addition to this, we have also hosted our own VEX Robotics Competition in October, which included 19 intermediate and high-school teams from Maui, Oahu, and Molokai. None of this would have been possible without the aid of the Maui Economic Development Board. It is because of them that so many students of all ages can continue on their STEM journey.

## **EDB Committee**

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**From:** Jimmy James Thennes <jthennes.1005@gmail.com>  
**Sent:** Friday, April 17, 2020 3:54 AM  
**To:** EDB Committee  
**Subject:** Supporting the funding for PYCC

Aloha to the County Council Budget Committee,

My name is Jimmy James Thennes and a grateful resident of Paia, with my 12-year-old twin girls who are also as think it a great atmosphere for the development and bonding with others in the community that is promoting the next generation encouraging sustainability.

What is offered with what this center producing in the positiveness of giving equality to all that enters the doors and grows because they are connected is the reason my o'hana to support the PYCC and for the funding levels to remain the same for the Pa`ia Youth & Cultural Center to keep providing this great service to our youth.

Mahalo for listening, Jimmy James Thennes, Paia, Maui. 808-896-4609

## EDB Committee

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**From:** Doug Nelson <doug@kinection.com>  
**Sent:** Friday, April 17, 2020 7:50 AM  
**To:** EDB Committee  
**Subject:** Subject: EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc.

Aloha, and thank you for this opportunity to show my support for MEDB and the essential work that they do in growing and diversifying the economy in Maui County. I'm Doug Nelson, the founder and president of Kinection, an educational software company.

My experience with MEDB comes primarily from working as a coach and a mentor for the Startup Weekend events. These weekend programs provide entrepreneurs the opportunity to test out new ideas and learn successful approaches to starting and growing new businesses. They're powerful, intensive experiences that take a lot of effort to pull off successfully. As a coach, I've seen actual companies formed during these weekends, and of course many participants take the lessons they learn and apply them to innovating within existing businesses, enabling them to launch new products and grow sales.

I'm sure we can all agree that encouraging business growth through programs like this, and the many others that MEDB runs, is a crucial activity for Maui. So let me take a moment to share my support for the way in which MEDB performs this function.

Simply put, this is a team that shows up, and that gets things done — with passion, dedication, and efficiency. When Frank De Rego opens a Startup Weekend, he inspires that roomful of entrepreneurs to see how the businesses they start will impact not only them, but their local community, the State of Hawaii, and perhaps even the world. When Gerry Smith sits down with a team to help them craft a financial forecast, he opens their eyes to the power of numbers to tell a compelling story to potential investors. The whole MEDB team brings a special energy and creativity to these programs, and participants always leave excited, inspired, and empowered to do great things.

It's the work of a team that's not only doing the right things, but that's doing things right. That's been my experience with MEDB, and it's an experience that's shared by many other business owners in the community. That's why I strongly encourage your continued support of this important organization, and the work that they do to stimulate innovation and growth for Maui's economy.

Thank you.

Doug Nelson  
President, Kinection

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Doug Nelson | President, [Kinection](#) | 831-359-8778 | [doug@kinection.com](mailto:doug@kinection.com)

## EDB Committee

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**From:** David Eder <dceder@hawaii.edu>  
**Sent:** Friday, April 17, 2020 8:22 AM  
**To:** EDB Committee  
**Cc:** Gerry Smith  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc.

Dear Maui Mayor and County Council,

I am writing to strongly support the continued funding for the MEDB. They are providing critical services in support of tech efforts on Maui. As an example, MEDB provided the use of the Malcolm Center for the recent OpenMP Face-to-Face (F2F) meeting bringing over 30 computer scientists from around the world to Maui. OpenMP is essential for multi-platform shared-memory multiprocessing programming and it is widely used at DoD, DOE, and NSF supercomputing centers as well as at industrial and university centers as well. The Maui High Performance Computing Center (MHPCC) funded by DoD and managed by the University of Hawaii is contributing to the OpenMP standard. As an organizer of the Maui OpenMP F2F, I received the following quotes. 1) "The MHPCC strives to drive Department of Defense's (DoD) needs into commercially available products while advancing its computing capabilities with the latest technology that industry has to offer," said Lt. Col. Scott Pierce, USAF, MHPCC Director. "The OpenMP consortium gives us the opportunity to engage with industry, academic, and international partners to develop standards and tools. These tools build the computational base by which the DoD can model, simulate, design, and develop systems across many of its modernization priorities." 2) Dr. Michael Klemm, CEO OpenMP ARB, said, "Getting and working together face-to-face is an integral part of the development process for future OpenMP specifications. I want to thank MEDB for making our meeting possible on this beautiful island." Previous F2F was in New Zealand and the next one is in Germany.

Support of tech efforts by MEDB is beneficial to Maui in many ways. Their Tech Ohana networking sessions support collaboration between Maui residents and education of the community. Such education can let parents know about tech opportunities for their children as well. Many jobs in tech can be done remotely and have the potential for significant growth if supported by organizations such as MEDB. Such tech jobs can play a critical role in Maui economic development.

Please feel free to contact me if you have any questions.

Best regards,  
David Eder

David C. Eder, PhD  
University of Hawaii  
Maui High Performance Computing Center  
[dceder@hawaii.edu](mailto:dceder@hawaii.edu)

## EDB Committee

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**From:** Alice Koniges <koniges@hawaii.edu>  
**Sent:** Friday, April 17, 2020 8:24 AM  
**To:** EDB Committee  
**Cc:** Gerry Smith; koniges@hawaii.edu  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc.

Aloha Mayor and County Council,

I would like to extend our appreciation to the Maui Economic Development Board(MEDB) for their support of our international High Performance Computing (HPC) meeting that was hosted at the Malcolm Center. Our meeting was for a non-profit organization that provides computing language standards to help developers around the world contribute to making it easier to program the latest computing architectures. This OpenMP standard is jointly defined by a group of major computer hardware and software vendors and major parallel computing user facilities. In-person meetings at donated facilities are critical to the development of the standard. This particular meeting had over 30 attendees from around the world representing a majority of the world's HPC centers, academic institutions, and hardware and software companies.

The attendees were not only able to contribute to this important standard during the meeting in Maui, they were also able to envision the Maui environment for future technically focused meetings relevant to their individual institutional needs. Members in attendance included representatives from most of the member institutions of the OpenMP ARB which are listed on the web page <https://www.openmp.org/about/members/>, and included the centers housing the "world's fastest computers," major vendors such as Intel and IBM, and academic institutions and national laboratories with a strong computer science focus.

The staff at the Malcolm Center was extremely professional, and the elements of running a technical meeting with internet connection were ideal.

We look forward to being able to hold similar meetings at the Malcolm Center in the future, and are also confident this exposure to the technologically sound facilities at the Malcolm Center will appeal to the broader tech community as a result of this meeting. The attendees at the meeting provided a good user base for Maui; group meals were held at local restaurants, attendees stayed in local hotels, and I believe they provided the type of visitor that contributes well to Maui's economic well-being.

Best regards,

Alice Koniges

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Alice E. Koniges, Ph.D.  
Research Principal Investigator  
University of Hawaii and Maui High Performance Computing Center  
<https://www2.hawaii.edu/~koniges/>

## EDB Committee

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**From:** Shelley Kekuna <skekuna@kaanapaliresort.com>  
**Sent:** Friday, April 17, 2020 8:32 AM  
**To:** EDB Committee  
**Subject:** Testimony Maui County Funding For MVCB

Date: April 17, 2020

To: EDB Committee members  
From: Shelley Kekuna, Executive Director Ka'anapali Beach Resort Association

Re: Funding For MVCB

My name is Shelley Kekuna and for the last 20 years, I have served as the executive director for the Ka'anapali Beach Resort Association. I have been marketing in Hawaii for over 30 years. I have had the privilege of working in tourism and hospitality on Kauai, Hawaii and Maui. I've watched this business grow, support families and communities who had no support before hospitality, activate cultural awareness for visitors and locals alike and have seen dozens of managers in all divisions of tourism come and go. That being said, I offer this testimony respectfully and with a working knowledge of what it takes to get to a designation of #1 Island, and be able to sustain that.

To cut MVCB's funding from the County would be undermining the very foundation that has propelled us into a destination that is synonymous with "a dream destination," that people will save their whole lives for in order to visit just once. Our success of creating that kind of provocation comes from decades of traveling, educating, sharing aloha and being innovative with our presentations of the many facets of this beautiful island. All of that takes a strong team of sensitive and knowledgeable individuals to keep the momentum going.

Our global economy and access to new and exotic destinations will always be what we are up against in the marketing arena. There will always be destinations with more money, more luxury, more shopping and more coastline, but we must not let our guard down, especially now. It is paramount to remain top of mind and remind the world of Aloha. There's too much noise, shiny new objects and distractions out there for the consumer. Only we can offer the healing magic of Maui and it is our responsibility to not let our consumers forget that.

I understand you want to move money from tourism to agriculture. May I please remind you that the hotels, restaurants, new agricultural products born out of tourism trends and demand, food and wine festivals as well as local festivals that have an agricultural component, are the very things that are causing the agriculture community to thrive. Yes we must support them but we must remember that tourism is what keeps the demand strong. All of those festivals and special member collaborations that the Bureau was able to put together, came from county funding. The state funding is very state centric. It is the county dollars that allow us to set ourselves apart as the unique and special island experience that only Maui can deliver. Those county dollars define why we are different from all the other islands.

We are all anxious to get back to work and we must continue to let our consumers know that we are here for them, when they're able to come back. In this terrible and scary time, we need to remind them that Maui is

where they feel aloha, healed and safe when they travel. This is the message that is needed most and as a marketer, I can tell you that this is the message that we cannot afford to stop broadcasting.

Mahalo for your time and consideration,  
Shelley Kekuna

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Shelley Kekuna  
Executive Director  
Kaanapali Beach Resort Association  
P.O.Box 12820  
Lahaina, HI 96761  
Phone / Fax: (808) 661-3271  
cell: (808) 280-4271  
[www.kaanapaliresort.com](http://www.kaanapaliresort.com)

## EDB Committee

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**From:** County Clerk  
**Sent:** Friday, April 17, 2020 8:32 AM  
**To:** EDB Committee  
**Subject:** FW: Maui Visitors Bureau Testimony

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**From:** Steven Lee <slee@ilwulocal142.org>  
**Sent:** Friday, April 17, 2020 8:32 AM  
**To:** County Clerk <County.Clerk@mauicounty.us>  
**Subject:** Maui Visitors Bureau Testimony

April 17, 2020

Economic Development and Budget Committee

200 S. High Street

Wailuku, HI 96793

Attention: Budget Chair and Council Members

RE: Funding for Maui Visitors Bureau

Aloha Chair Keani Rawlins-Fernandez

Aloha Council Members

My name is Steven Lee. I am a Business Agent for ILWU Local 142 and have been there for the past 7 years. I am writing in support of the proposed FY 2020 budget for the Maui Visitors Bureau.

Without these visitors, hotel members that I represent, their hours could possibly be reduced and ultimately, a great deal of them could lose their jobs. Many members provide for not only their family here on Maui, but also back in their home country, the Philippines. All of them work very hard in order to support our families both on the island and from afar.

Please, I implore you to support Maui Visitors Bureau's proposed FY 2020 budget of \$3.5 million.

Mahalo,

**Steven J. Lee**

International Longshore & Warehouse Union

Local 142 Maui Division

Business Agent

896 Lower Main Street

Wailuku, HI 96793

Cell: (808)359-8558

Bus: (808)244-9191

Fax: (808)244-7870

## EDB Committee

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**From:** Lovisa Oliv <lovisa@lovisaoliv.com>  
**Sent:** Wednesday, April 15, 2020 2:14 PM  
**To:** EDB Committee  
**Subject:** Funding for PYCC

Hi,  
Please remain the concurrent funding for PYCC!  
My children go to PYCC every day after school. This wonderful place is where they stay activated and engaged socially and physically. It's a kind of a sanctuary and familiar place for them to always feel welcome and safe.  
I can't speak highly enough of the professional, friendly and amazing staff, that I know is making a difference in these children's lives.  
They are an essential part of our community.

Best Regards,  
Lovisa Oliv

[www.lovisaoliv.com](http://www.lovisaoliv.com)

Sent from my iPhone

## EDB Committee

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**From:** Diego Sanchez <Diego.Sanchez@Colorado.EDU>  
**Sent:** Thursday, April 16, 2020 9:34 PM  
**To:** EDB Committee  
**Cc:** Gerry Smith  
**Subject:** Subject: EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc.

Hello,

My name is Diego A. Sanchez and I currently work as the Floodplain Administrator for Maui County's Dept. of Planning. Over the last 2 years, I have had the pleasure to join various events organized by the Maui Economic Development Board, including the Startup Weekend 2018 event and various Tech Ohana mid-week talks. The Startup Weekend event was an incredibly journey of learning about product design, innovation, how to start and pitch your own business, and a launching point for me starting my own natural supplements online business. The folks at MEDB were outstanding in every capacity, with the event and overall experience being beyond excellent. I was so inspired by every team's ideas that were presented and it showed me a side of Maui that I had no idea existed.

As someone with a background in science and engineering who has a passion for the role of STEM and entrepreneurship in Maui County, I wholeheartedly want to advocate for continued funding for MEDB. Their mission and role on our island is critical to harboring spaces where youth and kupuna alike can meet and discuss the ways technology, entrepreneurship and finance can transform our local economy for the better. We need folks like Gerry Smith and his team to inspire the next generation to think outside the box and give them the tools to impart the social, environmental and economic change we need to see on our island.

The COVID-19 crisis has shown us just how frail many of our systems are, and it takes innovators and business experts like the folks at MEDB to help our local business owners learn how to adapt and properly manage their enterprises through the coming storms. One thing is for sure: this will not be the last economic crisis that Maui sees, and it is crucial for us to have resources like MEDB in our community to better be prepared to navigate difficult financial times.

Thank you for your time and if you have any questions, feel free to reach me via email or at my personal cell phone number in my signature below. Have a great rest of your week and all the best during these difficult times.

With Aloha,

**Diego A. Sanchez Gomez**

P: +1-808-463-3101

M: +1-720-252-3389

## EDB Committee

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**From:** Francine Aarona <mopsaarona@gmail.com>  
**Sent:** Friday, April 17, 2020 9:22 AM  
**To:** EDB Committee  
**Subject:** 3.5m to visitors bureau

Aloha Chair, Vice Chair and Council Members

My name is Francine K. Aarona also known as Aunty Mopsy/Protect Pa'ia.

Mahalo for your dedication in providing the community the opportunity to share their Mana'o regarding our taxpayers money. I am in opposition of 3.5m being earmarked for the visitors bureau. Whether it's hearsay or just can't see all the line details to show that specific amount..I trust our leaders information on social media. That is the biggest resource to find out what our leaders are doing.

We have gone through almost a month of how it feels to down size. It's like cleaning house. You start to give away things that you haven't used within the year and share it with others in need.

We have lived without the tourist industry for almost a month and it feels kinda nice. The rains have poured on us cleansing us, not only of our bodies and property but also our minds. The Cobb webs have been cleaned out so that we can think better to move forward. That money that you want to give to the visitor industry can go to our community, our first responders, our teachers, our soon to be homeless, jobless and the list goes on. Now is the time to hang on to our money and use it for emergency purposes.

I'm sure everyone has made a budget sheet as to how much money they are spending daily. My husband and I are retired. Living on a fixed budget, but we have Ke Akua's Blessings. We Believe that we together will survive. Our families will survive because they believe. My kuleana in my testimony is to convince you to believe. Do what is right for the community who put you in office. Listen to their testimonies, but Believe that your decision will get us through our new look and how we do business from now on.

Mahalo for allowing me to share...together we will rise again♥

Aunty Mopsy

## EDB Committee

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**From:** Joanna Awai <jawai@MauiCoastHotel.com>  
**Sent:** Friday, April 17, 2020 9:37 AM  
**To:** EDB Committee  
**Subject:** FW: TESTIMONY NEEDED TOMORROW FOR MAUI VISITOR BUREAU FUNDING, PROPERTY TAX HEARING SCHEDULED FOR APRIL 29

**Joanna Awai**  
**Director of Sales & Marketing**

### MAUI COAST HOTEL

**Direct:** (808) 891-4909  
**Email:** [jawai@mauicoasthotel.com](mailto:jawai@mauicoasthotel.com)  
2259 South Kihei Road | Kihei, HI 96753  
Main: (808) 874-MAUI | Fax: (808) 874-2851  
Website: [www.mauicoasthotel.com](http://www.mauicoasthotel.com)

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**From:** Joanna Awai  
**Sent:** Friday, April 17, 2020 9:18 AM  
**To:** [edb.committee@mauicounty.gov](mailto:edb.committee@mauicounty.gov)  
**Cc:** Christine <[christine@mauihla.org](mailto:christine@mauihla.org)>; 'rodantone' <[rodantone@mauihla.org](mailto:rodantone@mauihla.org)>  
**Subject:** RE: TESTIMONY NEEDED TOMORROW FOR MAUI VISITOR BUREAU FUNDING, PROPERTY TAX HEARING SCHEDULED FOR APRIL 29

Aloha!

Here is Testimony from my General Manager:

Aloha EDB Committee Members,

My name is David Frazier and for the last 20 years I have been the General Manager at the Maui Coast Hotel in Kihei. My wife and I are long term residents and own a home in Kihei. We have both been active community participants and I am a past president of the Kihei Community Association. The Maui Coast Hotel is also active, as a major sponsor of the MACC and a constant contributor to many or most of the charitable organizations on Maui.

I am writing to today to express my concerns regarding the proposed tax increase on hotels and the reduction of funding for the MVB.

First, regarding taxes:

One would think this is obvious, but I cannot imagine of a worse time to propose any tax increases on hotels. In fact, it is hard for me the fathom that anyone would have serious discussions about it. As everyone is aware, the hospitality industry along with most every other business on Maui is in the midst of a cataclysmic downturn the likes of which no one has ever seen. Right now, our primary concern is simply staying in business –and the subject of raising or lowering taxes will become moot if we don't.

Right now, I have over 60 staff members that want to return to work! My primary concern is making that happen. Please don't make that more difficult.

If anything, we need relief until the economy recovers.

Regarding MVB funding:

Once again, the magnitude of the business losses on Maui and in the State are just beginning to be felt. Like it or not—and yes, I am fully aware that some people don't like it—tourism is the “gas” that powers virtually every other business in the State let alone Maui—and will be well into the foreseeable future. Not to be a smart aleck, but defunding MVB because “someone” feels that Maui has “enough” tourism—particularly now—is like saying there is plenty of oxygen in the air, who needs trees.

If anything, we should be increasing funding to MVB! Soon, Maui and the State will be competing for “budget” tourism with the likes of Mexico and every other destination that competes for those dollars. Unless all we want to see here are the affluent, we should be gearing up now to fight for the economy minded traveler. Tourism is not a given here.

Let's have the discussion about decreasing MVB funding when the islands and particularly Maui are back to experiencing high occupancies and spending.

Lastly, after having reviewed some of the highly questionable testimony against MVB funding, I would caution the Committee to strongly consider the bona fides of the testifiers.

Mahalo,

David Frazier  
General Manager  
MAUI COAST HOTEL

**Joanna Awai**  
**Director of Sales & Marketing**

**MAUI COAST HOTEL**

**Direct: (808) 891-4909**

**Email: [jawai@mauicoasthotel.com](mailto:jawai@mauicoasthotel.com)**

2259 South Kihei Road | Kihei, HI 96753

Main: (808) 874-MAUI | Fax: (808) 874-2851

Website: [www.mauicoasthotel.com](http://www.mauicoasthotel.com)

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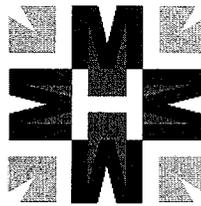
**From:** Maui Hotel & Lodging Association <[info@mauihla.org](mailto:info@mauihla.org)>

**Sent:** Thursday, April 16, 2020 5:49 PM

**To:** Joanna Awai <[jawai@MauiCoastHotel.com](mailto:jawai@MauiCoastHotel.com)>

**Subject:** TESTIMONY NEEDED TOMORROW FOR MAUI VISITOR BUREAU FUNDING, PROPERTY TAX HEARING SCHEDULED FOR APRIL 29

[Redacted signature area]



## MAUI VISITOR BUREAU FUNDING TESTIMONY

Aloha members, I would like to clarify some legislative information I passed on to you yesterday.

There are two legislative issues we are tracking at the Maui County Council, funding for the Maui Visitors Bureau and property tax rates.

Right now MVB funding is our priority because testimony is due tomorrow. A public hearing on property taxes is set for later this month on April 29th. It has been suggested from the council that we concentrate on testifying for MVB tomorrow and we will begin to coordinate our property taxes response next week.

MVB spends several million dollars annually to market Maui worldwide as a top tourist destination. Those testifying against giving MVB funding last week said they would rather see those funds taken away and redistributed elsewhere – like for sustainable agriculture – because Maui is “already well known” among tourists and that we “don’t need to spend any more money on public relations for Maui.”

Also, they are trying to say that no one is advertising for Maui right now and we are still getting tourists coming here. The truth is we continue to get up to 5 tourists a week flying in to Maui, and they're not staying at the hotels. They're staying at an Airbnb or a friend's house according to their agricultural forms.

What these testifiers last week also don't understand is that through marketing efforts we can get hotel occupancy back up sooner so that everyone can get back to work more quickly. Also the worldwide tourism market is diverse, and there are always better deals to go to other destinations such as Mexico or the Caribbean.

If you are concerned about MVB funding please contact the council tomorrow and testify as to what your personal story during the COVID-19 crisis is and what you have been going through, and how you need to get back to work as soon as possible. If you have sales or marketing experience and have knowledge about how MVB marketing helps bring guests to your property go ahead and testify to that as well. Same goes for our allied members.

Note that Council members want to hear PERSONAL stories. How will taking away tourism marketing funds will affect your ohana because it delays your return to work. Speak honestly and don't be afraid to express yourself and your own words will be fine.

Instructions to testify are as follows:

To testify before the Council Economic Development and Budget Committee at 1 p.m. you can connect to testify using video by linking to <https://bluejeans.com/597785199>.

To call in spoken testimony call 1 408 317 9253 and enter meeting code 597 785 199.

Also you can email testimony to [edb.committee@mauicounty.gov](mailto:edb.committee@mauicounty.gov).

You can also testify before the full County Council at 6 p.m. by connecting to this BlueJeans events link at <https://primetime.bluejeans.com/a2m/live-event/pzhvjst>. Or you can send in email testimony to [county.clerk@mauicounty.us](mailto:county.clerk@mauicounty.us).

(There is no difference between testifying at 1 or at 6 p.m., the same councilmembers will be listening.)

Feel free to contact me if you have any questions and feel free to forward this email to anyone else that you think might want to testify. Mahalo.



Maul Hotel & Lodging Association | 85 N Church Street, Wailuku, HI 96793

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## **EDB Committee**

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**From:** Angela Vento <hawaii.ventos@me.com>  
**Sent:** Friday, April 17, 2020 9:43 AM  
**To:** EDB Committee  
**Subject:** Fwd: Critical Funding for Maui Visitors Bureau Marketing

Aloha Council Members,

I appreciate you considering my testimony. I have been a resident for 31 years. There have been wars, natural disasters, pandemics and financial crises in my career. Today's world is the most uncertain and troubling of my life. Covid 19 has undeniably had the most deviating impact and fare reaching impact on our community.

It is heartbreaking to see such the overwhelming unemployment figures as well as witness residents experiencing stress and anxiety related to health and economic concerns. Personally, I have 370 associates that have been laid off or placed on furloughs. I reach out to them every week with messages including wellness messages, property updates and industry news. I am striving to stay personally connect. My concerns extend to them being able to eat and have shelter and safety. We will continue to find methods of support for as long as we can yet financial independence is so critical to our community health and the well being of our 'Ohana. Resuming operations is dependent on the recovery of tourism. Maui needs to have a presence and be be top of mind for a more speedy recovery. A successful campaign has to be well timed, strategic and fiscally responsible. The deep cuts that have been proposed would slow recovery. We are very isolated and overcoming the idea of long flights will be an opportunity. The competition for the visitor will be immense as US tourism has declined by 78% over the last month. Maui has been the example of smart choices that have lead to great ROI's and opportunities for residents to thrive. There is no other economic engine that can help us support the social services and government infrastructure that we look to provide. I ask for your support to retain funding as it has been present these past few years.

Sincerely,  
Angela Vento

## EDB Committee

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**From:** Gregg Nelson <gm@napilikai.com>  
**Sent:** Friday, April 17, 2020 10:24 AM  
**To:** EDB Committee  
**Subject:** FW: Testimony regarding Maui Visitor Bureau funding

Dear Committee Chair and Committee Members,

My name is Gregg Nelson and I am general manager of the Napili Kai Beach Resort on Maui's westside. Our resort is marking 60 years of operation and we employ approximately 160 staff members. Since the start of this terrible tragedy a few weeks ago, I have had to make the difficult decision to close the resort and lay off approximately 130 staff members. Despite the financial hardships the resort is facing we are continuing to fund 100% the medical insurance premiums for all of our staff members. This costs us about \$100,000/month. A few weeks ago we volunteered for the Hotels For Heroes program though we have yet to receive any reservations from the central clearing house for the program.

I want to implore all of you to seriously consider supporting the Maui Visitors Bureau funding put forth in the Mayor's budget. I know there are some of you who believe that the funding isn't needed because the tourists will return regardless. That is simply not true. The entire world has been economically impacted by this crisis and when the green light is finally given that travel is okay again, every destination in the world will be competing for the same travelers we are trying to attract. If you truly care about the citizens of Maui and want the economy to return quickly and robustly, we must market our destination more than we ever have in the past. Without this effort, we will be left in dust at the starting line rather than leading the competitors. I am the operator of a small resort but I recognize this fact and plan to increase my modest sales and marketing but of about \$500,000 by at least another \$100,000. I know other resorts will likely do the same with their marketing budgets however to truly achieve success we need Maui Visitors Bureau's participation in marketing the entire County and that can't be achieved without proper funding.

I recognize that this is just the testimony of one person however I do believe I can speak on behalf of at least the 130 of my staff members who are currently unemployed and struggling to make ends meet financially. They are anxious to get their lives back on track by getting back to work. A vote in favour of the Mayor's proposed funding of MVB is a vote in favour of Maui County and the thousands of our citizens who need to get back to work.

Mahalo for your consideration

Gregg Nelson  
General Manager  
Napili Kai Beach Resort

## **EDB Committee**

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**From:** Lilly Ho <lho@hawaiipublicpolicy.com>  
**Sent:** Friday, April 17, 2020 11:15 AM  
**To:** EDB Committee  
**Cc:** Melissa Pavlicek  
**Subject:** Testimony for Council of the County of Maui - Economic Development and Budget Committee, Apr 17, 2020  
**Attachments:** 20200417 BHH Maui CC MVB.pdf

Aloha Committee Chair Keani Rawlins-Fernandez and members of the committee,

Please accept the attached testimony in support of the Maui Visitors Bureau Funding from Quentin Koch, President of Blue Hawaiian Helicopters.

Mahalo!

--

**Lilly Ho, SHRM-CP**  
*Vice President of Operations*

**Hawai'i Public Policy Advocates, LLC**  
1099 Alakea Street, Suite 2530  
Honolulu, Hawai'i 96813  
**P:** (808) 447-1840  
**E:** LHO@hawaiipublicpolicy.com



April 17, 2020

1:00 p.m. Economic Development and Budget Committee – Council of the County of Maui

6:00 p.m. Council of the County of Maui General Meeting

Re: Funding for Maui Visitors Bureau

Testimony in Support of Maui Visitors Bureau Funding by Quentin Koch, President,  
Blue Hawaiian Helicopters

Aloha!

Blue Hawaiian is Hawaii's first air tour operator, founded in 1985, and is the only air tour operator to offer tours and employ Hawaiian residents on Oahu, Kauai, Maui and the Big Island. Based in Maui, we firmly believe that our tours are more than just sightseeing, they function as "flying classrooms" for our passengers to learn about the rich history of Hawaii, its culture, and its diverse geography. Our 300 employees' and their families' livelihood depends to a large degree on the health of Maui's economy and that of the visitor industry. While we also serve our local community, visitors comprise a substantial portion of our customers and our employees' salaries have a multiplier effect throughout the Maui economy.

We support funding the Maui Visitors Bureau to promote Maui worldwide as a safe tourist destination for bookings after the COVID19 crisis. Destinations around the world are partnering with their primary attractions such as museums, parks and recreational activities to communicate to the public that booking now for travel after the pandemic will be beneficial to them in cost savings while at the same time averting an economic collapse. The pandemic should not be used by those testifying against Maui Visitors Bureau funding as a reason to irreparably harm Maui's economy.

We respectfully request your support for the Maui Visitors Bureau and thank you for the opportunity to testify.

## EDB Committee

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**From:** County Clerk  
**Sent:** Friday, April 17, 2020 11:24 AM  
**To:** EDB Committee  
**Subject:** FW:  
**Attachments:** IMG\_0647.jpg

**From:** 8082766513@mms.att.net <8082766513@mms.att.net>  
**Sent:** Friday, April 17, 2020 11:16 AM  
**To:** County Clerk <County.Clerk@mauicounty.us>  
**Subject:**

**SUPPORT STATEMENT FOR THE FULL FUNDING OF MAUI VISITORS BUREAU**

As longtime hotel employee I STRONGLY SUPPORT the funding of MAUI VISITORS BUREAU to help bring back Maui Economy through TOURISM.

My experienced as a working mother temporary laid off due to COVID 19 is so stressful and uncomparable. I want to go back work including thousands of hotel employees and golf courses employees. Hotels provide an amazing benefits like pay, medical/dental and retirement as well which is very beneficial to me, my family and the community in general.

The MAUI VISITORS BUREAU will help a lot and fully energized to bring back TOURISM in the Island of Maui that will make our lives better and the Economy as well.

As a working mother and representing all working mothers especially in hotel industry I ask and beg to the Maui Council to give full support and consideration for the APPROVAL for the full funding of MAUI VISITORS BUREAU.

Thank you and god bless you all.

**ANGELICA MAGNO**

*Hotel Employee – Montage Kapalua Bay*

## EDB Committee

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**From:** Reinhard Jonathan Salacup <reinhardjonathan.salacup2020@mauihigh.org>  
**Sent:** Friday, April 17, 2020 11:25 AM  
**To:** EDB Committee  
**Subject:** Written Testimony

 **Written Testimony**

RJ Salacup

4/14/20

Aloha, my name is RJ, I am a senior at Maui High School and a team captain for the robotics club. I want to testify the importance of the support and funding from the county of Maui and mayor to MEDB on my STEM education. When I first joined robotics in my freshman year, the MEDB fund supported the club, and I'm sure they supported before as well. But what this money does for our club is to purchase new materials like metal and screws, help out with some of the fees traveling to the competition. There's also another kind of robotics that we do that is called First Robotics Competition or FRC for short. Vex robotics is like a junior varsity kind of robotics and FRC is the varsity part. In Vex, we separate into groups to build small robots, 18"x 18"x 18", to complete an objective of a game in which a new one comes out every year. Then we compete with other teams in the state, we got to travel to an Oahu competition to compete with schools there. This year we got a new kit called V5 which is an upgrade of the old electronics that we use to move a robot. As for FRC, it's the same concept as Vex but it's one group per high school to build, program, and document one robot. The robots in FRC could go up to be 120 inches total in perimeter, height up to 45 inches and weight up to 125 pounds. We only have 6 weeks to complete one robot and ship to a competition. This year we went to Del Mar in San Diego to compete against 57 teams. However, we weren't able to compete in Oahu cause of the coronavirus. Our club doesn't only build robots, we also do fundraisers, demos, and volunteering. This year we did fundraisers with a poi mochi company and Zippys. For demos, we showcased our 2019 FRC robot at Ke Ala Hele at the Grand Wailea and we were supposed to do a demo at McDonalds but we couldn't because of the virus. Then for volunteering, we helped out

with hosting Vex IQ tournaments for elementary and middle schoolers around the island. So with help from MEDB, our club was able to accomplish so much more.

## **EDB Committee**

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**From:** Winston Chinn <manakai73@aol.com>  
**Sent:** Friday, April 17, 2020 11:39 AM  
**To:** EDB Committee  
**Subject:** Testimony  
**Attachments:** MVB FY2021.docx

Attached is my testimony I tried to send out before, but I got an email saying it was not able to be delivered. So, the is try umber 2.

Winston

April 8, 2020

Budget Chair Keani Rawlins-Fernandez  
Economic Development and Budget Committee Chair, Maui County Council

Re: Maui Visitors Bureau FY2021 Budget Consideration

Aloha Chair and Councilmembers,

My name is Winston Chinn, I am the General Manager of the Mana Kai Maui. I am pleased to have this opportunity to address you today. Thank you. I am expressing my overwhelming support for the proposed FY2021 budget for the Maui Visitors Bureau.

The vacation rental company, Resort Hotel Associates LTD, dba Mana Kai Maui Hotel had 22 full time employees prior to the Covid pandemic outbreak. We have closed down operations for the month of April, and I personally feel we will be lucky to open by July. We have had to furlough 18 of our staff. Many do not have a home computer, and English is their second language so we have been assisting them with trying to get through to the Unemployment services, which you know is slammed!

Many of our furloughed employee's spouses work in the visitor industry, so their families are impacted twice as much. We will continue to pay for their medical benefits during their furloughed time. Since last year, we in the industry have heard that Maui was looking for a way to scale back visitors. Well, that time has come today and how many visitor industry related jobs have been affected? Of course, this sudden halt to visitors coming to Maui is not as drastic as gradual slowdown of arrivals, but almost every business is affected by tourism.

It will take a very long time for tourism to rebound to Maui and this State, supporting the Mayor's proposed Budget of \$3.5 million is a big step in getting the word out to the world that Maui is open for business once again.

Mahalo

Winston Chinn  
General Manager

## EDB Committee

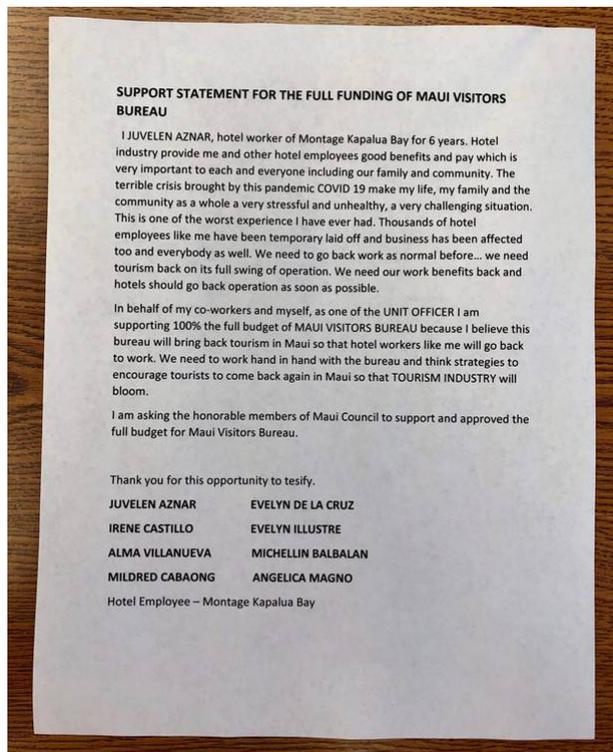
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**From:** County Clerk  
**Sent:** Friday, April 17, 2020 11:50 AM  
**To:** EDB Committee  
**Subject:** FW: Support statement letter

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**From:** mildredlazarte8 <mildredlazarte8@gmail.com>  
**Sent:** Friday, April 17, 2020 11:27 AM  
**To:** County Clerk <County.Clerk@mauicounty.us>  
**Subject:** Support statement letter

Aloha Sir/Ma'am,



Enclosed the letter.

Sent from my T-Mobile 4G LTE Device

## **SUPPORT STATEMENT FOR THE FULL FUNDING OF MAUI VISITORS BUREAU**

I JUVELEN AZNAR, hotel worker of Montage Kapalua Bay for 6 years. Hotel industry provide me and other hotel employees good benefits and pay which is very important to each and everyone including our family and community. The terrible crisis brought by this pandemic COVID 19 make my life, my family and the community as a whole a very stressful and unhealthy, a very challenging situation. This is one of the worst experience I have ever had. Thousands of hotel employees like me have been temporary laid off and business has been affected too and everybody as well. We need to go back work as normal before... we need tourism back on its full swing of operation. We need our work benefits back and hotels should go back operation as soon as possible.

In behalf of my co-workers and myself, as one of the UNIT OFFICER I am supporting 100% the full budget of MAUI VISITORS BUREAU because I believe this bureau will bring back tourism in Maui so that hotel workers like me will go back to work. We need to work hand in hand with the bureau and think strategies to encourage tourists to come back again in Maui so that TOURISM INDUSTRY will bloom.

I am asking the honorable members of Maui Council to support and approved the full budget for Maui Visitors Bureau.

Thank you for this opportunity to testify.

|                        |                           |
|------------------------|---------------------------|
| <b>JUVELEN AZNAR</b>   | <b>EVELYN DE LA CRUZ</b>  |
| <b>IRENE CASTILLO</b>  | <b>EVELYN ILLUSTRE</b>    |
| <b>ALMA VILLANUEVA</b> | <b>MICHELLIN BALBALAN</b> |
| <b>MILDRED CABAONG</b> | <b>ANGELICA MAGNO</b>     |

Hotel Employee – Montage Kapalua Bay

## EDB Committee

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**From:** County Clerk  
**Sent:** Friday, April 17, 2020 11:51 AM  
**To:** EDB Committee  
**Subject:** FW: SUPPORT STATEMENT for Maui Visitors Bureau 2021 Budget  
**Attachments:** TESTIMONY MVB.docx

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**From:** Emmanuel Baltazar <emanbaltazar74@yahoo.com>  
**Sent:** Friday, April 17, 2020 11:34 AM  
**To:** County Clerk <County.Clerk@mauicounty.us>  
**Cc:** John Simpliciano <john.simpliciano@ilwulocal142.org>  
**Subject:** SUPPORT STATEMENT for Maui Visitors Bureau 2021 Budget

See the attach Statement of Support for MVB Budget 2021.

Any question call me at 5630736.

Mahalo,

Emmanuel A. Baltazar

April 17, 2020

**Economic Development and Budget Committee**

200 S. High Street  
Wailuku, HI 96793

Attention: Budget Chair and Council Members

**RE: Funding for Maui Visitors Bureau**

**Aloha Chair Keani Rawlins-Fernandez  
Aloha Council Members**

My name is EMMANUEL A. BALTAZAR. I am a employee of Grand Wailea Waldorf Astoria Resort and have been there for the past 14 years. Active Community and church leader in Maui. I am writing in behalf of my family to support of the proposed FY 2021 budget for the Maui particularly the full funding of MAUI VISITORS BUREAU.

The truth is, good paying jobs are very difficult to obtain on Maui except in hospitality industry where thousands of workers are employed Full-time and Part-time with amazing retirement benefits and medical/dental benefits which benefited myself and my family. Sad to say, reducing the operating budget of the Maui Visitors Bureau could negatively impact the visitors arrivals to Maui especially this time of crisis brought by the pandemic COVID 19. We need all these thousands hotel workers, golf courses workers and even small business workers to go back to work. If the MVB budget will decrease there's possibility resulting in laid off employees cannot go back to work and job losses as visitors spending decline.

With this pandemic COVID 19 terrible and stressful to all of us and very unhealthy to our lives day by day. We need to work hand in hand to bring back our economy together and TOURISM INDUSTRY is the most viable to do it. Being Tourism is the highest earning revenue for Maui County... the Maui Visitors Bureau should be in full budget to market Maui so that Tourists will come to Maui.

Hotel Employees with out visitors may not go back to work, maybe reduced hours or even permanently laidoff from job. We all work together to support our family both here in Maui and from far and most of my family depend totally on visitor industry.

Until Maui diversifies its economy, it is not appropriate time and prudent to reduce the Operating budget of MAUI VISITORS BUREAU which sole mission is to market the island of Maui, Lanai and Molokai as a very invigorating and attractive travel destinations to visitors all over the world.

I, in behalf of my family and friends, sincerely urge and ask the honorable Members of the County Council, to give support, consideration and approval for the MAUI VISITORS BUREAU 2021 Budget.

Mahalo for giving this opportunity to testify and god bless,

**(SGD.) EMMANUEL A. BALTAZAR**

Concern Citizen

## EDB Committee

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**From:** Marc Bromley <Marc.Bromley@fourseasons.com>  
**Sent:** Friday, April 17, 2020 11:55 AM  
**To:** EDB Committee  
**Subject:** Visitor Bureau Funds

To Whom it May Concern,

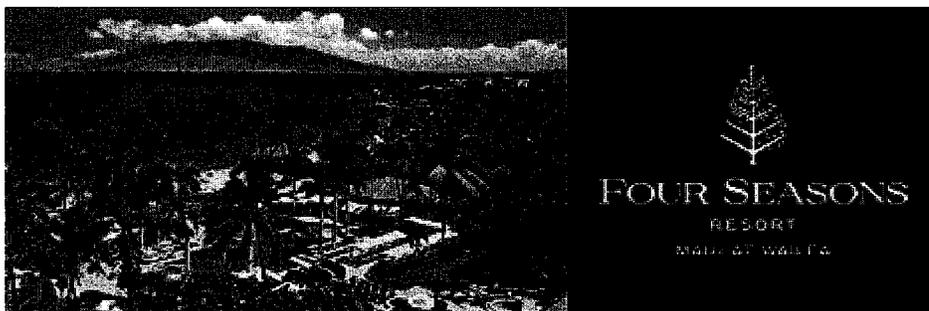
The MVB dollars it has to promote our destination are critical in the recovery of the industry and island from this crisis. As we all know, tourism is our number one industry and while we may not like the toll it takes on the land at times, the damage a depressed tourism industry will have on our residents livelihood will be catastrophic. So, we will need every resource possible to help the county rebound from this terrible mess we're in. Please consider the damage you will do to the people of our island if we take away from destination marketing.

Thank you for your consideration.

Marc Bromley  
General Manager  
Four Seasons Resort Maui  
3900 Wailea Alanui Drive, Kihei, HI 96753  
Voice: 808-874-2988  
Marc.Bromley@fourseasons.com  
<http://fourseasons.com/maui>

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## EDB Committee

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**From:** Barry Toroni <btoroni@aol.com>  
**Sent:** Friday, April 17, 2020 12:11 PM  
**To:** EDB Committee  
**Subject:** Please fund Reefs

Aloha,

Sampling water of our reefs is more important than ever! I've spent the last 40 years doing stormwater pollution permits for the San Francisco Bay region. We now live in West Maui and observe our storm runoff everytime it occurs. Observing is not enough without Scientific Data Points (sampling). We have baseline results from previous funding, but without continued support in this effort, all will be lost!

Please, you can't improve anything without measuring it! This is critical effort for all our island coral...!!!

On behalf of my O'hana and the Maui Nui Marine Resource Council supporters.

Mahalo for your consideration going forward!

Barry Toroni  
Honokowai  
btoroni@aol.com

## **EDB Committee**

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**From:** Jokovich, Michael (OGGAW) <michael.jokovich@hyatt.com>  
**Sent:** Friday, April 17, 2020 12:14 PM  
**To:** EDB Committee  
**Subject:** MVB Funding

Aloha Council Members,

My name is Michael Jokovich. I am the Area Vice President for all Hyatt Hotels in Hawaii and the General Manager at the Andaz Maui at Wailea Resorts. In addition, I am the Chairman of the Board of Hawaii Lodging and Tourism Association and work closely with our state and county leaders in tourism. I have lived in Hawaii for 21 years and on Maui for 18. I am writing in support of continued funding of Maui Visitor's Bureau. Please support our Mayor's requested budget for funding.

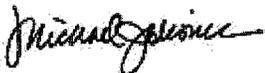
We are at an unprecedented point in the hospitality and visitor's industry. Tourism is at a standstill. Hotels and resorts are of course suffering, but tourism's reach goes far beyond; businesses large and small all across the island depend on our tourists. The council should worry about the high unemployment rate and focus on how we can get our residents back to work.

We will need funding to jump start tourism. You state that we are a popular destination and popular island. Yes we are, but we are also an expensive and remote destination. Without awareness generated by the MVB, we run a great risk of losing visitors to other destinations such as Mexico or the Caribbean. If we do not partner with the airlines, local community, state tourism authority then no one will be able to get to the islands. Hotels will not be able to afford marketing their own properties because of the high overhead of expenses associated with resorts; therefore we need county assistance. This is our chance to work together with our local community and pave the way for responsible tourism.

If you care about hospitality workers then you will not 'defund' the MVB, but you will provide as much funding as possible to bring back our visitors. They are the key to the financial wellbeing of Maui and many livelihoods are dependent upon them. Please remember past times on Maui when visitor counts were low- following 9/11 and during the 2008 recession. Times were tough for many families on Maui. We need to do all we can to avoid this and rebuild our tourism.

Normally I would have many colleagues providing testimony, but we currently have about 500 out of work and on furlough.

Mahalo for your consideration.



**MICHAEL JOKOVICH**  
*Area Vice President Hyatt Hotels Hawaii  
and General Manager*

**ANDAZ MAUI AT WAILEA RESORT**  
3550 Wailea Alanui Drive, Wailea, HI / 96753  
T +1 808 573 1234 // E [michael.jokovich@hyatt.com](mailto:michael.jokovich@hyatt.com)  
[andazmaui.com](http://andazmaui.com)

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2019 U.S. News & World Report - Best Hotels GOLD Recognition  
2019 USA Today 10Best Readers' Choice – Best Eco-Friendly Hotel  
2019 HLTA Na Po'e Pa'ahana Awards – Leader in Sustainability  
2019 Hawaii Lodging and Tourism Award – Achievement in Sustainability  
2019 Hawaii Business Magazine Best Places to Work  
2018 AFAR's Travelers' Choice Awards - #1 Best Beach Resort  
U.S Green Building Council – Silver LEED Certified

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## EDB Committee

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**From:** jhigashi@hawaiilodging.org  
**Sent:** Friday, April 17, 2020 12:24 PM  
**To:** EDB Committee  
**Cc:** 'HLTA'  
**Subject:** Hawai'i Lodging & Tourism Association Testimony: Maui Visitors Bureau - April 17, 2020  
**Attachments:** Maui\_MVB\_4.17.2020.pdf  
  
**Importance:** High



**HAWAI'I LODGING & TOURISM**  
**ASSOCIATION**

Testimony of  
Mufi Hannemann  
President & CEO  
Hawai'i Lodging & Tourism Association

**Maui County Council Committee on Economic Development & Budget**  
Proposed Fiscal Year 2021 Budget For the County of Maui

April 17, 2020

Dear Chair Rawlins-Fernandez and members of the Economic Development & Budget Committee, mahalo for the opportunity to submit testimony on behalf of the Hawai'i Lodging & Tourism Association, the state's largest private sector visitor industry organization.

The Hawai'i Lodging & Tourism Association—nearly 700 members strong, representing more than 50,000 hotel rooms and nearly 40,000 lodging workers — is cognizant of our industry's need to manage tourism efficiently and effectively. We have serious concerns about eliminating the annual appropriation to the Maui Visitors Bureau.

Hawai'i's tourism sector has been brought to a standstill by the outbreak of COVID-19 around our state. We are completely supportive of the need to tell tourists this is not the time to visit Maui now, and for that matter the state of Hawai'i, as we are prioritizing the needs and health and safety of our community over and above everything else.

However, with each passing day, it has grown increasingly apparent that what we are experiencing is global and unprecedented. The U.S. Travel Association recently published an economic forecast which indicated that the losses incurred by the tourism industry will far exceed those of any other economic sector, and the impact will be seven times greater than what was felt after the September 11 terror attacks.

Tourism in Hawai'i will always be our core competence, and for good reason; we rely upon it to help sustain a wide variety of local businesses. Yes, it is important for the thousands of local residents who work in our hotels who play a vital role in the success of the visitor experience. But it is also critical for agriculture, restaurants, and small businesses of all types - all of whom who benefit from the success of the travel industry and the visitors that it brings to our home. While our industry has always been among the most consistent economic drivers in Hawai'i, our recovery from the COVID-19 outbreak will take careful and focused work on all fronts. We cannot rely on the idea that we have recovered in the past, and we will recover this time.

HLTA has long advocated the need for quality tourism rather than quantity tourism. We support responsible tourism that is sustainable, respects our environment and embraces our native Hawaiian culture. The Maui Visitors Bureau has played an important role in positioning Maui as a premier destination for travelers from around the world, and they will play a key role in bringing high quality visitors back to Hawai'i sooner rather than later when the time is right. We urge the Council to continue to provide them the necessary funding to ensure we rebound from this pandemic.

Mahalo for the opportunity to provide this testimony.

Mahalo!



Testimony of  
Mufi Hannemann  
President & CEO  
Hawai'i Lodging & Tourism Association

**Maui County Council Committee on Economic Development & Budget**  
Proposed Fiscal Year 2021 Budget For the County of Maui

April 17, 2020

Dear Chair Rawlins-Fernandez and members of the Economic Development & Budget Committee, mahalo for the opportunity to submit testimony on behalf of the Hawai'i Lodging & Tourism Association, the state's largest private sector visitor industry organization.

The Hawai'i Lodging & Tourism Association—nearly 700 members strong, representing more than 50,000 hotel rooms and nearly 40,000 lodging workers — is cognizant of our industry's need to manage tourism efficiently and effectively. We have serious concerns about eliminating the annual appropriation to the Maui Visitors Bureau.

Hawai'i's tourism sector has been brought to a standstill by the outbreak of COVID-19 around our state. We are completely supportive of the need to tell tourists this is not the time to visit Maui now, and for that matter the state of Hawai'i, as we are prioritizing the needs and health and safety of our community over and above everything else.

However, with each passing day, it has grown increasingly apparent that what we are experiencing is global and unprecedented. The U.S. Travel Association recently published an economic forecast which indicated that the losses incurred by the tourism industry will far exceed those of any other economic sector, and the impact will be seven times greater than what was felt after the September 11 terror attacks.

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HLTA has long advocated the need for quality tourism rather than quantity tourism. We support responsible tourism that is sustainable, respects our environment and embraces our native Hawaiian culture. The Maui Visitors Bureau has played an important role in positioning Maui as a premier destination for travelers from around the world, and they will play a key role in bringing high quality visitors back to Hawai'i sooner rather than later when the time is right. We urge the Council to continue to provide them the necessary funding to ensure we rebound from this pandemic.

Mahalo for the opportunity to provide this testimony.

Mahalo!

## EDB Committee

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**From:** Selund, Kristin (OGGAW) <kristin.selund@hyatt.com>  
**Sent:** Friday, April 17, 2020 12:44 PM  
**To:** EDB Committee  
**Subject:** MVB Funding Request

Aloha Council Members,

I hope you are well in this trying time. My name is Kristin Selund and I am the Director of Finance at Andaz Maui. I am writing in support of continued funding of Maui Visitor's Bureau. Please support our Mayor's requested budget for funding.

We are at an unprecedented point in the hospitality and visitor's industry. Tourism is at a standstill and nearly all hotels and related businesses are closed. The council should worry about the high unemployment rate and focus on how we can get our residents back to work.

We will need funding to jump start tourism. You state that we are a popular destination and popular island. Yes we are, but we are also an expensive and remote destination. Without awareness generated by the MVB, we run a great risk of losing visitors to other destinations such as Mexico or the Caribbean. If we do not partner with the airlines, local community, state tourism authority then no one will be able to get to the islands. Hotels will not be able to afford marketing their own properties because of the high overhead of expenses associated with resorts; therefore we need county assistance. This is our chance to work together with our local community and pave the way for responsible tourism.

If you care about hospitality workers then you will not 'defund' the MVB, but you will provide as much funding as possible to bring back our visitors. They are the key to the financial wellbeing of Maui and many livelihoods are dependent upon them. Please remember past times on Maui when visitor counts were low- following 9/11 and during the 2008 recession. Times were tough for many families on Maui. We need to do all we can to avoid this and rebuild our tourism.

Normally, we could offer many of our resort colleagues to provide testimony, but we currently have about 500 out of work and on furlough.

Mahalo for your consideration and be well,  
Kristin

**KRISTIN SELUND**

*Director of Finance*

**ANDAZ MAUI AT WAILEA RESORT**

**3550 Wailea Alanui Drive, Wailea, HI 96753**

**T +1 808 243 4708 // E [kristin.selund@andaz.com](mailto:kristin.selund@andaz.com)**

**[andazmaui.com](http://andazmaui.com)**



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2019 Hawaii Lodging and Tourism Award – Achievement in Sustainability  
2019 Hawaii Business Magazine Best Places to Work  
2018 AFAR's Travelers' Choice Awards - #1 Best Beach Resort  
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## EDB Committee

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**From:** County Clerk  
**Sent:** Friday, April 17, 2020 12:45 PM  
**To:** EDB Committee  
**Subject:** FW: MVB funding

---

**From:** Ron Gess <ron.gess@pwchawaii.com>  
**Sent:** Friday, April 17, 2020 12:43 PM  
**To:** County Clerk <County.Clerk@mauicounty.us>  
**Cc:** info@mauihla.org  
**Subject:** MVB funding

Aloha Legislators,

It is very important to continue the Maui Visitors Bureau funding. In the first quarter of 2020 we had a wonderful business going and on March 26, 75% of it dropped out. Maui was closed for business. Maui is a wonderful place and we definitely need to fund the Maui Visitors Bureau so they can advertise how wonderful the island is and get the tourists interested and their business back in here after the COVID19 pandemic resides. Do not defund the Maui Visitors Bureau. This would be devastating to all businesses and the 120 employees that lost their job at PWC.

Stay safe - Ron

Ron Gess  
General Manager-Vice President  
PWC Hawaii Corp.  
PO Box 785  
Lahaina, HI 96761  
808-276-2406 (cell)  
808-446-7208 ( direct line)  
[www.peoplewhoclean.com](http://www.peoplewhoclean.com)  
[ron.gess@pwchawaii](mailto:ron.gess@pwchawaii)

## EDB Committee

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**From:** Taylor, Amy (OGGAW) <amy.taylor@andaz.com>  
**Sent:** Friday, April 17, 2020 12:47 PM  
**To:** EDB Committee  
**Subject:** MVB Funding

Aloha Council Members,

My name is Amy Taylor. I am the Director of Commercial Strategy, overseeing sales and revenue departments, at the Andaz Maui at Wailea Resort. I have lived and worked on Maui for 5 years. I am writing in support of continued funding of Maui Visitor's Bureau. Please support our Mayor's requested budget for funding.

We are at an unprecedented point in the hospitality and visitor's industry. Tourism is at a standstill. Hotels and resorts are of course suffering, but tourism's reach goes far beyond; businesses large and small all across the island depend on our tourists. The council should worry about the high unemployment rate and focus on how we can get our residents back to work. Both my husband and myself are employed by the hospitality industry and are affected by the current loss of tourism and subsequent reduced work hours.

We will need funding to jump start tourism. You state that we are a popular destination and popular island. Yes we are, but we are also an expensive and remote destination. As a manager of the sales and marketing disciplines, I know firsthand from countless discussions with clients, travel advisors and visitors themselves, that without awareness generated by the MVB, we run a great risk of losing visitors to other destinations such as Mexico or the Caribbean. If we do not partner with the airlines, local community, state tourism authority, then no one will be able to get to the islands. This is our chance to work together with our local community and pave the way for responsible tourism.

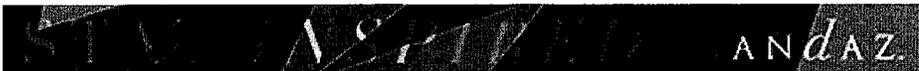
If you care about hospitality workers then you will not 'defund' the MVB, but you will provide as much funding as possible to bring back our visitors. They are the key to the financial wellbeing of Maui and many livelihoods are dependent upon them.

Mahalo for your consideration.

**AMY TAYLOR**

*Director of Commercial Strategy*

**ANDAZ MAUI AT WAILEA RESORT**  
**3550 Wailea Alanui Drive, Wailea, HI 96753**  
**T +1 808 243 4701 // E [amy.taylor@andaz.com](mailto:amy.taylor@andaz.com)**  
**[andazmaui.com](http://andazmaui.com)**



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2019 Hawaii Business Magazine Best Places to Work  
2018 AFAR's Travelers' Choice Awards - #1 Best Beach Resort

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## **EDB Committee**

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**From:** Foster, Miho <Miho.Foster@ritzcarlton.com>  
**Sent:** Friday, April 17, 2020 12:53 PM  
**To:** EDB Committee  
**Subject:** Maui County Council Economic Development and Budget Committee Process to Cut Tourism Marketing and Raise Hotel Property Taxes Testimony

Dear EDB Committee members,

My name is Miho Foster and for the last 17 years I have worked at The Ritz-Carlton, Kapalua and as a Guest Relations Manager and for the last 7 years as a Residential Manager.

The Ritz-Carlton brand philosophy is the core of customer services. As we always say, our highest missions are providing the finest personal service and facilities, and the genuine care and comfort of our guests is our highest mission. We call our employees "Ladies and Gentlemen" with respect and they are the most important resources in our service commitment to our guests. Selecting the right Ladies and Gentlemen is the key to our success and it is very important to engage our Ladies and Gentlemen to avoid high turnover.

Our hotel guests enjoy our customer services and facilities and they start attaching to our brand emotionally. Those guests who wish to attach to our brand eternally and involve our company financially, becoming a Ritz-Carlton Residences owner. The Ritz-Carlton Residences provide whole-ownership and we are responsible for taking care of their investment to our brand.

Raising the property tax would be incredibly detrimental to the economy, especially during this challenging time. During this crisis, they are not making any revenues and this proposal of new hotel resort property tax rate would definitely affect them negatively. These owners had brought high amount of spending to Maui, i.e., property investment, activities etc.

All hotel properties in Maui definitely need a proper way of marketing and cutting tourism marketing budget should definitely be avoided.

Marketing is an effective way for several areas: building and maintaining Maui's reputation, engaging our customers, great communication channel, increase sales/revenues etc.

Without marketing of Maui, all of us will be affected negatively and entire island will lose our motivation. Visitors staying at an Airbnb does not help business and community. There are still many places illegally renting for a home/condo for visitors and this situation does not help our residential community. Local residents cannot afford to lose their jobs and need to get back to work as quickly as possible.

Majority of local residents have jobs related to tourist industry and all residents desperately need to return to work. This is the time to help each other and strong measures must be taken to stimulate the economy in Maui.

I sincerely appreciate your reconsideration.

Mahalo,  
Miho

Miho Foster, CMCA, AMS  
Residential Services Manager  
The Ritz-Carlton, Kapalua  
One Ritz-Carlton Drive  
Kapalua, Hawaii 96761  
Direct: 1+ 808.665.7164  
Main:+1 808.669.6200  
Fax: 1+ 808.669.1566  
[miho.foster@ritzcarlton.com](mailto:miho.foster@ritzcarlton.com)

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## **EDB Committee**

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**From:** Matt Bailey <matt.bailey@montage.com>  
**Sent:** Friday, April 17, 2020 1:00 PM  
**To:** EDB Committee  
**Subject:** MVB FUNDING

Aloha members of the Maui County Council Economic Development & Budget Committee,

I am the newly appointed GM at Montage Kapalua Bay. I've been in my role for about a month. However, I'm not a malihini from the mainland. I've lived on Maui off and on for perhaps 20 years and in Hawaii for almost 40. I've served on both the boards of the Maui Hotel and Lodging Association and the MVB. I am writing in support of the MVB funding currently being discussed by the committee.

I am sure you and your families have been impacted by COVID-19 like my family and those of my almost 400 associates. We've gotten to experience what Maui is like without tourism. If it wasn't apparent before, it should be apparent now that tourism is the economic engine of the island.

I've heard it said that MVB doesn't need funding because Maui is well known. The truth in that statement is largely due to the good work that has been done by the MVB over the years. However, we are now entering a period of "new normal" and the mission of the MVB has never been more important.

Once our state and our island decide it's time to welcome visitors back, it won't be like turning on a tap. It will take months, if not years to return to some semblance of normal. During that period, our friends and families will be taking home smaller paychecks and spending less in local businesses. MVB will take the lead in helping potential guests choose between the plethora of destinations that will be vying for their attention, time and money. MVB will paint a picture of the safe and secure community we are. If effective in its mission as it has traditionally been, MVB will be a significant part of the healing process of the Maui economy.

If funding can be maintained or even increased, it will hasten the recovery for our local businesses – and your constituents. Every property on Maui will spend time and money to encourage guests to choose us. It's the MVB's role to encourage them to come to Maui first.

I hope you will strongly consider the importance of the MVB and recognize that its mission is more important today than it has ever been.

Mahalo for your time and attention.

Matt Bailey

**MATT BAILEY** | GENERAL MANAGER

**Montage Kapalua Bay**  
One Bay Drive  
Lahaina, HI 96761

O: (808) 662.6632

M: (808) 321.0823

F: (808) 662.6510

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## EDB Committee

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**From:** Scott Graves <scottgraves@gmail.com>  
**Sent:** Friday, April 17, 2020 1:18 PM  
**To:** EDB Committee; County Clerk  
**Subject:** Funding Maui Nui Marine Resource Council

Dear Committee Members;

This letter is to request funding for the Maui Nui Marine Resource Council in the 2021 b budget.

I am a Ph.D. scientist with a background in marine biology currently living on Maui. I am SCUBA diver and have dived in Maui County waters for the past 20 years. During this period, I have seen a decay in the quality of the marine ecosystem off the coast of South Maui. There are fewer fish and significant coral bleaching. Sediment coats the coral and significantly impacts its survival. Additionally, I have worked as a volunteer on a regular basis for the past few years to support the Hui O Ka Wai Ola program to assess the water quality off South Maui locations. My time and automobile have been given freely in this support. With my 30 years as a scientist, I can testify that the procedures used to test our water quality are done correctly, with controls in place to assure readings are accurate.

The Hui O Ka Wai Ola program is critical for the future of Maui as a vacation paradise. When we are out testing, on almost every occasion, people come up to our team and ask us if the water is safe. *Residents and visitors alike are informed and concerned about the safety of our beaches and water.*

It is imperative that the testing continues for three reasons:

One, testing tells the public that Maui is concerned about the water quality and is doing something productive about it. Second, our data analysis has the ability to pinpoint problems of sediment, nutrient runoff, and temperature changes so vital to the existence of reef ecosystem. Third, the climate is changing and the testing we are doing is being done in real time with these changes so as to identify problems that may benefit with intervention.

Funding will also support:

Our oyster farming project to improve water quality in Ma'alaea Bay. Oysters can filter up to 50 gallons of sea water a day. Water filtration by oysters has shown remarkable success in clarifying bays in other sites.

A monthly lecture series that educates the community on the projects designed to improve Maui inshore waters.

Storm water runoff management.

Think of Maui without its healthy in shore waters, vibrant reefs and diverse sea life. *Will tourists continue to visit Maui in the numbers we have come to expect if we fail to protect our waters?* Please continue to fund the Maui Nui Marine Resource Council in the 2021 budget. The work being done is important for maintaining and improving the health of our inshore waters.

Sincerely,  
Scott S. Graves, Ph.D.

## EDB Committee

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**From:** rodantone <rodantone@mauihla.org>  
**Sent:** Friday, April 17, 2020 1:48 PM  
**To:** EDB Committee  
**Subject:** Maui Visitor Bureau funding

Aloha committee members,

My name is Rod Antone and I am the Executive Director of the Maui Hotel & Lodging Association, having just coming on board last October, and am a paid lobbyist registered with the county and state.

First of all I would like to thank the council for the time and energy that you are all spending to come up with a balanced county budget. It is a grueling process consisting of long hours and we all appreciate your sacrifice.

Today I am here to testify that Mayor Victorino's proposed funds for the Maui Visitors Bureau remain with MVB for a number of reasons.

The main reason is that since the mid March the state Department of Labor and Industrial Relations reports that 29,536 people in Maui County filed new claims for unemployment insurance. Many of those folks work in the visitor industry.

Right now we have skeleton crews working at our hotels and resorts, mostly consisting of security and maintenance workers for example. For example the Hyatt Resort and Spa in Kaanapali had 700 associates working for them. Now they have 30. It's the same at most properties.

So despite what you might have heard from those testifying last week our local residents who work in the tourism industry are NOT going to be "fine" after this. Hotel management estimates when they are able to open up again they are likely looking at 20 to 30 percent occupancy. Lower occupancy means bringing back a smaller workforce. It's as simple as that.

And even when the state says Hawaii is clear of COVID-19 risks and we can open up the market again, we still need to make sure that the visitors coming from whatever state or country they're coming from, we need to make sure they're COVID-19 free as well. It's going to be a long process, especially if we don't have MVB to help us because they are lacking the funding to help us get the word out.

I've heard someone say that why do we need marketing? We've got tourists coming to Maui still and we aren't advertising.

Yes, according to the ag forms the tourists fill out, we about one to five tourists coming to Maui every week, listing that they're either staying at a friends house or an Airbnb.

I don't know about you but if these tourists aren't smart enough to stay home during a global pandemic then they're not the kind of tourists I want on our island.

And that's the second thing I want to bring up, that not only will MVB play a big role in marketing destination Maui again so we can get our workers back on the job faster, but that we also we have a real opportunity here to better manage tourism in Maui County. In fact before this whole pandemic took place that's exactly what we were putting into action about as members of the Mayor's Tourism Task Force.

All the world knows out there is that Maui is No Ka Oi. We're the best island, we've got the best beaches, we're the only island with Komoda's and guri guri,, etc.

Right now, we have a chance right now to set some ground rules, and make sure that the visitors who come to Maui are No Ka Oi as well. Because the easiest time to rebuild something is after it has been torn down, and right now the visitor industry on Maui has been obliterated.

Before all this the task force was already working on a list of tourist rules and guidelines that we had planned either to get into hotel rooms, or on a video at the airport or maybe even as an online document they receive after they book a reservation. The list included rules such as

- Obey traffic laws and not stop in the middle of Hana Highway to take a picture of waterfalls
- Respect local fishermen and divers who are feeding their ohana with their catch
- Know that our beach parks are well used and if trash is piled up then bring a trash bag and take it with you, the hotels can help you dispose of it
- Realize that "KAPU" means "keep out" and "no trespassing" and if you see a sign like that while you are hiking stay out of the area or turn around

Besides respect there are safety issues as well such as:

- Never turn your back on the ocean
- Make sure you have a fully charged cell phone, water and proper clothing while hiking
- Always swim with a buddy
- Know which beaches have lifeguards
- Don't try to drive the back road to Hana and maybe turn around at Kahakuloa as well

There's much more but you get the idea. It's the best time to change our messaging is when we are building the industry back up again and again, we will need MVB to be able to get our new message out, to better manage tourism.

The third thing I want to bring up is sustainable agriculture. We live on an island and we should be self sufficient. But before we take millions of dollars away from an organization is there a plan?

Who are we giving these farming funds to? Is it the farmers who grow the food or their brokers too who sell the food? Who can qualify for the funds? Small farmers? The big operations? Will there be criteria set in some sort of tiered system? Do we make special considerations for folks like Watanabe Farms who are a big operation but they supply the schools with produce so maybe they should get funding too. What about livestock farmers? Do farmers need to prove that 100 percent of their income comes from farming or can part-time farmers qualify as well?

I'm all for a diversified economy and the hotel industry will be the first ones standing in line for locally grown products, and in fact are their best customers right now. Farms are giving produce away because the hotels and restaurants can't buy them anymore. It's happening all over the nation, produce sitting out in the sun and rotting and milk being poured down the drain.

In any case when the ag plan is ready to go the hotels stand ready to be a part of it. But right now I think we need to concentrate on getting workers back to their jobs first.

I've learned a lot about the people in the visitor industry these last couple of months and many of them want to help the community because they are the community. They don't like to brag about it which frustrates me because people should know what they're doing. They give year round to Hale A Ke Ola, Feed My Sheep, the Food Bank, etc, etc. They give hotel rooms away for fundraisers and feed fire fighters battling brush fires, they opened their ballrooms during that really big brushfire in Lahaina several years ago and let displaced residents stay overnight.

This industry has been a friend to this community for decades and even though they're hurting right now they are still giving. They're giving toilet paper and masks and rollaway beds to the hospital and the Department of Health, they're giving away thousands of dollars of produce, truckloads of towels, sheets, blankets, pillows and other linen supplies as requested.

The whole industry is based upon hospitality, not to just guests but their workers and community. All they asking right now is that you allow MVB to help them get their people working again.

Thank you for your time.

Rod Antone  
Executive Director  
Maui Hotel & Lodging Association

## EDB Committee

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**From:** County Clerk  
**Sent:** Friday, April 17, 2020 2:49 PM  
**To:** EDB Committee  
**Subject:** FW: Maui Visitors Bureau  
**Attachments:** MVB.pdf

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**From:** Stephanie Smythe <Stephanie\_2501@aol.com>  
**Sent:** Friday, April 17, 2020 1:55 PM  
**To:** County Clerk <County.Clerk@mauicounty.us>  
**Subject:** Maui Visitors Bureau

April 17, 2020

Stephanie Smythe  
Royal Lahaina Resort  
ILWU Local 142  
Unit 2501

Aloha,

My name is Stephanie Smythe. I am the Unit Chairman of the Royal Lahaina Resort. As the Unit Chairman, and with the full support of my membership, I would express our support of the Maui Visitors Bureau, and do strongly recommend and request the FULL funding of the Maui Visitors Bureau.

With the current climate we find ourselves in with regard to the CoVid-19, it is imperative we fully support and fund the Maui Visitors Bureau. As you well know, tourism is our number one industry in our state. We can not afford to defund them at this time. Now more than ever, we need them to actively promote Maui! We need Maui Visitors Bureau to help market Maui as a safe and beautiful destination, for all to enjoy.

With you help in funding Maui Visitors Bureau, and the help of ILWU 142 and it's membership, we can collectively restore our industry and economy back to the number one vacation destination of the world.

On behalf of my membership, their families and myself, Mahalo!  
Stephanie Smythe

## EDB Committee

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**From:** J Simpliciano <johnsimpliciano@gmail.com>  
**Sent:** Friday, April 17, 2020 2:57 PM  
**To:** EDB Committee  
**Subject:** My Testimony  
**Attachments:** johns statement.docx

Aloha,

My name is John Simpliciano, attached is My statement for the MVB budget hearing.

Mahalo,  
John Simpliciano

April 17, 2020

**Economic Development and Budget Committee**  
200 S. High Street  
Wailuku, HI 96793

Attention: Budget Chair and Council Members

**RE: Funding for Maui Visitors Bureau**

**Aloha Chair Keani Rawlins-Fernandez**  
**Aloha Council Members**

Aloha All,

My name is John Simpliciano I am an employee of Kaanapali Beach Hotel Food and beverage department since 2003. I am writing in behalf of F&B Department at Kaanapali Beach Hotel to support the proposed FY 2021 budget for the Maui particularly the full funding of MAUI VISITORS BUREAU.

Without this Funding it would completely devastate us more in our current situation. As you know since the proclamation effective March 15 my brothers and sisters were laid off. We are hoping sometime soon we could go back to our normal lives and start working to pay our bills and to provide for our family. We understand it will be a long challenging road ahead to get back to where we were months ago prior to this pandemic. But we all need the support we can to start that healing process to get the tourism back. It would be catastrophic in my point of view, should you decide to start cutting the budget the very people to get us there. I implore you to make the right decision as I have made when you sought for my vote.

Mahalo,  
John Simpliciano

## **EDB Committee**

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**From:** cjschumacher@aol.com  
**Sent:** Friday, April 17, 2020 3:33 PM  
**To:** EDB Committee  
**Cc:** gerry@medb.org  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County -Support for Maui Economic Development Board, Inc.  
**Attachments:** 2021 MEDB TESTIMONY23.docx

Maui County Council Members,

Attached is my Testimony in support of Maui Economic Development Board, Inc. for the proposed FY2021 Budget, Maui County.

Thank you for reading it.  
Sincerely,  
With aloha...  
Cindy Schumacher  
Journalist, Lahaina News  
cjschumacher@aol.com

EEDB-1 Proposed FY2021 Budget, Maui County—Support for Maui Economic Development Board

Maui County Council Members,

My name is Cindy Schumacher and I am currently a contributing writer for the Lahaina News. Throughout the years, I have covered many of the Maui Economic Development Board's (MEDB) STEMworks™ (science, technology, engineering, mathematics) programs, High Tech Business Programs and the Hawaii Energy Conference.

MEDB is an amazing resource for our Maui County students and teachers, as well as the entire community. Through STEMworks™ their emphasis on hands-on community-based STEM learning is essential for equipping our students and educators with the skills they need to succeed in an ever changing Hawaii, Maui, and world economy.

As a journalist, I have encountered many people and students at MEDB events. The events have been exceptional in professionalism and dedication to positively improving the lives of our Maui community members and statewide residents.

Entrepreneurs, small business owners and their employees have tremendously benefited from the MEDB High Tech Workshops. MEDB has assisted schools with extraordinary creative projects throughout the years that include funding for Robotics programs and other STEM-related educational concepts. This has included professional development for teachers, as well as providing materials to further enhance education for our students.

Without the support of the Maui County Council for MEDB, many Incredible experiences for Maui County entrepreneurs, businesses, and students would be severely limited. If needed, I could provide testimony from students who have said that the MEDB programs they participated in have given them inspiration to go into STEM-related careers which they would not of otherwise even known about. In addition, many Maui County students do not have access to the most updated technology equipment in their homes, which the MEDB STEMworks™ program provides to the schools and through their STEMworks™ Lending Library.

Please continue to generously support MEDB.

Thank you all very much for your time and consideration.

With Aloha, Always,

Cindy Schumacher

Journalist, Lahaina News

[cjschumacher@aol.com](mailto:cjschumacher@aol.com)

## EDB Committee

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**From:** John White <jwhite@KBHMAUI.com>  
**Sent:** Friday, April 17, 2020 3:39 PM  
**To:** County Clerk  
**Cc:** EDB Committee  
**Subject:** Testimony for MVCB

Aloha Maui County Council Members,

Mahalo for your consideration of input from the community during these very uncertain times regarding the Maui County Budget. I have been employed by the visitor's industry since my wife and I moved to Maui in 2003. I have worked for Kaanapali Beach Hotel and various activity providers over those years. I have been blessed to serve on past marketing committees for MVCB, HTA Oceania, HTA Canada and HTA Europe. Through my experiences, I have been able to see how tenuous the visitor industry can be over the years, the fierce world wide competition and the importance of working together.

On August 8, 2008, I was laid off from Kapalua Resort at the peak of the Financial crisis and it was the same day my wife and I signed our mortgage on our first home. Fortunately, I was able to secure a \$10/hr retail position at Ulupalakua Ranch Store. The visitor industry really wasn't hiring and the overall economy was very sluggish. It was one of the scariest times in my life (pre-COVID-19). Then the industry became healthier and I was able to secure a salaried position. This experience still haunts my memory and I don't wish this on any of my fellow residents.

Will the visitor industry come back without Maui County financial support of MVCB? It depends on your definition of 'come back' and your strategic metrics. The goal of sustainable tourism is very important to us all and making sure we are attracting the right visitor to our home. It is important to know that MVCB isn't just an advertising agency for Maui County. They work hard to find the right customer, educate them on how to treat/respect our aina and culture and also ensure the visitor experience is a positive one. We need to make sure Maui County remains the place we love and that includes strategically supporting our number one industry especially during this time of need.

The amount of direct jobs and secondary jobs supported by this vital industry is very significant. The tax revenue provided by our industry is also significant. Taking money away from reviving the primary economic driver of our island is difficult to comprehend. Once we get the visitor industry off life support and walking again it will pump necessary economic activity throughout the County.

Please help me bring back my furloughed co-workers at KBH and allow them and many others to return to work with the confidence that Maui County has their back.

Mahalo,  
John



**John D. White, CRME** | Director of Sales & Marketing  
2525 Kaanapali Parkway, Lahaina HI 96761  
p 808.667.0108 | f 808.661.1963  
US & Canada 800.262.8450  
e [jwhite@kbhmaui.com](mailto:jwhite@kbhmaui.com)  
[www.kbhmaui.com](http://www.kbhmaui.com) | [Facebook](#) | [Instagram](#) | [Twitter](#)

"Turning Hawaiian dreams into lifelong memories!"

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## EDB Committee

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**From:** Spurrier, Sam <sam.spurrier@waileabeachresort.com>  
**Sent:** Friday, April 17, 2020 3:42 PM  
**To:** EDB Committee; County Clerk  
**Subject:** Written Testimony to oppose the proposed cut and/or reductions to MVB funding!

Aloha Chair Alice Lee, Maui County Council Members, and the Economic Development and Budget Committee,

My name is Sam Spurrier, I am a resident of Kihei, a husband, a father of 4, and I enjoy volunteering within my church, community, and mentoring students. I was born and raised on the Island of Oahu and have been in the hospitality industry for the last 14 years, with 9 of them here in Maui. Currently, I am the Director of Sales at the Wailea Beach Resort and it is a privilege to share testimony on behalf of the Resort and the tourism industry as it relates to the proposed decrease in MVB funding.

Maui is fortunate to have a best in brand position. Although, we have learned that we are not immune to travel perceptions. Just in 2018, we experienced the impact to our islands from the volcano, Hurricane Lane, and Tropical Storm Olivia.

It wasn't many years ago in 2008 when the visitor industry suffered a significant hit which took years to recover. I particularly remember this time as I was finishing college and seeking a career in hospitality. There weren't many opportunities due to the hiring freezes. Today, we find ourselves in unique and interesting times which I believe all will agree are and have the potential to become much more of a challenging and longer recovery than 2008 and even 9-11. As we are experiencing now, majority and almost all of the Hotels are closed or have temporarily suspended operations and were forced to furlough or temporarily lay-off many employees. In addition, the restaurant business who were also forced to close and lay-off their workers. The tourism industry has halted here in Maui. We need to think about RECOVERY and be very cognizant of where and how funds are allocated.

I oppose the proposal to cut and/or reduce any funding for the Maui Visitors Bureau Marketing. I strongly support MVB funding at the 2019 level. Personally, I feel that there are a lot of areas, sectors, etc. that could benefit from the funds. However, we have a responsibility to our people and our residents who make Maui home and many of whom work in the hospitality industry. This is not only about marketing Maui worldwide as a top tourist destination. Rather, this is about employing our residents so that they can support their families and in turn infuse the local economy.

See the link below for consideration of a report from The Brookings Institute that studies the hardest hit communities from a job-loss standpoint. The Lahaina/Wailuku/Kahului community ranks 2nd in the US.

<https://www.brookings.edu/blog/the-avenue/2020/03/17/the-places-a-covid-19-recession-will-likely-hit-hardest/>

Visitors are yearning to hear the word Maui and Aloha. It is our people, our residents that work in the Hospitality industry, their friends and families, and all of our Maui residents that make this place so special as they represent the Aloha Spirit. Most importantly, it is the ability to employ all of these residents in the Tourism industry!

The Hawaii Visitors and Convention Bureau produced this beautiful video that represents "A message from the people of Hawaii." I feel it very important to include it as a part of this written testimony as the decision to cut and/or reduce MVB funding will have a direct and adverse impact on our residents and especially those and their families that work and rely on the hospitality industry. It will affect each individual and their 'Ohanas as it will delay their return to work and have many other adverse impacts above and beyond just financially.



There are many elements to recovery, but it will be vitally important to have marketing in place and funding once government restrictions have lifted and airline flights to the island resume.

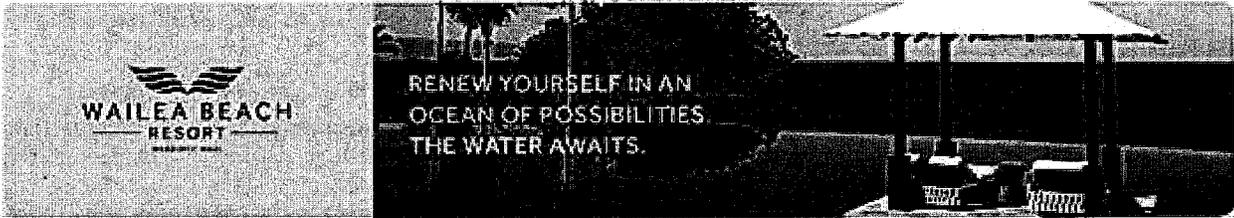
Our hotel occupancy has remained flat for the past 6 years with our number of full-time employees growing by nearly 100 or 20%. This growth came after ownership made a significant multimillion-dollar investment in the resort. Now, we are working through these times in partnership with Marriott International and our Ownership Group to resume operations at the Resort as soon as possible and get our associates back to work. In order to get them back to work, there needs to be demand generation and more than before during this time. MVB marketing is effective and has proven successful over the years as they market our people, our culture, and the place of Maui to each and every visitor.

As we all know, the visitor industry supports many ancillary businesses from construction jobs to restaurants and more. 80% of the dollars made through hotels stays within the island to support businesses, home purchases, and other taxes.

For all the reasons mentioned today, we ask that you carefully consider your recommended cut and/or reductions to the Maui Visitors Bureau so that our industry continues to sustain a thriving community. Mahalo for your time and consideration!

Mahalo,  
Sam

**Samuel Spurrier**  
Director of Group Sales | [Wailea Beach Resort](#)  
3700 Wailea Alanui Drive | Wailea, HI 96753  
[sam.spurrier@waileabeachresort.com](mailto:sam.spurrier@waileabeachresort.com) | 808.874.7845 (O) | 808.214.8046 (M)



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## EDB Committee

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**From:** Milstead, Shannah (KEA) <Shannah.Milstead@Fairmont.com>  
**Sent:** Friday, April 17, 2020 3:44 PM  
**To:** EDB Committee; County Clerk  
**Subject:** Testimony in FAVOR of FUNDING MVB

**Importance:** High

Aloha kākou,

Please allow me to expressly offer my sincere and earnest **support of the MVB and, more particularly, the funding necessary to maintain their essential and critical function in our community.** I have been a Hospitality Professional working domestically and internationally for over 30 years. During these past 9 years, it has been a blessing to plant strong roots and call Maui (and Fairmont Kea Lani) my home. I only mentioned this tenure as relative to my overall experience with regards to hospitality (and destination) marketing, as well as my personal ties to this particular island community.

A Visitors Bureau, in any community, is essential to promoting a healthy tourism economy. It's no wonder that Cvent, a leading SAAS service for meeting planners, lists over 400 bureaus in the United States alone. And as far as competition for business into Hawaii, as an example, there are another 84 bureaus listed in the Caribbean and nearly 1400 in Europe! Every bureau is tasked with similar mandates: Promote tourism through marketing strategies; Provide Convention and Conference Meeting planning and support; Provide visitors with information (including such things as Responsible Tourism). These are *essential and necessary activities* to keep our own economy (whose "primary source of income is the visitor sector", as noted by the DBEDT) both strong and vibrant.

As such, we must ensure that our island stays relevant and highly visible in the global marketplace. It is both shortsighted and arrogant to believe having done such a great job so far – as exemplified by outstanding hotel occupancies and strong visitor arrival stats – that we no longer need to continue with a proven-successful marketing momentum. That would be like telling a competitive racecar driver to strive to get to top speed and then just take their foot off the gas. If we were to let up now, *especially now*, we will lose our momentum and simply coast while getting passed by other destinations who most certainly are doing the opposite (by investing in their futures).

I can completely appreciate the desire to provide enhanced financial support to any number of various worthwhile industries, including Sustainable Agriculture. But doing so at the expense of an industry that provides over \$2B to the State in tax revenue (over \$20M generated from Maui Nui TAT), as well as tens of thousands of local jobs (16% of which are Native Hawaiian, as stated in an April 2017 DBEDT report) is irresponsible. Prior to COVID-19, Hawaii proudly boasted one of the lowest unemployment rates in the country (2.6%)—now, with Tourism shut-down, we are amongst the highest (projected to soar to 25%). You to do the math. When safe and able, we need to get everyone back to work and that means ensuring a strong Tourism industry...supported by the vital efforts of our Visitor Bureau.

From a purely personal perspective, I rely 100% on tourism to sustain my life here on Maui. This is where I proudly own a home; where I adopted Maka (my furry friend); where I serve on the Board of a local Canoe Club; where I give back as a volunteer in the community. Please, do not take away the very thing that allows me to continue to be a productive member of this island 'ohana.

*Me ke aloha pumehana,*  
Shannah

**SHANNAH MILSTEAD**  
DIRECTOR, SALES & MARKETING

**Fairmont Kea Lani, Maui**

4100 Wailea Alanui

Maui, Hawai'i

USA 96753

T + 808 891 3821

M + 808 214 0990

F + 808 875 2247

[shannah.milstead@fairmont.com](mailto:shannah.milstead@fairmont.com)

<https://www.fairmont-kea-lani.com/>



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## EDB Committee

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**From:** info <info@backyardregeneration.com>  
**Sent:** Friday, April 17, 2020 3:47 PM  
**Subject:** Funding agricultural education

Aloha County Council Members,

Mahalo for considering to continue funding of agricultural education. As you are aware, there are multiple ag-education programs in The County: GoFarm, The Maui Family Farmer Training Network, Sustainable Moloka'i, The Maui Farm, Paulama Lana'i, Kamahameha Schools' new Ag Program, the Ku`ia Project, F.A.M. (HFUF). Right now, more than ever, we need to pivot our local economy to support more local agriculture. To do that, we must education this generation on how to do it. We have the ability, not to mention the historical precedent, of being able to grow most of the food, fuel, fiber, medicine, timber and spiritual plants we use everyday. Let us seize this moment and diversify our economy. Let's fund **all** of these ag-education programs and increase funding for them all, right now.

Mahalo,  
--Michael McLean

## EDB Committee

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**From:** William Greenleaf <bgreenleaf.maui@yahoo.com>  
**Sent:** Friday, April 17, 2020 3:49 PM  
**To:** EDB Committee  
**Subject:** Funding Agriculture Training

Aloha Council Members

Food Security is once again on the front burner for Maui citizens. Will we face food shortages? Will farmers, truckers and transport workers get the virus and be unable to get food to us out here in the most remote place on planet Earth? I hope not. Now, that we are facing such danger, is the time to prepare.

I request Maui County designate \$400K for Farmer Training. Have the various groups that are emerging on West Maui, Moloka'i, Ohana Gardens and whatever program Dr Robinson and Georgia create from their 5 years of experience write proposals to OED to gain a share of the \$400K for the training programs.

Hawaii was self sufficient and can be again. It's of critical importance.

Remember, you can't eat money.

Bill Greenleaf  
Farmer  
Citizen

## **EDB Committee**

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**From:** Findlen, Fred (OGGRM) <fred.findlen@hyatt.com>  
**Sent:** Friday, April 17, 2020 3:56 PM  
**To:** EDB Committee  
**Subject:** MVB Funding

Aloha Council members:

My name is Fred Findlen. I am the General Manager at Hyatt Regency Maui. I am also currently the Chairman of the Board for the Maui Hotel and Lodging Association. I am writing in support of Mayor Victorino's request for funding of the Maui Visitor's Bureau.

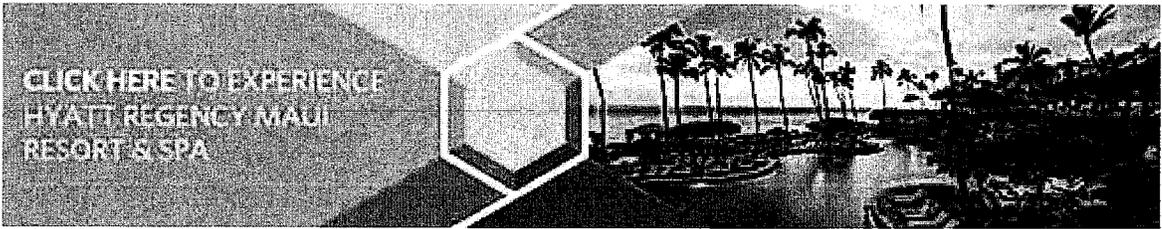
I have been in the Hospitality business with Hyatt Hotels and Resorts for over 34 years. I have had the good fortune to live and work on Maui for the last 3 and a half years. The hospitality industry has been robust in my time on the Island. Certainly that has changed due to the circumstances surrounding the COVID 19 outbreak. There is uncertainty in so many ways these days and it is ever changing. There are many measures that have put in place for the safety and well-being for the citizens of Hawaii and I applaud them. Very good decisions are being made for the current situation. At the same time we need to be thinking about the future and that uncertainty. There are so many questions that cannot be answered at this time but when we can answer the questions we want to have the resources to do so. Communication will be critical moving forward, providing information to our residents and future visitors to Maui. The Maui Visitor's Bureau for years has been providing this information. More so now than ever it will be critical to be a part of messaging for Maui.

Tourism is so valuable to the Island of Maui. Restaurants, Hotels, Motels and the many Activity Companies employ thousands of Residents. People and families are hurting terribly right now. The hotels and restaurants not only support the people that work for us but also support other industries on the Island. At Hyatt Regency Maui we are proud of the fact that we source locally for food and product before looking elsewhere. When this crisis is behind us and we are able to open our doors we will be supporting our local community. But to do so, we need to let the world know that we are open and welcoming. We need to promote. We do not want potential guests to be looking at other destinations like Mexico and the Caribbean Islands. We want them here.

I was reflecting back to a vacation that my wife and 2 daughters took to Maui shortly after 2008 when the economy was in a recession. When it was time to leave we called for a taxi. We had such an engaging conversation with the taxi driver. But it was a telling conversation of the times. She told us that she just started driving the cab because she was laid off from her job at a hotel. Her husband was laid off from a restaurant. She said they were doing what they needed to do but couldn't wait to get back to their jobs. My hope is that, with your support of the MVB funding, we can keep that kind of a conversation to a minimum. I look forward to welcoming back over 600 associates that are out of work at this time.

Mahalo for considering the Mayor's request.

**Fred Findlen**  
*General Manager*  
**HYATT REGENCY MAUI RESORT AND SPA**  
200 Nohea Kai Drive, Lahaina, HI 96761, USA  
T: +1 808 667 4400 E: [fred.findlen@hyatt.com](mailto:fred.findlen@hyatt.com)  
[maui.regency.hyatt.com](http://maui.regency.hyatt.com)



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- 2019 AAA Four Diamond Award, 24 Consecutive Years
- 2019 LEED-EBOM Certified Resort at the Gold Level
- 2019 Maui No Ka 'Oi Magazine - Japengo honored with "Best Restaurant", "Best Sushi" and "Best Asian Cuisine"
- 2019 Maui No Ka 'Oi Magazine - Drums of the Pacific Lu'au honored with "Best Lu'au"
- 2018 Conde Nast Traveler "Best Resorts in Hawaii" Readers' Choice
- 2018 Smart Meetings "Best Eco/Green Hotel" Smart Stars Award
- 2018 The Knot Best of Weddings

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## EDB Committee

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**From:** Yun, Jasper (KEA) <Jasper.Yun@Fairmont.com>  
**Sent:** Friday, April 17, 2020 4:25 PM  
**To:** EDB Committee  
**Subject:** Testimony for Maui Visitors Bureau Funding

Maui Visitors Bureau is instrumental to the future success of the Island of Maui. One thing I have learned in my 25+ years in the industry is there is always competition (other destinations, hotels, etc.) fighting to steal business and if you are not constantly top of mind of these companies, you will lose the business. Clients appreciate feeling special and valued and without our MVB partners, there would be less people fighting for the destination. MVB does a wonderful job keeping this island on top of mind for our Meeting Planners and groups with FAMS, promotions, etc.. Randy Parker & Sherry Duong are excellent partners who have always been supportive of our hotels on Maui and to ensure our people are working. It is extremely important to continue to fund Maui Visitors Bureau to ensure the success of the island and to keep it one of the Best Islands in the World. You should never "kill the goose that lays the golden egg."

**JASPER YUN**  
DIRECTOR OF GROUP SALES

**Fairmont Kea Lani, Maui**  
4100 Wailea Alanui  
Maui, Hawai'i  
USA 96753  
T + 808 875 2228  
F + 808 875 2247  
[jasper.yun@Fairmont.com](mailto:jasper.yun@Fairmont.com)  
[fairmont.com/kea-lani-maui](http://fairmont.com/kea-lani-maui)



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## EDB Committee

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**From:** Brian DiMartino <brian@21stcenturygroup.com>  
**Sent:** Friday, April 17, 2020 4:44 PM  
**To:** EDB Committee  
**Subject:** MVB Funding Testimony  
**Attachments:** MVB Testimony - 21st Century Group - 04-17-20.pdf

Please find attached our testimony regarding MVB funding.

Brian DiMartino  
President  
21<sup>st</sup> Century Group  
1300 North Holocono Street  
Suite 113  
Kihei, HI 96753

P-808-875-6920  
F-808-875-6949  
M-808-250-0021



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1300 North Holopono Street Suite 113, Kihei, HI 96753 Phone 808-875-6920 Fax 808-874-6949 E-Mail: [hotels@21stcenturygroup.com](mailto:hotels@21stcenturygroup.com)

April 17, 2020

**RE: MVB Funding Testimony**

Aloha Council members:

My name is Brian DiMartino and I am president of 21<sup>st</sup> Century Group - a 25-year old, Maui based hotel site selection company. I am motivated to provide testimony because today I had to furlough (for the first time) an employee who had been with us since the beginning.

What our company does is assist various organizations confirm accommodations for meetings, conventions and corporate travel incentives. The lead time for these events is generally one -two years although bigger groups may plan five or more years into the future.

We had been working with one such group since 2014. They were scheduled to arrive in Wailea for their annual conference on Saturday, March 14 this year with 2800 people in attendance utilizing six properties in the Wailea area. Unfortunately, a national emergency regarding the corona virus was declared on March 13 and the organizers decided they had no choice but to cancel the convention – which they did – the day before all of these people were scheduled to arrive. The unfortunate result of this one cancellation (and there were many more) was approximately \$10 million in revenue to Maui’s hotels, restaurants, shops, activities, rental car companies and the like. In addition, the taxes that would go to various state and county entities were lost.

The group mentioned has been coming to Maui every five years since the early 90’s. The reason they continue to come is because of the perceived value the Maui brand delivers to visitors. They don’t mind paying the highest rates in the country because they have always gotten a quality experience in terms of product and services. These rates allow hotels to collectively lower staff/guest ratios to a point unseen in most destinations. For example, instead of 1/5 ratio Maui hotels might offer a 1/3 ratio thus providing a more pleasing experience to the guests, more jobs to our community and more tax dollars to our government agencies.

I bring this up because of the ongoing discussions about MVB funding. Frankly, I am surprised that a discussion like this would be taking place at such a critical time to our primary industry. Our economic driver is completely shut down and the majority of events that have been cancelled will not be re-scheduled. They may or may not re-book when

times permit. However, that lead time still remains. Groups will soon start looking towards 2022 and 2023. The group mentioned above is now considering a return in 2026 and the dollars lost from this year's convention are simply gone.

What all of this means is that when tourism resumes the leisure traveler is going to be more important than ever and it is safe bet that it will likely be a slow return. The high spending leisure traveler in particular is going to be sought after. The competition from other destinations will be tough. Consequently, it remains critical that our brand remains top of mind. While it is true that we can assume various hotels, airlines and tour companies will come up with all kinds of offers to get people to return to our island, they will only be promoting "offers" and not the Maui brand. Only MVB can do it and they have done it exceedingly well for a very long time. HVCB has different objectives and while Maui benefits from some of them, they are no substitute for MVB efforts and they shouldn't be construed as such. Plus, we have no idea what HVCB or HTA funding is going to look like in the next budget year with all of the issues the state is currently facing.

I have personally been involved in Maui's tourism industry for over 30 years. I was the opening director of sales and marketing at Grand Wailea (when it was a Hyatt) and years later I served in the same capacity at Honua Kai in Kaanapali. I am familiar with all aspects of our tourism industry and the issues that come with it. I have lived on Maui for the entire 30 years and have experienced first-hand the growth that troubles so many of our residents. I share many of the same concerns and believe that once this crisis abates some of the pressure points ultimately will be relieved – particularly as it relates to housing. The regulations coming to the nightly vacation rental market will turn many of those rentals back into long term rentals and they should become more affordable for the local market.

Thank you for the opportunity to provide testimony and feel free to contact me as necessary.

Sincerely,

Brian DiMartino  
President

## **EDB Committee**

---

**From:** Laura <laura@innov8maui.com>  
**Sent:** Friday, April 17, 2020 4:55 PM  
**To:** EDB Committee  
**Cc:** gerry@medb.com  
**Subject:** Support for MEDB

Aloha Sir/Ma'am,

I am writing to tell you the vital mission MEDB serves in our community. Given the current pandemic and subsequent economic disruption, i believe they will be an essential resource for recovery.

As a Maui resident since 2006, MEDB had provided essential business training that permitted me to establish a small business, as well as a non-profit.

They tailor business training to the needs of the community and local small business owners. They have also provided information on resources available to small businesses, that otherwise I would not have been aware of.

MSDB also has an active STEM program, encouraging Maui's youth to excel and broaden their skills.

Please keep these critical services for rebuilding in mind as you make difficult budget choices.

Aloha,  
Laura Ulibarri  
President, Maui Makers, Inc.

Sent from my Verizon, Samsung Galaxy smartphone

## EDB Committee

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**From:** Nancy Minuto <nancyminuto2015@gmail.com>  
**Sent:** Friday, April 17, 2020 5:29 PM  
**To:** EDB Committee; County Clerk  
**Subject:** Testimony in Support of KEEPING Funds for the Maui Visitors Bureau

Aloha and thank you for the opportunity to speak in support of keeping funds for the Maui Visitors Bureau.

I'm a 20+ year resident of Maui County and have worked in the hospitality industry since moving here from Oahu. I have seen this industry grow into what it is today prior to this epidemic. Reallocating funds away from MVB right now would be detrimental to the industry and all the other industries that intertwine and depend on it. Marketing funds are vital to getting tourist coming back here again soon! We want them to select Maui instead of Mexico, the Caribbean, Asia or Europe.

The faster we get our visitors back here, the sooner we can all get back to work. The hotels will thrive, our suppliers for the hotel will thrive, our activities vendors will thrive, our restaurants will thrive, our retailers will thrive, and our local economy can get back on track.

Taking funds away from the number one industry that feeds business to the rest of our smaller industries would only slow down our recovery. In fact, it would make more sense to add more money to the MVB budget to speed up the process and promote growth.

Please reconsider any notion of reallocating funds away from the Maui Visitors Bureau.

Mahalo nui loa,  
Nancy Minuto

## EDB Committee

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**From:** David Fisher <df@mauiventure.net>  
**Sent:** Friday, April 17, 2020 5:31 PM  
**To:** EDB Committee  
**Subject:** Testimony in Support of Common Ground Collective  
**Attachments:** Support for Common Ground Collective.pdf

Please find attached is testimony supporting the budget request for Common Ground Collective.

--

David B. Fisher  
Maui Venture Consulting LLC  
PO Box 81515  
Haiku, HI 96708

808-2691031

<http://MauiVenture.Net>  
<http://Linkedin.com/in/dbfisher>



PO Box 81515 Haiku, HI 96708  
808-269-1031  
[df@mauiventure.net](mailto:df@mauiventure.net)  
<http://mauiventure.net>

April 17, 2020

ED&B Chair Keani Rawlins-Fernandez and Committee Members.

**Re: Support of Common Ground Collective's Budget request of \$30,000.**

I am writing to support, at a minimum the budget request of \$30,000 for Common Ground Collective to continue to do their **"foster farm" program**. This program harvests fruit from Maui orchards and gardens that are not being actively farmed but that are still producing food that falls and rots. They pick this up and take it to Maui's food banks.

However, I would encourage you to go beyond this and provide them with an additional \$100,000 to bring back the **home garden installation program** that they piloted in 2017 but were not able to get funding for. Now that we are more aware of how fragile our food supply is, we are beyond time to move on a more extreme form of diversification and self-reliance.

**Low Cost and Complimentary** Ironically this is a much lower cost approach than many others that are being employed in the state while being complimentary to other low-cost strategies such as the new Maui Food Hub & CSA programs that receive and distribute food from both back yard and larger operations using underutilized resources. Helping people grow food where they are is a historic and proven strategy that many of our parents and grand parents know well. Today with a days worth of help at the start and connection to the networks of resources supporting home gardens this is much more viable than it was in recent years.

**Three Years Track Record** - Common Ground Collective is a young team that has been working on their approach towards food security for over three years. I have been impressed with the quality of their work and their ability to track performance metrics – which has been lacking with other efforts that I have seen.

My own background is as a small business consultant who has worked with a wide range of small businesses including farms, value added-producers, technology developers and non-profit community service providers. We have a small back-yard garden that our late son developed while he was working as an apprentice for a small garden installation service here on Maui eight years ago. This service struggled to make it as a business. A non-profit approach would work today and there are many who will support it – especially if an entity like the County shows its support.

Please support Common Ground Collective.

David B. Fisher

## **EDB Committee**

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**From:** Frank "Bud" Pikrone <gm@wcamaui.com>  
**Sent:** Friday, April 17, 2020 5:25 PM  
**To:** EDB Committee  
**Cc:** Lloyd Ettinger; kathleen.costello wailearesortassociation.com  
**Subject:** MVCB funding

April 17, 2020

To: EDB Committee members  
From: Frank Pikrone, General Manager, Wailea Resort Association

Re: Funding For MVCB

Aloha,

As the General Manager of Wailea Resort Association and the Community Association for nearly 20 years, I have seen the growth of the visitor industry and have experienced the positive growth in jobs as well as small businesses on Maui. With that I feel compelled to respond in regards to the funding of the Maui Visitors Bureau.

The consensus of this council appears to be that Maui is well known and we don't need to promote it anymore. Seriously! How do you think we got so well known, by getting out there and educating people as to what Maui is all about. Having that word spread through writers that were visited by representatives of MVB and then have been brought here to experience the island and then passing that experience on to the dreamers in the world. Promotion, advertising, it all plays a role in making, and keeping, Maui as a top destination. This then translates as to why we had such a stable economy with low unemployment until recent events. And you want to ignore that at this crucial time.

This is the time when we should be looking forward to going all out in our efforts to bring tourism back to Maui, not curb it. We need to be looking at bringing back our employees and our small businesses that depend on tourism. If you think that tourism is going to return quickly at the sustainable levels required to maintain the economy we had, and farming, all on its own, you are making an error in judgement.

Please reconsider funding the Maui Visitors Bureau so that we, as an island, can recover quickly.

Frank "Bud" Pikrone  
General Manager

Wailea Community Association  
555 Kaukahi Street  
Wailea, HI 96753  
808-874-6866  
[gm@wcamaui.com](mailto:gm@wcamaui.com)

## **EDB Committee**

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**From:** Toni Rojas <trojas@mauiocenter.com>  
**Sent:** Friday, April 17, 2020 6:05 PM  
**To:** EDB Committee  
**Subject:** County of Maui: Maui Visitors Bureau Budget Testimony

TONI ROJAS, CMP  
TESTIMONY  
4.17.20

Aloha Council Chair and Directors,

Aloha and mahalo to the Council for giving me the opportunity to provide personal testimony regarding the Maui Visitors Bureau budget.

As a 25+ years Hawaii visitor/hospitality industry veteran, I have had the opportunity to work in resorts, destination management, airport, transportation, the visitors bureau, my own small business, and attractions such as my current employer, Maui Ocean Center. Maui Ocean Center's market thrives on over approximately 90% visitors who turn to us for not just an activity, but to connect with our endemic underwater marine life in our care and for more in depth Hawaiian cultural experiences. Visitor revenue helps fund our Maui marine and environmental research, caring for our marine life, and provide community education both on site and through various outreach programs. All of this in support of our own islands future generations. Due to COVID-19, we have had to furlough or lay off the majority of our employees, many of them who live paycheck to paycheck and are struggling like many others to survive during this crisis.

If there is one thing that I have learnt over the years regarding marketing - it is not the journey to the #1 destination position that is the most challenging, but maintaining that position. That means being proactive and a step ahead of your competition. You have to work even harder and smarter, be ahead of the game, more creative and collaborative, and apply new campaign initiatives that truly touch the values and post COVID-19 sentiment of our Maui nui demographic. Never have we experienced such a crisis and we should not reduce marketing dollars when we are experiencing the biggest negative economic impact in history.

Visitor-related organizations are trying to keep on top of mind with visitors during this crisis, and it will take a village, including the County of Maui, to bring them back. Post crisis, the destination competition will increase dramatically as other island destinations will be on our coattails for that desired top travel destination position to maximize visitation revenue. In order to be in one of the premier destinations, it takes marketing dollars. I have heard many people share that little to no marketing Maui nui dollars are needed. If the marketing budget is cut, we will all need to be ready to feel those repercussions, and potentially the negative impact on our economy. We can't find monies after the fact. It then becomes the topic for the following annual budget and by that time, even more money will be needed to bring us out of a difficult position.

State dollars support Hawai'i as a destination with individual island allowances (as far as I am aware). We don't only compete as a State destination, but between our own islands. Certainly digital and traditional advertising is imperative, however Maui nui has made face to face impressions with our major market areas and feeder cities, where they have extended aloha spirit and had opportunity to tip destination selection our way.

What we have is authenticity – our innate care of people through the spirit of aloha, and our unique cultural and natural environment. We must strive to balance our Maui nui visitor marketing and island agriculture budget allocations for our Maui nui's sustainable future.

Mālama kekahi I kekahi - *To take care of each other*

Me ke mahalo nui,

Toni

**TONI ROJAS, CMP**  
DIRECTOR OF MARKETING  
PH: 808.270.7083 • C/TXT: 808.344.8880  
192 MĀ'ALAEA RD. WAILUKU, HI 96793



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## **EDB Committee**

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**From:** Eaton, Alexis (KEA) <Alexis.Eaton@Fairmont.com>  
**Sent:** Friday, April 17, 2020 6:10 PM  
**To:** EDB Committee; County Clerk  
**Subject:** Testimony in favor of MVB Funding

Aloha,

Please allow me to offer my steadfast support of Maui Visitors Bureau and the funding necessary to maintain their essential and critical functions in our community. This support is critically important to our island's recovery from COVID 19 and the restoration of our visitor industry. It has become more evident than ever before how this industry is a lifeline for our community.

As the Director of Public Relations for the Fairmont Kea Lani, I have seen directly the very important work that MVB does within the travel community. I cannot stress how important their active presence within this community is for us to remain relevant and keep our local economy strong. We compete daily against numerous destinations across the globe. The moment this virus comes under control and our doors open back up, we will need MVB to be fully charged to promote our destination.

Maui is my home of the last 10+ years and where my husband and I are raising our 2 children. Reallocating MVB funds away from supporting tourism will severely harm our local economy and my family's ability to earn a living.

Mahalo nui loa,

Alexis Eaton  
Director of Public Relations  
Fairmont Kea Lani

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## **EDB Committee**

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**From:** mars <fillazar.roboticss@gmail.com>  
**Sent:** Friday, April 17, 2020 6:44 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Proposed FY2021 Budget, Maui County – Support for Maui Economic Development Board Inc. (MEDB) line items

Hello Chair Alice Lee and county council members, my name is Marisa Fillazar, and I am a senior at Maui High School. I am a four-year documenter of the FIRST Robotics Competition team 2443, also known as Blue Thunder. Throughout the years, MEDB has supported this team financially. During our FRC season, MEDB's funding has allowed us to pay for competition and robot shipping fees, travel, transportation, and lodging. Because of this, our team can attend one regional competition in California and our home regional on Oahu annually. We were ever so fortunate enough last year to also participate in the Houston World Championships. These competitions are an essential part of the FRC experience. At regionals, members can interact with peers from all over the world who have the same love and passion for STEM.

Using our FRC successes, Blue Thunder can appeal to potential new members at our feeder schools. By showing them all the new things we do in robotics, they can decide if they would like to stay with STEM. Skills they learn include but are not limited to, learning the coding language JAVA, how to wire a robot, how to use basic machinery, public speaking, and graphic design. Whether they follow through to the STEM field or take on a different path, our members are set with life skills to excel in any occupation.

MEDB provides a separate grant specifically for VEX. This grant allows us to hold and host the annual Maui VEX Tournament in our school's gym, where VEX teams from all over the state can compete for a spot at the state championship. Unlike FRC, VEX is for intermediate and high school students. Many of our high school members mentor the middle school teams. Intermediate school members have the chance to gain knowledge and experience from their high school superiors. In contrast, the high schoolers have the opportunity to practice their leadership skills.

Our high schoolers have also been hosting a VEX IQ league for the past three years. VEX IQ is for elementary and intermediate school students. This league operates over a few months and is run by members of Blue Thunder on competition days. Some of their jobs include being referees, scorekeepers, running the tournament manager system, emcee-ing and field reset. On behalf of Team 2443 and MEDB, I would like to say thank you for your continued support of MEDB's STEMworks program.

## **EDB Committee**

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**From:** Katie Romanchuk <ohialani@gmail.com>  
**Sent:** Friday, April 17, 2020 9:05 PM  
**To:** EDB Committee  
**Subject:** Testimony re: Beginning Farmer Programs, funding  
**Attachments:** Testimony re- beginner Farm programs #2 April 2020.docx

Thank you, Katie Romanchuk

Katie Romanchuk  
1401 W Kuiaha Rd  
Haiku, HI 96708  
ohialani@gmail.com  
April 17, 2020

Dear Honorable Maui County Council Members

Covid-19 Virus times are a perfect illustration of the need for Maui County to become significantly more self-sufficient. Unfortunately there will be more extreme times of need in the future, with Climate Change, over-consumption, a burgeoning population and over-development. We live on small islands with limited resources, but we do have Land.

The time is Now, to grow more Farmers, and more Food, to feed Maui County people. Please support all Beginning Farmer programs in Maui to support diverse and innovative types of farming, Agro-Forestry, networking and sharing resources to help one another, so no one goes hungry when the mainland barges and food are not available to us. We rely on the mainland for 90% of our food, and we are capable of growing so much more here than we do now.

I urge you to support a variety of organic farming methods, and conservation of what is truly and uniquely Hawaiian, instead of tourism and development of yet more hotels, malls and subdivisions, overcrowding our fragile infrastructure and limited resources. Our survival may depend on this. Please support Beginning Farmer programs.

Mahalo for your consideration,

Aloha, Katie Romanchuk

## EDB Committee

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**From:** Debbie Hisashima <hisashima@pukalanies.k12.hi.us>  
**Sent:** Saturday, April 18, 2020 9:38 AM  
**To:** EDB Committee  
**Subject:** Addition to my testimony

Aloha, I was one of the testifiers last night. I had planned to share a video testimony for 9 of my students - Nevin Wehner, Pono Hodges, Aaden Tokushima, Elias de Jesus, Blake Yatsushiro, Jeffrey Ho, Israel Enriquez, Abigail Tamayose and Brayden Kitagawa. Unfortunately, the bluejeans program required the download of an extension before sharing my screen, and I don't have admin rights to downloads on the computer I was using. Therefore, I am including the link to the video. Would you please make this video available to our Council members? Thank you so much for your assistance.

Debbie Hisashima

Video Testimony on behalf of MEDB:

<https://drive.google.com/file/d/1XdwlIlalCvFVGCY6ppA3DwZBumWho8w/view?usp=sharing>

## EDB Committee

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**From:** Lilly Galvez <Lilly.Galvez@officedepot.com>  
**Sent:** Saturday, April 18, 2020 10:37 AM  
**To:** EDB Committee  
**Subject:** Testifying on Behalf of Maui Visitor's Bureau Funding

Aloha! I am professionally connected to over ½ of the resorts on Maui. We have seen the impact of COVID 19 Closures on people that are like family to us. I plead with you to continue to fund the MVB so that we can all return to as close of life as we KNEW it ASAP.

Please don't hesitate to reach out to me with any questions.

Mahalo & Take Care,

To view the 2019-2020 Hawai'i Resource Guide, please press ctrl + click on the catalog pic.



**Mahalo!**

**Lilly Galvez**

**Account Manager**

80 South Hana Highway | Kahului, HI 96732

Tel: 808-518-1460 | Main: 808-877-5041

Fax: 808-871-6914 |

[lilly.galvez@officedepot.com](mailto:lilly.galvez@officedepot.com)

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## **EDB Committee**

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**From:** sue perley <sperley1111@mac.com>  
**Sent:** Saturday, April 18, 2020 11:03 AM  
**To:** EDB Committee  
**Subject:** Help protect our reefs and ocean waters

Aloha,

I am writing because it has come to my attention that funding for Maui Nui Marine Resource Council is not in your current budget. The County has been an important supporter of Maui Nui Marine Resource Council which is an organization that I also support. County support is critical to their budget and their work is crucial for maintaining and recovering our precious coral reefs and clean oceans.

Your funding would also help support -

Ocean water quality monitoring program at 41 sites in South and West Maui

Oyster bioremediation project to improve ocean water quality in Ma'alaea Bay

Help to implement the Pohakea Stormwater Management Plan to prevent sediment run-off into the ocean

Please restore this funding as their work is important for the people and the future of Maui.

Mahalo,  
Sue Perley

*Sue Perley  
969 Kupulau Dr.  
Kihei, HI 96753*

## EDB Committee

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**From:** Yukilei Sugimura  
**Sent:** Saturday, April 18, 2020 1:15 PM  
**To:** EDB Committee  
**Cc:** Debbie Hisashima  
**Subject:** EDB testimony, Debbie Hisashima to support MEDB ROBOTICS.

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**From:** Debbie Hisashima <hisashima@pukalanies.k12.hi.us>  
**Date:** Saturday, April 18, 2020 at 9:41 AM  
**To:** Yukilei Sugimura <Yukilei.Sugimura@mauicounty.us>  
**Subject:** Video testimony

Hi Yuki,

This is the video testimony for 9 of my students - Nevin Wehner, Pono Hodges, Aaden Tokushima, Elias de Jesus, Blake Yatsushiro, Jeffrey Ho, Israel Enriquez, Abigail Tamayose and Brayden Kitagawa. Unfortunately, the bluejeans program required the download of an extension before sharing my screen, and since I don't have admin rights to downloads on the computer I was using, I could not share it. I emailed the link of the video to the address that was provided in the instructions but I was hoping that you could make sure that the council members look out for that email. I also provided it for you. Thank you so much for your assistance. :)

Debbie

Video Testimony on behalf of MEDB:

<https://drive.google.com/file/d/1XdwlilalCvFVGCY6ppA3DwZBumWho8w/view?usp=sharing>

## **EDB Committee**

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**From:** Jim Petrus <jpetrus@BREHOTELS.COM>  
**Sent:** Saturday, April 18, 2020 2:29 PM  
**To:** EDB Committee  
**Subject:** FW: testimony for MVB funding  
**Attachments:** MVB Testimony.docx

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**From:** Jim Petrus  
**Sent:** Friday, April 17, 2020 3:56 PM  
**To:** county.clerk@mauicounty.us  
**Subject:** testimony for MVB funding

Please see attached.

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Aloha and good morning.

Yesterday I learned that you are considering a decrease and potential removal of funding for the Maui Visitors Bureau. While I understand the reasons listed for this action, I would encourage you to not only consider keeping the full amount, but also thoroughly evaluate increasing their funds as Maui needs the support now more than ever.

While the data reviewed in the Commission's report may have been relevant at the time, we must take into account how much the world has shifted since then and that we are now embarking into the unknown. There is no blueprint to follow for tourism's recovery from this global pandemic and now is not the time to cut funding for an entity whose sole purpose is to promote our island destination and drive tourism to our island – and thus getting our hospitality industry back to work. We must be diligent in our approach and focus on the long-term future to ensure do not risk the livelihood of our hospitality workers and thus the health of our economy.

While it is true that Maui is a “well-known” destination, this is due in large part to the success of MVB's marketing and public relations efforts, and now more than ever, it will be imperative that these campaigns continue. As recovery begins our island will be competing with global destinations all fighting for the same tourism dollars to infuse back into their economy. MVB will need to be aggressive in marketing to differentiate from other destinations like Mexico and the Caribbean that are closer to the mainland and typically much less expensive than Maui.

To lessen or completely deplete these marketing efforts now will put Maui at a severe disadvantage when tourism demand returns. It is important now to remain consistent and top of mind in our messaging while people have the time to consume it and daydream of where they will spend their next vacation. If MVB marketing efforts go dark now, this will allow other destinations to be in a position to take that valuable marketshare from us, putting Maui severely behind the recovery curve. By maintaining our strong branding and messaging, we will be much better positioned to recover once demand returns – thus getting all of us back to work more quickly.

In fact, now is the perfect time to build on the momentum from our Kuleana campaign so that when visitors do return, they are more educated and aware. We can benefit from these campaigns and show how Maui will be waiting to welcome travelers back with the spirit of aloha for which we are known. As I'm sure you've seen many big brands are pivoting their advertising messages to those of support and hope for the future. Through MVB, we can do the same and encourage travelers to dream now and visit later.

As we are all aware, there is no drive market for our destination. If not marketed or managed properly, this can put Maui at a severe disadvantage as states and counties begin reopening and non-essential travel resumes. Travelers may still be hesitant to jump on a plane when they have destination locations within driving range as an alternative in the short-term. As we look ahead and plan for the future, we must be realistic in our understanding that travelers may be wary of flying until a vaccine or treatment for COVID-19 is discovered. And with Cruise ship operations ceasing, our local businesses will need to recoup that lost revenue through visitors that are willing to fly to visit our island before a vaccine or treatment is widely available.

It is important to remember that MVB is also vital to the signature events hosted island-wide. Kapalua and Wailea are home to six of those signature events that would not be possible without MVB's support.

These events not only provide millions of dollars in revenue and global visibility for our island, but they also generate significant financial support to many of Maui's non-profit organizations.

As the owner representative for our two hotels on the island of Maui and the largest private employer on the island, I have the responsibility to get our team members back to work as soon as possible for their families and our community. It could take 18 months for a vaccine or treatment to be developed for COVID-19 to make people feel safe to fly again. We cannot wait that long to get back to work so I feel it is imperative to keep if not increase MVB's funding so that we are in a better position to recover quickly. I appreciate your time to consider my testimony and please remember that your support will not only help us get our doors back open again but will get our employees back to work and contributing to our local economy to the benefit of us all.

I hope that we can count on your support to make the right decision to keep the tourism industry strong on our great island and to fund the MVB at the 3.5m level.

With great appreciation,

Jim Petrus  
SVP BRE Hotels Hawaii

## EDB Committee

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**From:** Cynthia Hehemann <chehemann@hawaii.rr.com>  
**Sent:** Saturday, April 18, 2020 3:57 PM  
**To:** EDB Committee  
**Cc:** County Clerk  
**Subject:** Testimony to Support Fundng for Maui Nui Marine Resource Council 2021 Budget

Aloha County Council Members:

I am writing to ask the County to continue to support funding for Maui Nui Resource Council in the 2021 budget. I feel this organization is a valuable asset to Maui's natural resources (the ocean, the coral reefs, etc.) This is what attracts many of us to live here as well as the many tourists that visit Maui each year. This non-profit organization helps create culturally appropriate and effective science based solutions to the serious local threats facing our reefs and ocean use. The Hui O Kai Wai Ola arm of the organization identifies run-off issues and potential pathogens in our oceans through on going water quality ocean sampling. As a user of Maui's ocean, it's important to know of any health issues/concerns occurring in the water.

Please continue important funding in the 2021 budget for this organization as they implement many important programs such as the Pohakea Stormwater management plan, oyster bioremediation at Ma'alaea Bay, etc.

Thank you,

Cynthia Hehemann