

HLU Committee

From: Debra & Barbara Sinkus; Shoji <shojifamilyinfo@gmail.com>
Sent: Tuesday, June 3, 2025 5:04 PM
To: HLU Committee
Subject: Testimony for 6/9/2025 10AM Meeting for HLU-4 Bill 9 (2025)

You don't often get email from shojifamilyinfo@gmail.com. [Learn why this is important](#)

Aloha Chair, Vice Chair, and Committee Members,

My name is Barbara Shoji. My late husband and I purchased our condominium unit in the Hale Kamaole complex in Kihei in 1983, which I now own as a widow. It has operated as a short-term rental ever since we purchased it. I am writing to express my strong opposition to the proposed legislation aiming to phase out over 7,000 short-term rental units in Maui County.

Short-term rentals play a vital role in supporting the local economy. Visitors who stay in these rentals frequent local businesses, such as Fred's Mexican Cafe or one of my personal favorites Izakaya Genbe, infusing much-needed revenue into our community. Eliminating short-term rentals would significantly reduce tourism spending, harming the livelihoods of countless small business owners and their employees.

Short-term rentals offer a unique lodging option that many families and groups prefer. The spaciousness and home-like amenities of our condo at Hale Kamaole have attracted guests from around the world, including families with young children and multi-generational groups. These visitors specifically choose short-term rentals because they provide a comfortable and convenient alternative to traditional hotel accommodations. Our three children grew up spending their summers on Maui, exploring the island's natural beauty, learning to surf, and embracing the local culture. Now, they are adults with families of their own, and they continue the tradition of bringing their children to Maui to experience the same magic that captivated them as youngsters.

As a short-term rental owner, I provide employment opportunities for local residents. Our property management company employs individuals for cleaning, maintenance, and hospitality. These jobs contribute to the well-being of our community by providing stable income for local families. Phasing out short-term rentals would lead to job losses and economic hardship for those who rely on this industry.

Maintaining our property in Hale Kamaole requires substantial financial investment. We pay significant association dues and special assessment costs, which are essential for upholding the quality and safety of our complex. For example, this year the complex is undergoing a plumbing project which assessed units of our size \$75,000+ in costs. These expenses contribute to the overall appeal of our neighborhood and the island as a whole, and are needed, in addition to providing work to locals (i.e., construction companies). The income generated from short-term renting is essential for owners like myself to cover these substantial costs. Without it, affording such crucial maintenance would be incredibly difficult, potentially leading to property neglect and a decline in community standards.

Instead of a sweeping ban on short-term rentals, I urge the council to consider a more balanced approach, such as implementing stricter regulations, enforcement, and a clear permitting process specifically for condominium buildings like Hale Kamaole. This could include regular inspections and avenues for community input to ensure responsible operation, which we, as owners, would welcome.

The proposed legislation to phase out short-term rentals would have far-reaching negative consequences for our local economy, employment opportunities, and the overall well-being of our community. I respectfully request that the council reconsider this proposal and explore alternative solutions that strike a balance between the needs of residents and the interests of those who rely on short-term rentals.

Mahalo for your time and consideration.

Sincerely,

Barbara Shoji

951-789-8916

2737 S. Kihei Rd. #268 (STR)

(e) shojifamilyinfo@gmail.com

HLU Committee

From: Scott <jcslaw808@gmail.com>
Sent: Tuesday, June 3, 2025 5:17 PM
To: HLU Committee
Subject: HLU June 9, 2025 Meeting- Opposition to BILL 9 (2025)
Attachments: Exclude Papakea from Bill 9.pdf

You don't often get email from jcslaw808@gmail.com. [Learn why this is important](#)

Dear Chair Kama, Vice Chair U'u-Hodgins and Members of the Housing and Land Use Committee:

I oppose Bill 9 as drafted and propose that the Council amend Bill 9 to exclude Papakea Oceanfront Resort which the County has historically identified as having A2-H2 zoning.

Background on Papakea

35 full-time benefited on-site staff

\$3,100,000 in wages per year

Resort operations supporting:

- **161** housekeepers
- **26** handypersons
- **30** rental management companies
- **30+** contractors

\$16,902,298.17 in real property taxes over the last 5 years

\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

REAL ESTATE COMMISSION

PROFESSIONAL & VOCATIONAL LICENSING DIVISION
DEPARTMENT OF REGULATORY AGENCIES

STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3469
HONOLULU, HAWAII 96801

PRELIMINARY

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)

PUBLIC REPORT

on

PAPAKEA (PHASE I)
Honokowai, KaaNapali
Maui, Hawaii

REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)


LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from KaaNapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657
March 14, 1974


(For) DOUGLAS R. SODEHANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

Assessment Information

Show Historical Assessments

Columns

Year	Tax Class	Market Land Value	Agricultural Land Value	Assessed Land	Building Value	Total Assessed Value	Total Exemption Value	Total Net Taxable Value
2024	HOTEL / RESORT	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300

How to calculate real property taxes

Parcel Information

Parcel Number 440010550000
Location Address 3543 LOWER HONOAPIILANI RD UNIT C435
LAHAINA HI 96761
Neighborhood Code OFHOTEL
Legal Information 1ST: LOTS 13 (1.252 AC), 14 (0.250 AC) & 15 (0.051 AC)
Land Area 12.281 Acres
Parcel Note Non taxable

Apartment District Properties Allowed to be Used for Short-Term Occupancy

PROJECT PROPERTY	MASTER TMK	ADDRESS	YR BLT	COUNTY ZONING	COMMUNITY PLAN DESIGNATION	NUMBER OF UNITS
NOHONANI	430060070000	3723 Lower Honoapiilani Rd	1974	A2	MF	28
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KALEIALOHA	430060130000	3785 Lower Honoapiilani Rd	1973	A2	MF	67
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HALE KAI I	440010420000	3591 Lower Honoapiilani Rd	1967	A2	MF	40
PAKI MAUI III	440010500000	3615 Lower Honoapiilani Rd	1978	A2	MF	28
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PAPAKEA	440010550000	3543 Lower Honoapiilani Rd	1977	A2/H2	MF/H2/OS2	364
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MAUI ELDORADO	440080210000	2681 Kekaa Dr	1968	A2	H	205
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THE SPINNAKER	460100020000	760 Waianae St	1979	A-1	MF	57
KENANI KAI	510030130000	50 Kepuhi Pl	1983	A-1	MF	120
WAVECREST	560040550000	7142 Kamehameha V Hwy	1975	A2/Interim	MF	126

104

Total Apartment District Vacation Rental Units:

7167

Legend:

Zoning
A1 or A2: Apartment
AG: Agriculture
B2: Community Business

Community Plan
H: Hotel
MF: Medium Density Residential

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DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: [] Zoning: []
Project Name: papakea TMK #: []
City: [] Developer Name: []
Total Units: [] to []

Go

1 of 1 2 Items 100 / Page

No.	Name	Zoning	TMK	Address	City	Developer	Total Units
657	PAPAKEA	A-2/H-2	244001055	3543 L HONOAPIILANI HWY	LAHAINA	HONOKOWAI KAANAPALI	216
894	PAPAKEA PHASE II	A2 & H2	244001055	3543 HONOAPIILANI HWY	LAHAINA	HONOKOWAI-KAANAPALI	148

HLU Committee

From: County Clerk
Sent: Wednesday, June 4, 2025 7:19 AM
To: HLU Committee
Subject: Fw: Bill 9

From: Roger Pleski <rogerpleski13@gmail.com>
Sent: Wednesday, June 4, 2025 6:20 AM
To: County Clerk <County.Clerk@mauicounty.us>
Subject: Bill 9

You don't often get email from rogerpleski13@gmail.com. [Learn why this is important](#)
Aloha County Clerk & Council Members,

There is obviously a need for workforce housing, but shutting down Maui's economy is not the approach we need at this time. I oppose bill 9 due to its impact on Maui's Economy. Just proposing this bill has hurt our economy tremendously. Passing this bill will not create more affordable rentals. The council should be looking at the approximately 600 rentals that were NEVER intended to be STR's. Those are the units the county should be negotiating to purchase by eminent domain, this way they have better control of the rental price.

Passing this bill will create lawsuits that the county will lose. Codifying the Minatoya list in approximately 2014 gave owners constitutional property rights that cannot simply be taken away. The mayor was an attorney and judge, he is very aware of the law!

This bill needs to be voted down or drastically amended.

Mahalo for your time!



Roger Pleski R(S) 64819
Coldwell Banker Island Properties
Shops at Wailea
rogerpleski13@gmail.com
Phone: 808.344.0180 Fax: 808-443-0399
www.buyorsellmauirealestate.com

HLU Committee

From: County Clerk
Sent: Wednesday, June 4, 2025 7:20 AM
To: HLU Committee
Subject: Fw: Bill 9

From: Heidi Kreul <hkreul@gmail.com>
Sent: Tuesday, June 3, 2025 9:45 PM
To: County Clerk <County.Clerk@mauicounty.us>
Subject: Bill 9

You don't often get email from hkreul@gmail.com. [Learn why this is important](#)

Heidi Kreul
157 Ulupa St
Kailua, HI 96734
Hkreul@gmail.com

June 3, 2025

Office of the Mayor
County of Maui
200 South High Street
Wailuku, HI 96793

Subject: Opposition to Short-Term Vacation Rentals (STVRs) in Maui County

Aloha Mayor Richard Bissen and Maui County Council Members,

I am writing as a concerned kama'aina to strongly urge the County to take decisive action to reduce or phase out short-term vacation rentals (STVRs). The unchecked growth of STVRs is contributing significantly to our island's housing crisis and eroding the very fabric of our local communities.

Vacation rentals remove desperately needed housing from the long-term rental market, making it increasingly difficult for local families, essential workers, and young people to find and afford homes. In many cases, entire neighborhoods have been transformed into commercial zones where local culture, community cohesion, and resident well-being are being displaced by transient tourism.

The impacts are real and worsening:

- **Housing affordability has plummeted** due to the speculative purchase of homes for vacation rental use.
- **Longtime residents are being pushed out** as landlords convert units to STVRs for higher profits.
- **Neighborhoods lose their sense of community** when homes sit empty between guest stays or are filled with tourists who have no stake in local life.
- **Infrastructure and resources are strained** to support visitors rather than residents.

Maui is not just a tourist destination—it is home to families, kūpuna, and future generations who deserve to live with dignity in the place they were born and raised. Prioritizing tourism over community well-being is not sustainable, and it is time for the County to take bold steps to restore balance.

I respectfully urge you to:

1. **Phase out non-owner-occupied STVRs**
2. **Strengthen enforcement** of existing vacation rental laws.

3. **Invest in affordable housing** and long-term rental incentives for local residents.

Mahalo for your leadership and for listening to the voices of your constituents who are asking for a more just and livable Maui.

Sincerely,

Heidi Kreul

HLU Committee

From: County Clerk
Sent: Wednesday, June 4, 2025 7:22 AM
To: HLU Committee
Subject: Fw: Minatoya Bill

From: Katie <kc747@comcast.net>
Sent: Tuesday, June 3, 2025 4:17 PM
To: County Clerk <County.Clerk@mauicounty.us>
Subject: Minatoya Bill

[You don't often get email from kc747@comcast.net. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

This is not a smart idea. It would affect tourism profoundly. Thinking locals will have more places to live is foolish, as they won't be able to afford the existing condos that were once rental properties. That's only two of many reasons why this is not a good idea.

Thank you,

HLU Committee

From: County Clerk
Sent: Wednesday, June 4, 2025 9:00 AM
To: HLU Committee
Subject: Fw: Opposition to Bill 9

From: Randy McIntyre <mcintyrerandy@hotmail.com>
Sent: Wednesday, June 4, 2025 8:19 AM
To: County Clerk <County.Clerk@mauicounty.us>
Subject: Opposition to Bill 9

You don't often get email from mcintyrerandy@hotmail.com. [Learn why this is important](#)
To the Maui Council.

Thank you for reading my testimony today. I am writing to ask that you change the zoning distinction of Kamaole Sands Resort from A2 to Hotel. My reasons are outlined below.

Kamaole Sands Resort has been sold as a place where people could own, rent long-term and rent short term since 1983. In the articles of incorporation, it states that the owner has the right to do any of those options. In addition, the Dillingham Corporation advertised in 1983 directly to the mainland audience that Kamaole Sands was a place to purchase to enjoy coming Maui. These advertisements were documented as approved by Maui County thereby acknowledging the intent of project. They promoted the tennis courts, extra-large pool (the largest in Kihei), the exercises room and all the beach activities that could be enjoyed. Kamaole Sands has always had a designated hotel registration building, with a front desk that is staffed 24-7, along with on-site laundry facilities for housekeeping. This would clearly indicate among many things that this resort was not “workforce housing”. In 1983 a single bedroom condominium at Kamaole Sands was priced at \$158,500. This would not be considered “affordable” at that time.

Previous ownership had changed from Dillingham to Aston Hotel and Resorts before transferring to individual owners. In every case the complex has been promoted as Vacation Rental. The intention always was to allow people to live, rent or share the Maui experience through short-term stays. Kamaole Sands is responsible for hundreds of jobs through Castle Resorts and many other Vacation property management companies who employ and pay above minimum wage. Beyond just the employment of staff to run the vacation rental businesses are all the ancillary businesses such as plumbers, electricians, landscaping and so much more. The trickle-down effect is obvious.

The infamous Minatoya List is not just a document. It is not a suggestion. It has been a codified law since 2015. We purchased our condominium with the confidence that we could rent our unit legally. Historical documentation and the law assured us that Kamaole Sands is a Condominium Hotel.

The taxes we pay for the State GET, TAT, MCTAT total \$43,360.53. MCTAT alone the last three years contributed 6,023.12 to help fund affordable housing. There are 440 units at Kamaole Sands all contributing a significant amount of tax to the state and county. This all goes away if Kamaole Sands cannot continue to do what it was built to do.

Most owners at Kamaole Sands are like my wife and I. We own one unit that we rent and stay in. We intentionally chose Kamaole Sands BECAUSE it was a resort and approved by the County. Our cost like most to own at Kamaole Sands is as follows:

Mortgage	\$3,100
HOA Fees	1,500
Electricity	400
Insurance	120
Special Assessment	750 (10 year loan for pipes and roof)
Total Monthly Cost	\$5,870

I submit to you that the best outcome for the community is to rezone Kamaole Sands as it should be and allow the owners to continue to short term rent and pay our taxes to help our community.

With Best Regards,

Randy and Teri McIntyre

Randy McIntyre
mcintyrerandy@hotmail.com

HLU Committee

From: County Clerk
Sent: Wednesday, June 4, 2025 9:51 AM
To: HLU Committee
Subject: Fw: bill 9

From: Tim Tolan <tolan.tim51@gmail.com>
Sent: Wednesday, June 4, 2025 9:31 AM
To: County Clerk <County.Clerk@mauicounty.us>
Subject: bill 9

You don't often get email from tolan.tim51@gmail.com. [Learn why this is important](#)
Council Members:

I am writing as an owner of a condo at Maui Kamaole. My wife and I have owned three condos at this location over the past 22 years. As you can imagine we have employed numerous local service businesses to maintain our property, not to mention our cleaning staff who have been with us the entire tenure.

We have averaged over 240 days rented per year and personally used the condo two to three months ourselves. The amount of money collected in lodging taxes, and spent on groceries, restaurants, activities, car rentals etc. by us and our renters is significant. Eliminating STRs will drastically decrease the county's revenue source which has been proven by multiple studies. This is not the answer to the housing shortage.

Please keep in mind if you pass this poorly conceived bill, you may be helping some locals, but hurting the majority since it will negatively affect Maui's tourism economy. Ask yourself, without work, are the those needing housing in a position to purchase or rent these condominiums?

Thank you for your time,

Tim and Linda Tolan

HLU Committee

From: County Clerk
Sent: Wednesday, June 4, 2025 10:22 AM
To: HLU Committee
Subject: Fw: STR - written testimony

From: Matt Pixa <matt@myportfolioguide.com>
Sent: Wednesday, June 4, 2025 10:21 AM
To: County Clerk <County.Clerk@mauicounty.us>
Subject: STR - written testimony

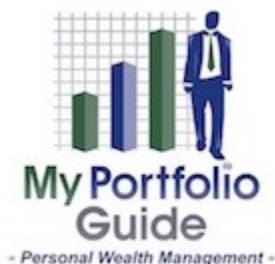
You don't often get email from matt@myportfolioguide.com. [Learn why this is important](#)
Hello -

I have tons of empathy for all those who lost their homes in the tragic fires of Lahaina and understand the need for housing but this type of proposal will not make housing affordable at all. We own a condo in Hale Kamaole for example, and if forced to no longer rent on a short-term basis, we of course could not personally use it but more importantly, it's highly doubtful that any locals would be able or willing to rent it out at market rates.

Currently we're paying almost \$60k extra over the next 18 months for a special assessment and major plumbing project (which I imagine other owners/landlords have to not just eat the costs but pass it on to renters) and then who is likely going to be able to afford HOA payments for condos that are typically at least \$1,200 for even just a 1 bedroom? We're barely able to hang on to our place now and rentals are slowing to add to the financial impact the news has already made.
For some of the more prime locations that this ban would impact, you're looking at monthly rent of at least \$4,000/month for small units like ours...That is NOT affordable housing and would not only destroy the real estate market but longer-term tourism in general which would put Maui back in Covid type economic environment.

Thank you for your consideration and listening to this point of view.

Matthew V. Pixa CFP®, MBA
President, Registered Investment Advisor
Office (562) 799-5595



www.myportfolioguide.com

HLU Committee

From: Maui_County Council_mailbox
Sent: Wednesday, June 4, 2025 10:54 AM
To: HLU Committee
Cc: Kumi Stevenson
Subject: FW: Opposition to Bill 9 (2005) STR

Aloha HLU Committee,

Forwarding from the county.council@mauicounty.us inbox.

Mahalo.

-----Original Message-----

From: Kumi Stevenson <kumistevenson@gmail.com>
Sent: Wednesday, June 4, 2025 6:41 AM
To: Maui_County Council_mailbox <county.council@mauicounty.us>
Subject: Opposition to Bill 9 (2005) STR

[You don't often get email from kumistevenson@gmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Aloha members:

We were so proud and happy to own our condo in Kapalua. For many decades and generations we have visited and have stayed at other STR and finally after much saving bought our condo. The aloha spirit we carry back to the mainland lives and we now feel that this is in jeopardy if the Bill 9 (2005) passes and STR are blocked.

We strongly urge you not to pass Bill 9 (2005) as STR will then not be paying the GE and TAT taxes. A huge drop in revenue to your county. Families especially prefer STR, they shop locally and are return visitors showing their praise for Maui far and wide. We believe business will suffer and close as we will not need handyman, electrical or a management company. I think of our cleaner she and her family will be devastated for lack of income.

Please reconsider not passing this Bill 9(2005)

Thank you for your time.

Kumi and Louis Stevenson
500 Kapalua Dr 25P 3-4
Lahaina HI 96761

HLU Committee

From: Ann Sarna <anyasar@gmail.com>
Sent: Wednesday, June 4, 2025 11:11 AM
To: HLU Committee
Subject: Exclude the Papakea resort from Bill 9
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from anyasar@gmail.com. [Learn why this is important](#)

I am an owner of a condo at the Papakea resort, and asking that you exclude Papakea from Bill 9. the attached document lays out the many reasons.

Regards,

Ann Sarna

--

Ann Sarna

I request that the Council follow the advice of the
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104 Total Apartment District Vacation Rental Units 7167

Legend:
Zoning
A1 or A2: Apartment
AG: Agriculture
B2: Community Business
Community Plan
B: Business
H: Hotel
MF: Medium Density Residential

REAL ESTATE COMMISSION
PROFESSIONAL & VOCATIONAL LICENSING DIVISION
DEPARTMENT OF REGULATORY AGENCIES
STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

PRELIMINARY
HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, KaaNapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)
LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from KaaNapali Airport, containing an area of 12.283 acres, more or less.
TAX MAP KEY: Second Division, 4-4-1-55
ZONING: A-2 and H-2
DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813
Registration No. 657
March 14, 1974
(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
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DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: [] Zoning: []
Project Name: papakea TMK #: []
City: [] Developer Name: []
Total Units: [] to []

1 of 1 2 Items 100 / Page

No.	Name	Zoning	TMK	Address	City	Developer	Total Units
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Papakea’s resort operations are a significant economic driver and employer in West Maui

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35 full-time benefited on-site staff

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STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Doug Kueker <dk05073@gmail.com>
Sent: Wednesday, June 4, 2025 11:37 AM
To: HLU Committee
Subject: Bill 9 Testimony
Attachments: Exclude Papakea from Bill 9_[61].pdf

You don't often get email from dk05073@gmail.com. [Learn why this is important](#)

Dear Chair Kama, Vice Chair U'u-Hodgins and Members of the Housing and Land Use Committee:

I oppose Bill 9 and recommend amending the bill to exclude the Papakea for the reasons outlined in the attachment.

Sincerely,

Doug Kueker

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

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Land Area	12.281 Acres
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Total Units: [] to []

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STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Maarten Voogd <maarten@waterventures.com>
Sent: Wednesday, June 4, 2025 11:48 AM
To: HLU Committee
Cc: maarten@waterventures.com
Subject: Personal Testimony - Housing & Land-use Committee

You don't often get email from maarten@waterventures.com. [Learn why this is important](#)

Aloha Chair, Vice Chair, and Committee Members,

My name is Maarten Voogd and I own a short-term rental property in Maui County. I am writing today to express my deep concern and strong opposition to the proposed legislation to phase out more than 7,000 vacation rentals.

I've worked hard to be a responsible and community-oriented owner. Our family has owned our condo at the Kapalua Golf Villas for over 40 years. I have been a good and responsible owner on Maui. I recommend local restaurants and tour guides in my welcome guide. I employ local service providers and have always supported local business and service providers. Mycondo is maintained to the highest standards.

Owning in this complex has not been easy. We've faced mounting maintenance costs, special assessments, and massive increases in insurance after the fires. These aren't luxuries — they're costs that ensure the property remains safe, functional, and appealing. STR income helps cover those costs.

Kapalua was never meant as an apartment rental complex. Why it is being treated as such in this proposed legislation escapes me. It is and always has been a resort.

This legislation will not benefit Maui in the long run. I urge the Council to work with owners like me to find a fair and balanced path forward — one that protects local jobs, supports the economy, and holds STR owners to high standards, instead of phasing us out completely.

Mahalo for your time and consideration.

Sincerely,

Maarten Voogd

Kapalua Golf Villa 23 P7

Maui, Hawaii

HLU Committee

From: Jamie Sharbak <jamiesharbak32@gmail.com>
Sent: Wednesday, June 4, 2025 12:02 PM
To: HLU Committee
Subject: Exclude Papakea from Bill 9
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from jamiesharbak32@gmail.com. [Learn why this is important](#)

<Exclude Papakea from Bill 9_.pdf>

Jamie Sharbak
Owner Papakea A306
281-414-8161

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Total Apartment District Vacation Rental Units:

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Legend:

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upholding fairness in the marketplace

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TMK

Address

City

Developer

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HLU Committee

From: S <scottcjames@gmail.com>
Sent: Wednesday, June 4, 2025 12:08 PM
To: HLU Committee
Subject: Opposition to Bill 9
Attachments: Exclude Papakea from Bill 9.pdf

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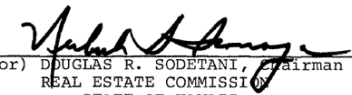
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From: Ron Bower <bowerrk@sbcglobal.net>
Sent: Wednesday, June 4, 2025 12:28 PM
To: HLU Committee
Subject: Papakea bill 9
Attachments: Exclude Papakea from Bill 9_.pdf

[You don't often get email from bowerrk@sbcglobal.net. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

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Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

Assessment Information								
Show Historical Assessments								
Columns								
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2024	HOTEL / RESORT	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300
How to calculate real property taxes								

Parcel Information	
Parcel Number	440010550000
Location Address	3543 LOWER HONOAPIILANI RD UNIT C435 LAHAINA HI 96761
Neighborhood Code	OFHOTEL
Legal Information	1ST: LOTS 13 (1.252 AC), 14 (0.250 AC) & 15 (0.051 AC)
Land Area	12.281 Acres
Parcel Note	Non taxable

Apartment District Properties Allowed to be Used for Short-Term Occupancy

PROJECT PROPERTY	MASTER TMK	ADDRESS	YR BLT	COUNTY ZONING	COMMUNITY PLAN DESIGNATION	NUMBER OF UNITS
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KALEIALOHA	430060130000	3785 Lower Honoapiilani Rd	1973	A2	MF	67
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HALE ONO LOA	430060440000	3823 Lower Honoapiilani Rd	1969	A2	MF	67
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MAHINAHINA BEACH	430080010000	4007 Lower Honoapiilani Rd	1979	A1	MF	32
POLYNESIAN SHORES	430080020000	3975 Lower Honoapiilani Rd	1972	A1	MF	52
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KULEANA	430080050000	3959 Lower Honoapiilani Rd	1974	A1	MF/OS	100
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HALE KAAHAPALI	440060110000	45 Kai Ala Dr	1967	A2/H2/OS	H	236
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THE SPINNER	460100020000	760 Waianae St	1969	A-1	MF	57
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WAVECREST	560040550000	7142 Kamehameha V Hwy	1975	A2/Interim	MF	126

104

Total Apartment District Vacation Rental Units:

7167

Legend:

Zoning

A1 or A2: Apartment

AG: Agriculture

B2: Community Business

Community Plan

B: Business

H: Hotel

MF: Medium Density Residential

REAL ESTATE COMMISSION

PROFESSIONAL & VOCATIONAL LICENSING DIVISION

DEPARTMENT OF REGULATORY AGENCIES

STATE OF HAWAII

1010 RICHARDS STREET

P. O. BOX 3465

HONOLULU, HAWAII 96801

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)

PUBLIC REPORT

on

PAPAKEA (PHASE I)

Honokowai, KaaNapali

Maui, Hawaii

REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from KaaNapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657
March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman

REAL ESTATE COMMISSION

STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS

upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number

Project Name

City

Total Units

Zoning

TMK

Address

City

Developer

Total Units

657

PAPAKEA

A-2/H-2

244001055

3543 L HONOAPIILANI HWY

LAHAINA

HONOKOWAI KAANAPALI

216

894

PAPAKEA PHASE II

A2 & H2

244001055

3543 HONOAPIILANI HWY

LAHAINA

HONOKOWAI-KAANAPALI

148

Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

35 full-time benefited on-site staff

- Resort operations supporting:**
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\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Leslie Ringstad <plumeriahill@gmail.com>
Sent: Wednesday, June 4, 2025 12:44 PM
To: HLU Committee
Subject: Oppose Bill 9
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from plumeriahill@gmail.com. [Learn why this is important](#)

Dear Chair Kama, Vice Chair U'u-Hodgins and Members of the Housing and Land Use Committee:

I oppose Bill 9 as drafted and propose that the Council amend Bill 9 to exclude Papakea Oceanfront Resort which the County has historically identified as having A2-H2 zoning. Below I have listed some of the reasons I believe Papakea Oceanfront Resort should be excluded from Bill 9:

- * Papakea was initially marketed and sold as a legal vacation rental property before any zoning restrictions limited transient vacation rentals in apartment zoned properties.
- * Papakea owners have been operating legal vacation rentals for almost fifty years.
- * Papakea has never been workforce housing, so Papakea is not an example of a property that converted from workforce housing to transient vacation rental use.
- * The majority of units at Papakea are under 600 square feet and the property has limited parking.
- * Papakea is not in a residential neighborhood and is located alongside a long stretch of hotel-zoned properties and directly adjacent to multiple commercially-zoned properties.
- * Unlike apartment buildings designed for long-term residential use, Papakea has a front desk, an activity concierge, shared activity space, and numerous other common resort amenities.
- * Owners purchased condos at Papakea with the reasonable expectation that short-term rentals were legal based on ordinances as far back as 1989, and as recent as 2022.
- * In reliance on the Maui County ordinances and published documents, Hawaii state law, and constitutional protections, owners invested in costly renovations, furnishings, and long-term financial commitments such as mortgages that make any phase out of short-term rental right offensive of each buyer's investment-backed expectations.

Here are some of Papakea's Contributions to the Community:

- * Papakea's resort operations provide full-time, benefited, employment for 35 local resident employees; some have worked at the property for over 17 years; many started in entry-level positions and worked into supervisory roles.
- * Papakea supports a wide variety of local trade professionals including pest control, HVAC, painting,

plumbing, electrical, general contracting, masonry, tile and flooring, fitness instructors, entertainers, and tree trimming.

Here are just some of the individual Owner Contributions to the Community:

* Owners support/hire many small businesses owned and operated by local residents from the Maui community rely on Papakea short-term rentals including housekeepers, handymen, on-island agents, and contractors. These service providers set their own rates, work hours, select their own clients, work conditions and standard operating procedures. Shutting down short-term rentals at Papakea means telling local entrepreneurs that worked hard to build a small business that they need to just go get a job somewhere else to make less money, have less flexibility, and be subject to oppressive corporate policies.

* Papakea STRs support the State of Hawaii and County of Maui through payment of property taxes (many at the short-term rental rate), Transient Accommodations Tax, General Excise Tax, and Maui County Transient Accommodations Tax.

* Papakea guests support many small businesses on the island including restaurants, food trucks, tour operators, activities, state parks, the national park, and shops.

* Papakea owners and guests regularly participate in community activities including volunteering at beach cleanups, Maui Humane Society, the hospital, and many other local organizations, and contribute to local philanthropic and cultural efforts.

I would like to thank the committee for the opportunity to comment on the opposition of Bill 9.

Sincerely,

Leslie Ringstad

3543 Lower Honoapiilani Road, Apartment K206

--

PLUMERIA HILL LLC

Leslie Ringstad

425 308-7771 Leslie's cell

425 328- 4597 Kristin's cell

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

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Community Plan
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REAL ESTATE COMMISSION
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DEPARTMENT OF REGULATORY AGENCIES
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1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

PRELIMINARY
HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
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Honokowai, Kaanapali
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REGISTRATION NO. 657

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TAX MAP KEY: Second Division, 4-4-1-55
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DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813
Registration No. 657
March 14, 1974
(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: [] Zoning: []
Project Name: papakea TMK #: []
City: [] Developer Name: []
Total Units: [] to []

1 of 1 2 Items 100 / Page

No.	Name	Zoning	TMK	Address	City	Developer	Total Units
657	PAPAKEA	A-2/H-2	244001055	3543 L HONOAPIILANI HWY	LAHAINA	HONOKOWAI KAANAPALI	216
894	PAPAKEA PHASE II	A2 & H2	244001055	3543 HONOAPIILANI HWY	LAHAINA	HONOKOWAI-KAANAPALI	148

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STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: County Clerk
Sent: Wednesday, June 4, 2025 1:04 PM
To: HLU Committee
Subject: Fw: Support for Maintaining Responsible Short-Term Rentals in Maui

From: Shannon White <shasha2816@gmail.com>
Sent: Wednesday, June 4, 2025 12:08 PM
To: County Clerk <County.Clerk@mauicounty.us>
Subject: Support for Maintaining Responsible Short-Term Rentals in Maui

You don't often get email from shasha2816@gmail.com. [Learn why this is important](#)
Dear Chair, Vice Chair and committee Members,

My name is Shannon White and I own a short -term rental condo in Maui County. I am writing to respectfully express my support for allowing responsible short-term rental accommodations to continue operating in Maui. With the proposed legislation to phase out more than 7,000 vacation rentals I feel it will hurt more than it will do good for the island, people and economy.

For our renters I leave a list of recommendations that directly support local businesses — from restaurants and farmers' markets to excursions and local stores. I also frequently use local maintenance companies for upgrades from painting, plumbing, door replacements, minor work and house cleaners which directly supports locals. Unlike large resort developments, income from these rentals is often circulated directly into the local economy.

This condo has been in my family for 42 years. We keep up on paying for the necessary maintenance costs, insurance and special assessments which are very expensive. However we love this place and strive to keep it safe, functional and ensuring that Maui remains a place of cultural richness, natural beauty, and local pride. Keeping short term rentals with people who really care gives balance to visitor experiences with the right of local people to thrive in their own homeland.

Rather than removing these rentals altogether, I urge you to consider policies that support sustainable tourism while allowing responsible, community-based rentals to continue. With clear guidelines, proper enforcement, and respect for neighbors, we can find a balanced path forward that preserves the spirit and character of Maui while supporting the people who call it home.

Thank you for your time and consideration.

Mahalo,
Shannon White
Shasha2816@gmail.com

2 Parrot Place, Danville, CA 94526

HLU Committee

From: Patricia Davidson <patricia@pgdavidson.ca>
Sent: Wednesday, June 4, 2025 12:03 PM
To: HLU Committee
Cc: County Clerk
Subject: Maui County HLU-4 Bill 9 (2025)

Some people who received this message don't often get email from patricia@pgdavidson.ca. [Learn why this is important](#)

Aloha Chair, Vice Chair and Committee Members,

My name is Patricia Davidson, and I own a short-term rental in Maui County. I am very concerned and strongly opposed to the proposed legislation to phase out over 7,000 short term rental units on Maui for many reasons.

Since 2006, I have been an owner of a 1 bedroom, 2 bath condo in Wailea Ekahi and have rented my condo to help cover the very large expenses. Currently, I live in the condo for 6 months a year. Family and friends also use the condo. The Wailea Ekahi condos were built in 1976 and have many problems associated with the age of the complex. HOA's dues are very high (mine are \$1914 per month), and I am expecting an assessment or loan to be taken on the complex, within the next year or two, to replace the sewer and water pipes. These costs are required to ensure that the property remains safe, functional and appealing. Insurance costs increased by 30+% this year. The condo is small, has very little storage and only one parking stall. It is not conducive for a family unit to live in.

I understand that there has been a chronic and long-term shortage of affordable housing exacerbated by the recent fires but believe that stopping short term rentals is not the solution to the problem. Initially after the fires, the words to STAY AWAY from the Governor, Mayor and others on social media, was interpreted by the world to mean "stay away from Maui". The economy went into a down-spin, which Maui still has not recovered from, and it was devastating to residents. The same thing will happen with the arbitrary wiping out of all the properties offering legal vacation rentals because of Minatoya. The world will not trust that any rental on Maui will be available for their vacation. Tourism will come to a standstill, as hotels are largely unaffordable or considered undesirable by a majority of visitors. Short-term rentals provide a great accommodation option for families to stay in a comfortable, home-like setting. As a result of the announcement of the intent to stop short term rentals, I have received only 3 bookings for the next 6 months. It appears that a lot of damage to tourism has already been done.

The shortage of affordable housing is not the fault of "greedy out of state owners", as is largely alleged. Facts prove the real reason for Maui's housing crisis lies in the substantial regulatory barriers to housing in the state, not outside owners.

Though vacation rentals can be gradually reduced in suitable complexes, they are needed to support programs essential to residents. Legal vacation rentals are the #1 funding source for the Maui County Affordable Housing Fund, with \$40 million generated in the last couple of years, significantly more than the hotels contribute. Also, short-term property taxes account for about 44% of property taxes raised and amounts to about 30% of the Maui County budget. How will these funds be replaced, without cuts to many programs?

The State government passed this bill with the intention of phasing out these rentals to get visitors out of neighborhoods where locals live and into RESORT AREAS. The intent was “over time”, in a considered way, not immediately jumping in without appropriate consideration and economic information. The Hawaii & Maui governments have had years to implement managed growth in the industry and have not. They have had years to address problems relating to housing shortages and have not. Listening to a minority VOCAL group will not result in a better lifestyle for the residents.

Many of the residents depend on tourism for their businesses. When I rent my condo, I am employing a property manager, housekeeper, window cleaner, carpet cleaner and numerous other tradespeople. The guests that stay in my condo shop at the local grocery stores, go out to restaurants, participate in many local activities and provide great economic support to the island. Reduced revenue to those businesses will create economic hardship on many residents. Businesses will be forced to close. Many businesses have not fully recovered from losses incurred during Covid.

Many of the properties on the Minatoya list are 40-60 years old, and like Wailea Ekahi, have high HOA fees caused by building ages. Such fees would prevent many locals from owning, even if they could afford to buy. These fees, along with costs of assessments and utilities would keep rental rates above those desired and affordable by locals. Original zoning has been updated with what HOTEL and RESORT areas – please consider re-zoning requests.

I very much appreciate your consideration in not supporting the proposed Bill. The economic impact will be very, very negative to the Maui economy, employment of residents and overall community. Please consider other alternatives to shutting down short term rentals.

I very much appreciate your time and consideration of this very critical matter.

Mahalo

Patricia Davidson, 3300 Wailea Alanui Drive, Apt 7G

patricia@pgdavidson.ca

HLU Committee

From: County Clerk
Sent: Wednesday, June 4, 2025 1:04 PM
To: HLU Committee
Subject: Fw: STR testimony
Attachments: Peter Magalhaes - STR testimony.pdf; Emma Magalhaes - STR testimony.pdf

From: Peter Magalhaes <magalhaes.peter@gmail.com>
Sent: Wednesday, June 4, 2025 11:47 AM
To: County Clerk <County.Clerk@mauicounty.us>
Subject: STR testimony

You don't often get email from magalhaes.peter@gmail.com. [Learn why this is important](#)

Dear Councilmembers,

We understand the council faces complex issues as it relates to STRs and Maui. Submitting our testimony with respect for the work you do as elected officials.

Thank you.

Peter

My name is Peter Magalhaes, and I helped my mother-in-law purchase a short-term rental property in Maui County. I hope my testimony today conveys the grave concern and consequences the proposed legislation to phase out STRs would have on the local community and our personal relationship with Maui.

I worked with Royal Realty, a Maui-based real estate agency, for several years trying to identify a property. I continued that local business relationship after the purchase as our property manager. We do not self-manage and collect the commissions from our STR; instead those commissions are delivered back into Maui through Royal Realty as well as employing Maui Cleaning Care and South Coast Appliance for cleaning, maintenance, etc. that goes into operating the property.

In addition we invested in remodeling updates and employed several local contractors and furnished the condo with goods purchased locally (e.g., Lifestyle Maui).

Our large (mostly Filipino) family uses the condo several months a year and we inject thousands of dollars into the local community supporting mom and pop restaurants, shops, small businesses as well as the buffets and pool passes to higher end resorts.

Owning this property has been challenging as we balance the county's desire to collect premium taxes for being an STR owner, while also shouldering the burden of an aging property and all of the HOA fees and assessments that come with that responsibility. And of course, the rising cost of utilities, insurance and repairs due to climate change. These hard costs are paid by us back through the local community utility company, agents and contractors. But let's be honest, much of the cost is supported by our STR income.

Some wealthy families can afford to vacation at the resorts but some families simply cannot, either due to their budget and/or the size of their party can't quite fit into a dual-occupancy hotel room. Therefore, rushing to eliminate STRs will also eliminate a % of families who will no longer be able to visit Maui.

Therefore, I urge you to reconsider the legislation and draft a policy that includes owners like us, who use a local property manager, supports the economy and maintains a 5* standard.

Mahalo for your understanding,

Sincerely,
Peter Magalhaes
magalhaes.peter@gmail.com

Aloha, and thank you for the opportunity to testify. My name is Emma Magalhaes. With the help of my husband Peter, I purchased a short-term rental property in Maui County for my mother. This decision was not made lightly—it came from years of careful planning and a deep appreciation for the island and its people. Today, I share my testimony out of grave concern for the far-reaching impact the proposed legislation to phase out short-term rentals (STRs) would have—not only on families like mine, but on the broader Maui community.

I worked closely with Royal Realty, a Maui-based real estate agency, for several years to identify the right property. That relationship didn't end with the purchase of the new property—it continued through our commitment to working with Royal Realty as our local property manager. We do not self-manage or collect commissions personally; instead, our STR income is collected by Royal Realty and funnelled back into the local economy—in addition to paying Maui-based professionals such as Get Clean Maui and Pro Island Drain for essential upkeep and services.

Beyond regular maintenance, we've also invested significantly in remodeling the unit. We hired local contractors and furnished the home with goods from Maui businesses, such as Lifestyle Maui. Every decision we've made has been with a long-term, community-first mindset.

Our family—large, diverse, and mostly Filipino—uses the condo several months a year. During those visits, we support local restaurants, small shops, grocery stores, beach rentals, and yes, even contribute to the tourism economy through resort buffets and pool passes. Our presence, like that of many visiting families, brings real dollars to Maui's small businesses.

It hasn't been easy owning and maintaining the property. We pay the highest tax rates as STR owners and absorb all the expenses of an aging property: rising utilities, steep HOA assessments, insurance premiums, and climate-related repair costs. Every one of these expenses puts money directly back into the Maui economy—through utility companies, repair specialists, vendors, and service providers. Frankly, this model is only sustainable because of our STR income.

While some visitors can afford to stay at luxury resorts, many families—especially larger or more modest-income households—cannot. STRs provide an accessible and comfortable alternative. Eliminating them would effectively price out a portion of the population who want to experience Maui but can't fit into or afford standard hotel accommodations.

I respectfully urge you to reconsider this legislation. There is room for thoughtful policy—one that distinguishes between absentee investors and families like ours, who engage with and support the local economy, maintain a 5-star standard, and respect the spirit of aloha.

Mahalo for your time and understanding.

Sincerely,
Emma Magalhaes
em24.magalhaes@gmail.com

HLU Committee

From: Brian PINA <bsppropertyllc@gmail.com>
Sent: Wednesday, June 4, 2025 1:06 PM
To: HLU Committee
Subject: EXCLUDE "PAPAKEA RESORT" FROM BILL 9

You don't often get email from bsppropertyllc@gmail.com. [Learn why this is important](#)

Thank You,



BP TRANSPORT

Brian S. Pina
BP Transport, LLC. (MC# 1047695)
Serving California & The Western States
mobile: (831) [905-5775](tel:905-5775)
bptransport84@gmail.com
bptransportllc.net (web)

HLU Committee

From: Paul Ferrall <paulferrall@gmail.com>
Sent: Wednesday, June 4, 2025 1:20 PM
To: HLU Committee
Subject: OPPOSING BILL 9 - Ban on short term vacation rentals

You don't often get email from paulferrall@gmail.com. [Learn why this is important](#)

Good afternoon,

My name is Paul Ferrall and I am a local Kihei Resident. I am adamantly against the proposed bill to ban vacation rentals. I currently have 3 jobs and work with many small businesses that would be negatively impacted by this Bill. We can already feel the negative effects of the proposed bill here in Kihei with many small businesses closing and hurting financially.

Taking away owner's codified property rights is ILLEGAL and unethical. The argument that these condo complexes were designed as "work force housing" is a fallacy. Many of these complexes have front desks, concierges, and resort style pools. A few of these complexes are located in Wailea which historical records show was created as a "tourist resort destination zone". The median price of these vacation rentals condos is around \$850,000 with a median HOA monthly fee of over \$1000 for a 1 bedroom condo. If someone is able to put 20% down that is still a mortgage payment of \$4,800 at today's rates + \$1000 HOA + taxes+rising insurance costs = BOTTOM LINE MONTHLY PAYMENT = \$5,800 PER MONTH FOR A 1 BEDROOM WITH NO GARAGE AND NO STORAGE. The current rental price on Maui is \$2200-\$2500 a month for a 1 bedroom.

The argument of the hotel lobbyists and Lahaina Strong group who is backing this will say "real estate prices will decline and the condos will be more affordable after this ruling" SO YOU ARE ADVOCATING FOR CRASHING values? Let's say that does happen and prices drop 25%. You will have 1000s of condos for sale around \$600,000. Right now there are 61 LONG TERM ONLY condos for sale, and NOBODY is buying them. So the argument prices will come down after this bill passes DOESN'T WORK, and it doesn't provide affordable housing.

Maui County currently charges vacation rental guests almost 18% in the GE and TAT tax. How will you make up that tax revenue!? You already tax second home owners to death, and you already have raised taxes so high that most people are selling. What will happen to all the guests that use short term vacation rentals and support local businesses around the island. Estimates show at least 70% off all business on Maui is tourism related. If this Bill passes it will KILL SMALL BUSINESS. Local family owned restaurants, coffee shops, tour operators etc will be bankrupt.

Who benefits from all of this? Not local people, and not affordable housing. The HOTELS of course benefit from killing their competition, and who is the biggest financial contributor to lobbyist groups? The Hotel Alliance of Hawaii of course!! What a coincidence! We have heard the argument, "tourists belong in hotels" Hotels in the Wailea area average almost \$1000 a night while vacation rentals avg \$300 a night. This gives middle class families an opportunity to visit Maui and not just the ultra rich. Comments from proponents of this bill saying "we just want 'high quality' or rich visitors" is DISCRIMINATION. This Bill is not well thought out, and SHOULD NOT pass.

Regards,

Paul Ferrall
Local Maui Resident

--

HLU Committee

From: County Clerk
Sent: Wednesday, June 4, 2025 1:39 PM
To: HLU Committee
Subject: Fw: Testimony Opposing the Phase-Out of Short-Term Rentals in Maui

From: Billy D <billy.dirksen123@gmail.com>
Sent: Wednesday, June 4, 2025 1:27 PM
To: County Clerk <County.Clerk@mauicounty.us>
Subject: Testimony Opposing the Phase-Out of Short-Term Rentals in Maui

You don't often get email from billy.dirksen123@gmail.com. [Learn why this is important](#)

Aloha Council Members,

I understand the urgency around our housing crisis and the frustration felt by those struggling to find or afford a home. It's real, and it's heartbreaking.

But phasing out short-term rentals isn't a silver bullet—and it risks doing real harm to local residents, like myself, and friends who also call this place home. Many STRs are tied to the livelihoods of Maui families—property managers, cleaners, contractors, small business owners—people who will be pushed further to the edge by this proposal.

Third-party studies show this move could wipe out over \$900 million in visitor spending and thousands of local jobs. And there's no clear path from removing STRs to actually creating affordable housing.

We need housing solutions, not blame. Taking one struggling group of locals and pitting them against another won't fix the problem.

Please don't rush to dismantle something that so many rely on without a solid plan to build something better in its place.

Mahalo,

Billy Dirksen

HLU Committee

From: Debbie Rasar <debbie@mauivacationcompany.com>
Sent: Wednesday, June 4, 2025 2:33 PM
To: HLU Committee
Subject: BILL 9 TESTIMONY
Attachments: Opposition to Bill 9 Debbie Rasar.pdf

You don't often get email from debbie@mauivacationcompany.com. [Learn why this is important](#)

Opposition to Bill 9

Debbie Rasar Fitts
Realtor® RS-62830
Monte D. Fitts, Realtors
877-808-8484
debbie@thewhaler.com

Whaler Vacation Rentals: www.thewhaler.com
Maui Real Estate: www.montefitts.com

June 4, 2025

Councilmember Tasha Kama, Chair

Councilmember Tom Cook, Vice Chair

Committee on Housing and Land Use

RE: Bill 9 – A BILL FOR AN ORDINANCE AMENDING CHAPTERS 19.12, 19.32, AND 19.37 MAUI COUNTY CODE, RELATING TO TRANSIENT VACATION RENTALS IN APARTMENT DISTRICTS

Hearing Date – June 9, 2025

Aloha Chair Kama, Vice Chair Cook and members of the committee,

My name is Deborah Lynn Rasar, and I am a licensed Realtor with Monte D. Fitts, Realtors, and a resident of Maui for 22 years.

I'm writing to **strongly oppose Bill 9**, which seeks to phase out legal transient vacation rentals (TVRs) in apartment-zoned areas. While I fully support addressing our island's housing crisis, this bill creates more problems than it solves, particularly for our local economy, small businesses, and property owners.

Our brokerage is our family business. We have managed vacation rentals at The Whaler on Kaanapali Beach since 1975. We mark 50 years in business in 2025.

The message to "protect Maui for future generations" is precisely the opposite of what will result from this bill if approved as written. The current generation will have to move away. That their children could return someday will be impossible. Those who stay will struggle more than they do today.

There are compromises to be made to reach our housing goals without putting our economy at risk.

Bill 9 threatens to eliminate a vital source of income for many residents. These units often help retirees and local families maintain ownership of their properties. If this bill passes, they will likely be forced to sell - many to out-of-state buyers who will not contribute to our community. The result is a shrinking middle class and growing financial instability.

From a business perspective, the economic fallout will be significant. The UHERO report highlights **potential losses of nearly 1,900 jobs and hundreds of millions in visitor spending**. This is not a theoretical risk—this is a real threat to Maui’s service industry, real estate market, and tax base. The proposed ban will severely disrupt sectors recovering from the wildfire.

Rather than imposing a sweeping ban, I urge the Council to **pursue smart, balanced regulations that protect both our housing stock and our economic foundation**. With targeted zoning reforms and better enforcement of illegal rentals, we can preserve responsible TVR operators and address housing challenges concurrently.

Please don’t kill our economy, our communities, and our island.

Thank you for your time and consideration.

Respectfully,

Deborah Lynn Rasar

RS-62830

Monte D. Fitts, Realtors

HLU Committee

From: Jamie Sharbak <jamiesharbak32@gmail.com>
Sent: Wednesday, June 4, 2025 2:51 PM
To: HLU Committee
Subject: Written Testimony in Strong Opposition to Bill 9 – Request for Exemption of Papakea Oceanfront Resort
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from jamiesharbak32@gmail.com. [Learn why this is important](#)

Dear Chair Kama, Vice Chair U'u-Hodgins and Members of the Housing and Land Use Committee,

Please see the attached summary slides of concerning Papakea Resort in pdf format and my **strong opposition to Bill 9** as currently drafted. I respectfully request that the Council **amend this legislation to explicitly exclude Papakea Oceanfront Resort** from any short-term rental phase-out provisions. My reason are its historical use and zoning, its resort character , its economic value to the community, and its tax contributions with real community benefit. I am asking for fairness and sensible policy.

Papakea Oceanfront Resort has operated legally and transparently with short-term rentals for nearly **50 years**, with its development, marketing, and sales conducted under the understanding and assurance that **short-term rentals were permitted under its A2-H2 zoning designation**. Maui County has consistently acknowledged this status through **numerous planning documents and ordinances**, as far back as 1989 and reaffirmed as recently as 2022.

Unlike properties that transitioned from residential or workforce housing to STRs, Papakea was **never used for long-term or workforce housing**. It was purpose-built and legally marketed for short-term visitor accommodations, with County guidance confirming the legality of such use at the time of each unit's sale and over the decades that followed. I wonder how my 500 square foot oceanfront studio with minimal appliances and amenities could be used for anything else.

Many owners have made substantial investments based on this legal foundation—including purchasing with mortgages, making long-term financial commitments, undertaking extensive renovations, and furnishing units to resort standards. A sudden revocation of those rights would be a **profound breach of trust and public policy**, undermining owners' **reasonable, investment-backed expectations** and raising serious concerns related to due process and fairness.

Physical Layout and Resort Character

Papakea is not a traditional apartment building or a repurposed housing complex. It was designed and constructed as a **resort property**, with numerous features tailored specifically for short-term visitor use. These features are all additional costs paid for in the AOA monthly fees starting at about \$1100 per month to maintain. These include:

- **A staffed front desk**
- **On-site concierge and activity coordination**

- **Two swimming pools**, hot tubs, tennis courts, shuffleboard, and other recreational amenities
- **Lush, professionally landscaped grounds** designed to enhance visitor experience
- Shared spaces, guest check-in areas, and support infrastructure that mirrors hotel operations

Most units at Papakea are **under 600 square feet**, and the property has **limited on-site parking**, making it wholly unsuited for long-term residential occupancy. Its location, **adjacent to other resort-zoned and commercial properties** along Lower Honoapiʻilani Road, places it firmly within the West Maui visitor corridor—not within a traditional residential neighborhood.

Economic and Employment Contributions

Papakea plays a vital role in supporting the **local Maui economy**. The resort directly employs **35 full-time Maui residents**, providing steady income and benefits. These individuals include front desk staff, maintenance professionals, landscapers, cleaners, and more—many of whom have served the property for over a decade. Several started in entry-level roles and have grown into supervisory and management positions through on-the-job training and opportunity.

In addition to staff, Papakea supports a broad range of **local small businesses and independent professionals**, including:

- Licensed housekeepers and on-island representatives
- Local contractors, plumbers, electricians, HVAC technicians, and landscapers
- Fitness instructors, musicians, entertainers, and local tour operators
- Pest control, masonry, tile, and flooring specialists

Many of these service providers are **independent small business owners**, who have built their livelihoods around legally operating STR properties like Papakea. Eliminating these rentals would abruptly sever their primary source of income—telling them to either shut down their businesses or accept more limited, less flexible employment options under corporate control.

Tax Contributions and Community Benefit

Papakea owners pay **substantial property taxes**, many at the elevated STR tax rate, as well as **General Excise Tax (GET), State Transient Accommodations Tax (TAT)**, and the **Maui County TAT**. These taxes directly benefit the County’s general fund and help support infrastructure, public safety, and community services.

Guests who stay at Papakea **spend their money locally**—frequenting restaurants, food trucks, farmers markets, surf schools, retail stores, and cultural institutions. Their spending ripples across the island economy, providing revenue to small businesses and sustaining a diversified tourism ecosystem.

Moreover, many Papakea owners and guests engage actively in the community. They **volunteer** with nonprofits like the Maui Humane Society, participate in **beach cleanups**, contribute to **Maui cultural preservation efforts**, and provide donations to local causes. They are not disconnected tourists—they are part of a responsible, engaged, and respectful visitor base.

Bill 9 may have been drafted to address issues in residential neighborhoods or to recover units converted from long-term to short-term use. **Papakea does not fall into this category**. It is a **long-established**,

legally operating resort whose owners, employees, and service providers have followed the rules and contributed deeply to Maui's economy and culture.

Including Papakea in a blanket phase-out would be **legally questionable and economically damaging**. It would dismantle decades of lawful business activity and severely harm local employment without achieving the housing relief the bill seeks to promote.

I strongly urge the Council to take a nuanced and equitable approach. **Please amend Bill 9 to exempt Papakea Oceanfront Resort**, recognizing its distinct history, lawful use, resort character, and vital economic role.

Thank you for the opportunity to provide this written testimony.

Respectfully submitted,
Jamie Sharbak Owner Papakea A306

281 839 3515

Desh53@outlook.com

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

Assessment Information								
Show Historical Assessments								
Columns								
Year	Tax Class	Market Land Value	Agricultural Land Value	Assessed Land	Building Value	Total Assessed Value	Total Exemption Value	Total Net Taxable Value
2024	HOTEL / RESORT	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300	\$0	\$59,108,300
How to calculate real property taxes								

Parcel Information	
Parcel Number	440010550000
Location Address	3543 LOWER HONOAPIILANI RD UNIT C435 LAHAINA HI 96761
Neighborhood Code	OFHOTEL
Legal Information	1ST: LOTS 13 (1.252 AC), 14 (0.250 AC) & 15 (0.051 AC)
Land Area	12.281 Acres
Parcel Note	Non taxable

Apartment District Properties Allowed to be Used for Short-Term Occupancy

PROJECT PROPERTY	MASTER TMK	ADDRESS	YR BLT	COUNTY ZONING	COMMUNITY PLAN DESIGNATION	NUMBER OF UNITS
NOHONANI	430060070000	3723 Lower Honoapiilani Rd	1974	A2	MF	28
MAKANI SANDS	430060120000	3765 Lower Honoapiilani Rd	1974	A2	MF	30
KALEIALOHA	430060130000	3785 Lower Honoapiilani Rd	1973	A2	MF	67
HONO KOA	430060140000	3801 Lower Honoapiilani Rd	1980	A2	MF	28
LOKELANI	430060160000	3833 Lower Honoapiilani Rd	1971	A2	MF/OS	36
HALE MAHINA BEACH	430060410000	3875 Lower Honoapiilani Rd	1981	A2	MF	53
HALE ONO LOA	430060440000	3823 Lower Honoapiilani Rd	1969	A2	MF	67
PIKAKE	430060630000	3701 Lower Honoapiilani Rd	1966	A2	MF	12
MAHINAHINA BEACH	430080010000	4007 Lower Honoapiilani Rd	1979	A1	MF	32
POLYNESIAN SHORES	430080020000	3975 Lower Honoapiilani Rd	1972	A1	MF	52
KULEANA	430080040000	3959 Lower Honoapiilani Rd	1972	A1	MF	18
KULEANA	430080050000	3959 Lower Honoapiilani Rd	1974	A1	MF/OS	100
HOYOCHI NIKKO	430080060000	3901 Lower Honoapiilani Rd	1973	A1	MF	17
HOELANI	430090020000	4085 Lower Honoapiilani Rd	1974	A1	MF	50
MAHINA SURF	430090050000	4057 Lower Honoapiilani Rd	1969	A2	MF	44
HONOKOWAI PALMS	440010410000	3886 Lower Honoapiilani Rd	1965	A2	MF	30
HALE KAI I	440010420000	3591 Lower Honoapiilani Rd	1967	A2	MF	40
PAKI MAUI III	440010500000	3615 Lower Honoapiilani Rd	1978	A2	MF	28
PAKI MAUI I & II	440010510000	3601 Lower Honoapiilani Rd	1975	A2	MF	80
PAPAKEA	440010550000	3543 Lower Honoapiilani Rd	1977	A2/H2	MF/H2/OS2	364
HALE KAAHAPALI	440060110000	45 Kai Ala Dr	1967	A2/H2/OS	H	236
MAUI ELDORADO	440080210000	2681 Kekaa Dr	1968	A2	H	205
KAAHAPALI ROYAL	440080230000	2560 Kekaa Dr	1980	A2	MF/OS	105
PUUNOA BEACH ESTATES	450040020000	45 Kai Pali Pl	1984	A1	MF	10
LAHAINA ROADS	450130270000	1403 Front St	1979	A-1	MF	41
THE SPINNER	460100020000	760 Waianae St	1969	A-1	MF	57
KENANI KAI	510030130000	50 Kepuhi Pl	1983	A-1	MF	120
WAVECREST	560040550000	7142 Kamehameha V Hwy	1975	A2/Interim	MF	126

104

Total Apartment District Vacation Rental Units:

7167

Legend:

Zoning

A1 or A2: Apartment

AG: Agriculture

B2: Community Business

Community Plan

B: Business

H: Hotel

MF: Medium Density Residential

REAL ESTATE COMMISSION

PROFESSIONAL & VOCATIONAL LICENSING DIVISION

DEPARTMENT OF REGULATORY AGENCIES

STATE OF HAWAII

1010 RICHARDS STREET

P. O. BOX 3465

HONOLULU, HAWAII 96801

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)

PUBLIC REPORT

on

PAPAKEA (PHASE I)

Honokowai, KaaNapali

Maui, Hawaii

REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from KaaNapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657

March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman

REAL ESTATE COMMISSION

STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS

upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: [] Zoning: []

Project Name: papakea TMK #: []

City: [] Developer Name: []

Total Units: [] to []

1 of 1 2 Items 100 / Page

No.	Name	Zoning	TMK	Address	City	Developer	Total Units
657	PAPAKEA	A-2/H-2	244001055	3543 L HONOAPIILANI HWY	LAHAINA	HONOKOWAI KAANAPALI	216
894	PAPAKEA PHASE II	A2 & H2	244001055	3543 HONOAPIILANI HWY	LAHAINA	HONOKOWAI-KAANAPALI	148

Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

35 full-time benefited on-site staff

- Resort operations supporting:**
- **161** housekeepers
 - **26** handypersons
 - **30** rental management companies
 - **30+** contractors

\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: County Clerk
Sent: Wednesday, June 4, 2025 3:46 PM
To: HLU Committee
Subject: Fw: Testimony Opposing the Phase-Out of Short-Term Rentals in Maui

From: Sam Chesick <Sam.Chesick@aliireorts.com>
Sent: Wednesday, June 4, 2025 3:41 PM
To: County Clerk <County.Clerk@mauicounty.us>
Subject: Testimony Opposing the Phase-Out of Short-Term Rentals in Maui

You don't often get email from sam.chesick@aliireorts.com. [Learn why this is important](#)

Aloha Council Members,

I recognize the seriousness of our housing crisis and the deep frustration felt by those who are unable to find or afford a home. The struggle is real—and it's painful.

However, eliminating short-term rentals isn't a one-size-fits-all solution. In fact, it could unintentionally hurt local residents like myself and many others in our community. For countless Maui families—property managers, cleaners, contractors, and small business owners—STRs are a vital source of income. Removing them without a clear alternative risks pushing more of us into economic uncertainty.

Independent research indicates this proposal could lead to the loss of over \$900 million in visitor spending and thousands of local jobs. And yet, there's no concrete evidence that it will lead to the creation of truly affordable housing.

We need real solutions that unite us—not actions that divide or displace more local people. Turning one group of struggling residents against another won't bring us closer to a lasting answer.

Please don't rush into dismantling something so many depend on without a clear and thoughtful plan to replace it with something better.

Mahalo,
Sam Chesick
Assistant Director of Operations
Ali'i Resorts LLC
Toll Free: 866-284-2544
Local: 808-879-6284
Fax: 808-879-6225
sam.chesick@aliireorts.com
www.aliireorts.com

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HLU Committee

From: Connie Debord <cdebord@live.com>
Sent: Wednesday, June 4, 2025 4:10 PM
To: HLU Committee
Subject: Bill 9

[You don't often get email from cdebord@live.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Dear Chair Kama, Vice Chair U'u-Hodgins and Members of the Housing and Land Use Committee:

I oppose Bill 9 as drafted and propose that the Council amend Bill 9 to exclude Papakea Oceanfront Resort which the County has historically identified as having A2-H2 zoning.

Background on Papakea

- Papakea was initially marketed and sold as a legal vacation rental property before any zoning restrictions limited transient vacation rentals in apartment zoned properties.
- Papakea owners have been operating legal vacation rentals for almost fifty years.
- Papakea has never been workforce housing so Papakea is not an example of a property that converted from workforce housing to transient vacation rental use.
- The majority of units at Papakea are under 600 square feet and the property has limited parking.
- Papakea is not in a residential neighborhood and is located alongside a long stretch of hotel-zoned properties and directly adjacent to multiple commercially-zoned properties. Unlike apartment buildings designed for long-term residential use, Papakea has a front desk, an activity concierge, shared activity space, and numerous other common resort amenities.
- Owners purchased condos at Papakea with the reasonable expectation that short-term rentals were legal based on ordinances as far back as 1989, and as recent as 2022.
- In reliance on the Maui County ordinances and published documents, Hawaii state law, and constitutional protections, owners invested in costly renovations, furnishings, and long-term financial commitments such as mortgages that make any phase out of short-term rental right offensive of each buyer's investment-backed expectations.

Papakea's Contributions to the Community

- Papakea's resort operations provide full-time, benefited, employment for 35 local resident employees; some have worked at the property for over 17 years; some started in entry-level positions and worked into supervisory roles.
- Papakea supports a wide variety of local trade professionals including pest control, HVAC, painting, plumbing, electrical, general contracting, masonry, tile and flooring, fitness instructors, entertainers, and tree trimming.

Individual Owner Contributions to the Community

- Many small businesses owned and operated by local residents from the Maui community rely on Papakea short-term rentals including housekeepers, handymen, on-island agents, and

contractors. These service providers set their own rates, work hours, select their own clients, work conditions and standard operating procedures. Shutting down short-term rentals at Papakea means telling local entrepreneurs that worked hard to build a small business that they need to just go get a job somewhere else to make less money, have less flexibility, and be subject to oppressive corporate policies.

- Papakea STRs support the State of Hawaii and County of Maui through payment of property taxes (many at the short-term rental rate), Transient Accommodations Tax, General Excise Tax, and Maui County Transient Accommodations Tax.
- Papakea guests support many small businesses on the island including restaurants, food trucks, tour operators, activities, state parks, the national park, and shops.
- Papakea owners and guests regularly participate in community activities including volunteering at beach cleanups, Maui Humane Society, the hospital, and many other local organizations, and contribute to local philanthropic and cultural efforts.
I would like to thank the committee for the opportunity to comment.

Sincerely,

Connie Debord
3543 Lower Honoapiilani Road, Apartment D101

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

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-Planning Department Staff

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How to calculate real property taxes								

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WAVECREST	560040550000	7142 Kamehameha V Hwy	1975	A2/Interim	MF	126

104 Total Apartment District Vacation Rental Units 7167

Legend:
Zoning
A1 or A2: Apartment
AG: Agriculture
B2: Community Business
Community Plan
H: Hotel
MF: Medium Density Residential

REAL ESTATE COMMISSION
PROFESSIONAL & VOCATIONAL LICENSING DIVISION
DEPARTMENT OF REGULATORY AGENCIES
STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

PRELIMINARY
HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, Kaanapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)
LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from Kaanapali Airport, containing an area of 12.283 acres, more or less.
TAX MAP KEY: Second Division, 4-4-1-55
ZONING: A-2 and H-2
DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813
Registration No. 657
March 14, 1974
(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: [] Zoning: []
Project Name: papakea TMK #: []
City: [] Developer Name: []
Total Units: [] to []

1 of 1 2 Items 100 / Page

No.	Name	Zoning	TMK	Address	City	Developer	Total Units
657	PAPAKEA	A-2/H-2	244001055	3543 L HONOAPIILANI HWY	LAHAINA	HONOKOWAI KAANAPALI	216
894	PAPAKEA PHASE II	A2 & H2	244001055	3543 HONOAPIILANI HWY	LAHAINA	HONOKOWAI-KAANAPALI	148

Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

35 full-time benefited on-site staff

- Resort operations supporting:**
- **161** housekeepers
 - **26** handypersons
 - **30** rental management companies
 - **30+** contractors

\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Kathleen Paganelli <papakeaj401@gmail.com>
Sent: Wednesday, June 4, 2025 4:21 PM
To: HLU Committee
Subject: Bill 9 comment
Attachments: Papakea Letter May 2025.docx

You don't often get email from papakeaj401@gmail.com. [Learn why this is important](#)

Kathleen

<https://mauiwestside.com/papakea-j401>
papakeaj401@gmail.com
509-952-2390

<https://hioceansafety.com/>

Dear Chair Kama, Vice Chair U'u-Hodgins and Members of the Housing and Land Use Committee:

I oppose Bill 9 as drafted and propose that the Council amend Bill 9 to exclude Papakea Oceanfront Resort which the County has historically identified as having A2-H2 zoning.

Background on Papakea

- Papakea was initially marketed and sold as a legal vacation rental property before any zoning restrictions limited transient vacation rentals in apartment zoned properties.
- Papakea owners have been operating legal vacation rentals for almost fifty years.
- Papakea has never been workforce housing, so Papakea is not an example of a property that converted from workforce housing to transient vacation rental use.

Unlike apartment buildings designed for long-term residential use, Papakea has a front desk, an activity concierge, shared activity space, and numerous other common resort amenities.

In reliance on the Maui County ordinances and published documents, Hawaii state law, and constitutional protections, owners invested in costly renovations, furnishings, and long-term financial commitments such as mortgages that make any phase out of short-term rental right offensive of each buyer's investment-backed expectations.

Papakea's Contributions to the Community

- Papakea's resort operations provide full-time, benefited, employment for 35 local resident employees; some have worked at the property for over 17 years; some started in entry-level positions and worked into supervisory roles.
- Papakea supports a wide variety of local trade professionals including pest control, HVAC, painting, plumbing, electrical, general contracting, masonry, tile and flooring, fitness instructors, entertainers, and tree trimming.
- Papakea STRs support the State of Hawaii and County of Maui through payment of property taxes (many at the short-term rental rate), Transient Accommodations Tax, General Excise Tax, and Maui County Transient Accommodations Tax.

Maintenance dues alone exceed \$2500 for the larger condos that are more desirable for anyone wanting to rent or purchase for long term use, thus making Papakea not an affordable option for most once rent or a mortgage is added on. That is without the portion of the 32 million dollar assessment that will begin in 1 year.

I would like to thank the committee for the opportunity to comment.

Sincerely,

Greg and Kathleen Paganelli, 3543 Lower Honoapiilani Road, unit J401

HLU Committee

From: Syl Cabral <sylviacabralmaui@gmail.com>
Sent: Wednesday, June 4, 2025 4:47 PM
To: HLU Committee
Subject: Re: I favor Bill 9 Maui needs housing Testimony from a real estate broker

You don't often get email from sylviacabralmaui@gmail.com. [Learn why this is important](#)

To continue... as i stated before to this committee, i was living in a condo when the bill went into effect that allowed vacation rentals. Overnight, there were zero long term rentals ever available in the 60 unit building. Probably less than 10 owners living there today..

On Wed, Jun 4, 2025 at 4:42 PM Syl Cabral <sylviacabralmaui@gmail.com> wrote:

I do not know who at Realtors Association of Maui is advising or has the office to advise the membership to vote against this bill. All their boards are less than 20 people and have been the same board members for at least 20 years.

"Bill 9, which seeks to eliminate short-term rentals (STRs) in Apartment Zones across Maui County has been scheduled to be heard by the Housing and Land Use Committee (HLUC) on

Monday, June 9, 2025 at 10 a.m.

Where: County Council Chamber 200 S. High Street
Kalana O Maui Bldg, 8th Floor Wailuku, Maui, HI 96793

[READ THE HLUC AGENDA](#)

We've put together sample testimony to help. You just need to personalize them: [\[RAM TESTIMONY SAMPLES\]](#)""

Syl Cabral's Real Estate Store
808 879 9007

HLU Committee

From: N & A VESALA <vesala@shaw.ca>
Sent: Wednesday, June 4, 2025 5:02 PM
To: HLU Committee
Subject: Exclude Papakea from Bill 9
Attachments: Exclude Papakea from Bill 9.pdf

You don't often get email from vesala@shaw.ca. [Learn why this is important](#)

Please see attached regarding Bill 9 - we request consideration to EXCLUDE PAPAKEA from Bill 9

Thank you

Norman Vesala
Papakea G205

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

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Show Historical Assessments								
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Legend:

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Community Plan

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MF: Medium Density Residential

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PROFESSIONAL & VOCATIONAL LICENSING DIVISION
DEPARTMENT OF REGULATORY AGENCIES
STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, Kaanapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from Kaanapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657
March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number: 657

Project Name: PAPAKEA

City: LAHAINA

Total Units: 216

Zoning: A-2/H2

TMK: 244001055

Address: 3543 L HONOAPIILANI HWY

City: LAHAINA

Developer: HONOKOWAI KAANAPALI

Total Units: 216

Project Name: PAPAKEA PHASE II

Zoning: A2 & H2

TMK: 244001055

Address: 3543 HONOAPIILANI HWY

City: LAHAINA

Developer: HONOKOWAI-KAANAPALI

Total Units: 148

Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

35 full-time benefited on-site staff

- Resort operations supporting:**
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STR occupancy since inception



Resort area location



Front desk located in resort operations building

HLU Committee

From: Brie Mathews <brie4peace@yahoo.com>
Sent: Wednesday, June 4, 2025 5:09 PM
To: HLU Committee
Subject: Bill 9 letter to council
Attachments: Bill 9 Letter - Mathews.pdf

You don't often get email from brie4peace@yahoo.com. [Learn why this is important](#)

Aloha,

Please accept the attached letter regarding Bill 9.

Mahalo,

Brie Mathews

Dear Maui Council,

My name is Brie Mathews. I am writing to speak out **AGAINST Bill 9** to ban STR's on the Minatoya List.

I am a retired San Francisco Fire Captain and new resident of Maui. I have spent over 30 years in service to the public. I am not rich. I do not own scores of properties and after fighting fires for over 30 years, my body is so battered that taking on any physical job at this point in my life is unlikely. I spent my whole career saving for retirement. In 2015 I put my retirement plan into action and bought a modest 1 bedroom/1 bath condo at Maui Vista in Kihei. At the time, the property was in need of repair and had been on the market for the better part of a year. I scraped the 30% down which was the minimum required and along with my partner took on the purchase price of \$289,000. A year later we refinanced in order to pull out \$35,000 to payoff an outstanding balance on outstanding bills. Its been 10 years and even with a decent interest rate, the outstanding debt is at about \$225,000. The monthly mortgage is \$2128. The HOA has doubled since the purchase and is now at \$811/month. My insurance averages \$40/mo and electric average \$250/month. Without even taking into consideration the regular assessments which have totaled over \$4000 in the last 2 years, the monthly expenses to just pay all the bills, should I rent it out long term would require a tenant that can cover **\$3229/mo**.

What person in their right mind, assuming they could even afford it, pay that much for a 1 br/1 ba condo with no garage, no storage and only 620 sq/ft of space? How on earth would banning my STR force me to contribute to long term housing? If I could, I'd be more than happy to rent long term now that I am a full time resident. However, I cannot because I will never find a renter to cover my expenses. Selling the property in today's market, even with the massive decline in value will still put the purchase price and monthly expense well over my current numbers.

Furthermore, as you are well aware, the taxes collected on STR's far exceed revenue from any other property source on the island. Wouldn't our revenue best be served by putting it towards affordable housing and improving the infrastructure of Maui? **Can anyone answer the questions of where all our collective \$900 million in revenue has been going?**

Many news articles cite the fact that Maui is attempting to "crack down" on illegal short term rentals. However, the properties on the Minatoya list are not illegal short term rentals. The very description of "Minatoya" is in reference to condominium properties on Maui that are legally allowed to operate as short term rentals even though they are in apartment-zoned areas, not hotel or resort zoned areas.

When I made the investment in my property, I did so after researching the legality of renting short term. I did my due diligence. To overturn a legal decision that has been in effect for the past 24 years is criminal and will no doubt trigger hundreds of lawsuits which will further impact the economy of Maui. How is that helping locals? How is that boosting our economy?

Many owners of short term rentals ARE locals. Not only will you decimate the many jobs which STR's provide for locals, but you will also crush the finances of many of the very people you claim to be trying to help.

Finally I want to point out that those people whom I employ...the house cleaners, handymen, electricians, plumbers, etc. cannot just run to the hotels for employment. If the grass was greener over there, they'd already be working there. One of the reasons

why house cleaners in particular prefer STR's as opposed to hotels is that there is more flexibility. How many single mom's can bring their kids to work in a hotel? Well, many do in STR's because they can watch their kids as they go about cleaning. It saves them money and stress in trying to find childcare and trusting their children with strangers.

In closing i'd like to say this...I spent a lifetime in service to the community. You are also civil servants. You know what the right thing to do is. What is NOT right is caving in to special interests such as the hotel industry. This bill will NOT help locals or the economy of Maui. The proof has already been established. Do the right thing. Do what you were sworn to do when you took office. As a firefighter, if I only saved the homes and lives of special interests I'd have violated my oath and the vows I swore which were to **protect and serve**. How could I watch one house burn while I save the mansion on the next block simply because the owners of the mansion lobbied us to save theirs and not the other? I am asking you to stay true to your promise of your oath of office.

Thank you for your time.
Ret Captain Brie Mathews

HLU Committee

From: Michele White <michelewhite@twc.com>
Sent: Wednesday, June 4, 2025 6:18 PM
To: HLU Committee
Cc: 'michelewhite@twc.com'
Subject: Bill 9 - Opposition

You don't often get email from michelewhite@twc.com. [Learn why this is important](#)

June 4, 2025

Councilmember Tasha Kama, Chair
Councilmember Tom Cook, Vice Chair
Committee on Housing and Land Use

RE: Bill 9 – A BILL FOR AN ORDINANCE AMENDING CHAPTERS 19.12, 19.32, AND 19.37 MAUI COUNTY CODE, RELATING TO TRANSIENT VACATION RENTALS IN APARTMENT DISTRICTS
Hearing Date – June 9

Aloha Chair Kama, Vice Chair Cook and Members of the Committee,

My name is Michele White, and for 17 years I have had the privilege of working with local families every day as a Realtor on Maui. I'm writing to ask you to oppose Bill 9—not just as a real estate professional, but as a neighbor who has seen firsthand how these policies affect real people.

Many of my clients are kupuna who bought condos decades ago with the hope of supporting their retirement. Others are working families who rely on short-term rental income to pay their mortgage and stay rooted in Maui. If this bill becomes law, many of them will face financial ruin or be forced to sell their homes. That's not just an economic loss—it's a loss of community.

I work with my local families who own small businesses that support the vacation rental industry, property managers, housekeeper/cleaners, handymen/women, laundry services and the like. Many of these families have spent decades building their small businesses and they employ many local residents.

While we all agree that housing affordability is a critical issue, this bill doesn't solve that problem. According to RAM's recent survey, only a tiny fraction of owners would convert their units to long-term housing. These properties are not affordable due to high HOA fees, maintenance costs, high cost of insurance, and mortgage burdens. Because of the age of these complexes, they are seeing hefty Special Assessments for new roofs, plumbing repiping, spalling repairs and the like. Instead, many units will go off the market altogether or be purchased by investors who won't contribute to the local fabric.

Rather than targeting legal, tax-paying owners, let's focus on smarter enforcement, building new truly affordable housing, and supporting those who already provide long-term rentals. This is our home—we can do better than tearing apart the livelihoods of our small business owners and workers in the name of a solution that doesn't work.

Please oppose Bill 9 and consider a more compassionate, common sense and effective path forward.

With gratitude,

Michele Muir White R(S), ABR, SFR RS-71240

Coldwell Banker Island Properties
3750 Wailea Alanui Drive, A-37
Wailea, HI 96753



HLU Committee

From: Lauren Mueller <laurenmueller515@gmail.com>
Sent: Wednesday, June 4, 2025 9:37 PM
To: HLU Committee
Subject: Exclude Papakea from Bill 9
Attachments: Exclude Papakea from Bill 9_.pdf

You don't often get email from laurenmueller515@gmail.com. [Learn why this is important](#)

I request that the Council follow the advice of the
Planning Commission and exclude Papakea
Oceanfront Resort from the scope of Bill 9

Maui County Planning Commission Hearing Quotes from July 9, 2024:

“Consider excluding those properties that are community plan designated for hotel use and those that are already partially hotel zoned.”

-Planning Commission comments to County Council (Unanimous)

“Papakea has partial H2 zoning.”

-Planning Commission Chair

“The zoning designation (for Papakea) is still A2-H2.”

-Planning Department Staff

Maui County and the State of Hawaii have identified Papakea as a resort property with partial hotel zoning for decades.

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Show Historical Assessments								
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How to calculate real property taxes								

Parcel Information	
Parcel Number	440010550000
Location Address	3543 LOWER HONOAPIILANI RD UNIT C435 LAHAINA HI 96761
Nearby	
Neighborhood Code	OFHOTEL
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Land Area	12.281 Acres
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DEPARTMENT OF REGULATORY AGENCIES
STATE OF HAWAII
1010 RICHARDS STREET
P. O. BOX 3465
HONOLULU, HAWAII 96801

HORIZONTAL PROPERTY REGIMES (CONDOMINIUM)
PUBLIC REPORT
on
PAPAKEA (PHASE I)
Honokowai, Kaanapali
Maui, Hawaii
REGISTRATION NO. 657

NAME OF PROJECT: PAPAKEA (PHASE I)

LOCATION: West Maui, approximately 3 miles from Lahaina and 1 mile from Kaanapali Airport, containing an area of 12.283 acres, more or less.

TAX MAP KEY: Second Division, 4-4-1-55

ZONING: A-2 and H-2

DEVELOPER: HONOKOWAI-KAANAPALI PARTNERS, a Hawaii general partnership, whose mailing address is Suite 1700, 841 Bishop Street, Honolulu, Hawaii 96813

Registration No. 657
March 14, 1974

(For) DOUGLAS R. SODETANI, Chairman
REAL ESTATE COMMISSION
STATE OF HAWAII

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS
upholding fairness in the marketplace

DEVELOPER'S PUBLIC REPORT/ASSOCIATION BIENNIAL REGISTRATION

Project Number

Project Name

City

Total Units

Zoning

TMK

Address

City

Developer

Total Units

657

PAPAKEA

A-2/H-2

244001055

3543 L HONOAPIILANI HWY

LAHAINA

HONOKOWAI KAANAPALI

216

894

PAPAKEA PHASE II

A2 & H2

244001055

3543 HONOAPIILANI HWY

LAHAINA

HONOKOWAI-KAANAPALI

148

Papakea’s resort operations are a significant economic driver and employer in West Maui

\$16,902,298.17 in real property taxes over the last 5 years

\$3,100,000 in wages per year

35 full-time benefited on-site staff

- Resort operations supporting:**
- **161** housekeepers
 - **26** handypersons
 - **30** rental management companies
 - **30+** contractors

\$32M plumbing project currently underway with Hawaii contractors and financed by Hawaii financial institutions

Papakea maintenance dues range from **\$1,096.53** to **\$2,739.44** per month, depending on the size of the unit.



STR occupancy since inception



Resort area location



Front desk located in resort operations building