

Housing and Land Use Committee (2025-2027) on 2025-06-23 9:00 AM - Reconvened from 6/9/2025 & 6/18/2025

Meeting Time: 06-23-25 09:00

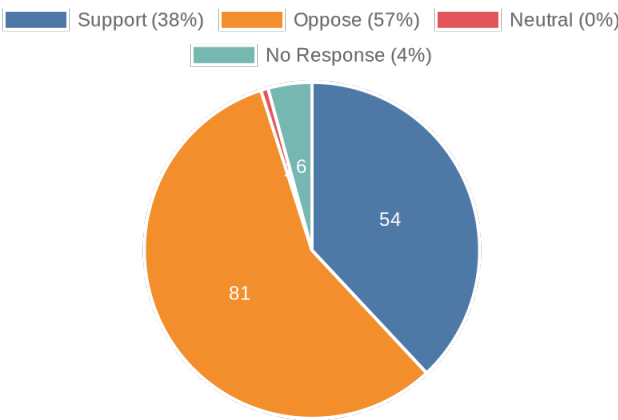
eComments Report

Meetings	Meeting Time	Agenda Items	Comments	Support	Oppose	Neutral
Housing and Land Use Committee (2025-2027) on 2025-06-23 9:00 AM - Reconvened from 6/9/2025 & 6/18/2025	06-23-25 09:00	2	142	54	81	1

Sentiments for All Meetings

The following graphs display sentiments for comments that have location data. Only locations of users who have commented will be shown.

Overall Sentiment



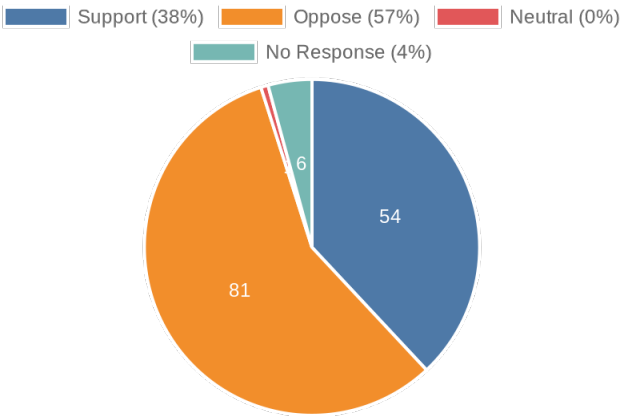
Housing and Land Use Committee (2025-2027) on 2025-06-23 9:00 AM - Reconvened from 6/9/2025 & 6/18/2025
06-23-25 09:00

Agenda Name	Comments	Support	Oppose	Neutral
A G E N D A	73	30	39	1
HLU-4 Bill 9 (2025) BILL 9 (2025), AMENDING CHAPTERS 19.12, 19.32, AND 19.37, MAUI COUNTY CODE, RELATING TO TRANSIENT VACATION RENTALS IN APARTMENT DISTRICTS (HLU-4)	69	24	42	0

Sentiments for All Agenda Items

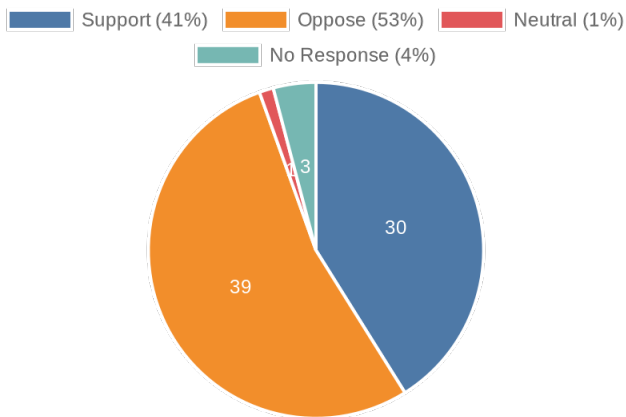
The following graphs display sentiments for comments that have location data. Only locations of users who have commented will be shown.

Overall Sentiment



Agenda Item: eComments for A G E N D A

Overall Sentiment



Guest User

Location:

Submitted At: 4:31pm 06-23-25

IT'S TIME FOR FACTS..NOT JUST POLITICAL PHRASES

Unfortunately fellow residents of Maui have been incited (and mistreated) by politicians' phrases "cultural & social costs", "protect our people", "preserving our quality of life", "a moral responsibility", "restoring housing to residents", "neighborhood integrity", and so on..all of which has drawn in many to expect results from Bill 9...results which, in the light of facts, simply do not exist...Bill 9 provides no workers housing, no affordable housing, no feasible home ownership or rents(\$4000+/mo.), and no quality of life improvements....only it does provide destruction of jobs, incomes, and small business profits for sure,..we have seen with Covid what happens to our economy with a significant drop in visitors. Unfortunately "not one more family leaving Maui" is completely false as Bill 9 job losses force residents to move off island for work. THIS IS TRAGIC!!! We do need more Ohana approvals on owner-occupied properties...to immediately house younger & aged family members..Bill 9 is way too late to give meaningful help to our victims. Let's get on with constructive ideas for housing..rather than destructive phrases that divide ourselves.

Guest User

Location:

Submitted At: 3:34pm 06-23-25

As a 14 year full-time resident and community advocate who's watched my neighbor's and friend's struggles progressively grow in recent years, I felt compelled to offer testimony in SUPPORT of Bill 9.

Although this bill is not a miracle overnight solution to our housing crisis, it's still an integral first step in the right direction, so I kindly ask that you as our elected public servants will consider supporting this bill.

Yes, there will certainly still be other layers of this crisis that will need to be addressed beyond this bill, but the reality is that ANY amount of housing stock that becomes available for long term rentals or resident homebuyers as a result of Bill 9 is a huge victory as far as instigating a shift in the market, re-instilling a strong sense of

community in residential neighborhoods, and freeing up a necessary resource (water) that can be reallocated for further housing development.

I keep hearing a narrative echoed throughout this process about how this bill is destined to fail because these units will never be affordable for local people. Although I do understand that this bill doesn't exactly address the "affordable" component of our housing crisis, I actually see that as a completely moot point when the overwhelming majority of our residents have already been spending WAY more than 30% of our income on housing. Our residents have not had the luxury of access to "affordable" housing as legally defined for YEARS. We are used to it. It's how we have already BEEN living for quite some time.

This shift away from access to "affordable" housing that has now snowballed into a lack of available housing-PERIOD- is objectively a direct result of years of unchecked growth of the tourism industry, which then became exacerbated by what may be considered a "boom" of this industry-- which happens to coincide with the STR craze/takeover. Unfortunately, this unchecked growth didn't just impact the price and availability of stable housing. During this growth of the tourism industry, our wages as the resident workforce did NOT experience proportionate growth that comes anywhere close to matching cost-of-living increases over time, effectively leading to grotesque economic disparities and widespread housing instability/homelessness, which we now have no choice but to face and somehow remedy. We are well past the tipping point and we have no choice but to make some changes in how we operate and what things we chose to prioritize going forward.

The unfortunate reality is that we have allowed this disproportionate growth to continue to go on unchecked and unregulated for so long that it's going to be INCREDIBLY difficult to create a market with true "affordable" housing and bring our residents back comfortably above the poverty line—which brings me to my main point:

Perhaps we the Maui resident community don't in fact depend on the tourism and STR industry for our survival—and the main reason for that... is because we CAN'T. It's already failed to provide livable wages and access to stable housing for our residents. We can all look around us and see the irrefutable proof of how it's already failed us. We can look around and see how our community of full-time Maui residents are already barely or not surviving in this STR-driven budget-tourism based economic landscape AS IT IS. Today. Right now.

Meanwhile, amongst the tidal wave of testimony you've received during this daunting legislative process, are the arguments from the 2nd/3rd homeowners/investors of minatoya units—primarily who reside in other states and are not part of our community—along with the realtors and property managers. This demographic of testifiers are clearly transcending survival—living quite comfortably as they continue to purchase these units as investment properties, effectively depleting our residential housing inventory while simultaneously extracting wealth via their lucrative passive income from their STR investment minatoya units.

Ironically, the functioning of these STR units that enables the generation of passive revenue for off island investors actually directly depends on OUR RESIDENT workforce—who are making such low wages working these industry positions that THESE SAME PEOPLE can't afford housing, can't find housing, and can't survive. So clearly, the tourism/STR industry is NOT "the thing" that the Maui resident community can rely on for survival—the opposite is actually the truth. This industry has directly led to a greatly diminished ability for our people to survive here—all for the sake of a legal loophole that's allowed outside investors to exploit our resources and push our people to the margins.

Assuming the County's legal advisors know that the legality of this bill is legitimate (or else why would we all be here putting so much time into this), it really just comes down to which group of people you've heard from whom you feel are more deserving of compassion and advocacy in this situation; the people from our community who have stood before you sharing experiences of housing instability/insecurities, homelessness, and/or who are currently paying far more than 30% of their income on housing and are barely surviving-OR-the people who own multiple second/third+ vacation homes/rental properties-the majority of whom don't even live on island or file taxes in the state of Hawaii—who have stood before you complaining about the financial ramifications of their risky investments and how we (the struggling impoverished working class residents who can't access secure housing) can't survive without this industry. Your decision to support this bill will prove to Maui County residents that you agree that the right thing in this situation is to prioritize the residents of our community who are experiencing or are on the precipice of homelessness instead of the real estate investors who predominantly reside off Maui AND who do not face homelessness regardless of whether or not Bill 9 passes. Supporting this bill will show the

people of Maui that you believe our survival is important and takes precedence in this situation. As elected officials and public servants, it is your kuleana to advocate for the needs of our residents and look for solutions to the poor quality of life issues we have found ourselves facing. Nobody is ever entitled to a return on investment, and this scenario is no different. Please do not let these outside investors who do not even file taxes in the state of Hawaii fool you into thinking its your responsibility to guarantee a return on investment via these minatoya units.

Mahalo for all the time and energy the committee has put towards hearing all this testimony and working to find a viable solution for this extremely difficult predicament we are facing as a community. Your patience and commitment to addressing our housing crisis and economic disparities that would otherwise continue to compound and become a detriment to our future generations has not gone unnoticed.

-Nicole Heard

Guest User

Location:

Submitted At: 3:23pm 06-23-25

Testimony in Strong opposition of Bill 9 - Affordable Housing for Local Resident.
Aloha HLU Committee Chair and Councilmembers,

My name is JoAnn Espiritu and I am writing to express concern for Bill 9. I ask that you vote to oppose this bill. As a third generation Maui resident, this bill could ultimately have irreparable consequences that the small family businesses have worked so hard to establish. Eliminating STRS is not the answer. One of the options a community should review is the idea of creating a plan for the approved \$1.6 billion from the federal government. That money could be used to assist in: down payments for real affordable single family homes, rural homes, work/live community planning. This is the issue we need to face. STRS are a revenue source for the county, as the saying goes, why cut off your nose to spite your face, in this regard. Work on the real issue of housing for the working families and residents that have been an essential part of the island workforce. The thought of rising prices for a small condo with all it's fees (HOA, maintenance, etc) to permanently live in is not logical. The thought of a single family home that pays directly for the use of public utilities would be logically considered sustaining all businesses and communities that have invested their time and money into the amenities of homeownership. The affordable housing that I can think of, are these apartments in our communities with lower rents but a strict income criteria, and that hinders a person that makes over the amount, which in turn, would not be considered as a renter. This does not make sense as well. So, how do we come up with a solution that everyone wins? I believe the solution is developing a plan of action that will move everything forward and this includes the \$1.6 billion dollars in the county of Maui's coffer. I am one individual that works within the STR industry. I am concerned if I have a job or not.

I am concerned for all the independent businesses that have assisted me with maintenance and cleaning, if they will still be able to survive a loss of income? Let's keep affordable homeownership separate from STR ownership. Mahalo for your time and consideration.

Guest User

Location:

Submitted At: 2:50pm 06-23-25

We have owned two 1 bedroom condo's in Kihei for 8 years, which at 700 sq ft, are too small for permanent residences. The taxes & HOA fees are @ \$3000/m, plus maintenance fees, so we would need to charge over \$4000/m for a long term rental residence, which is not affordable housing, & too expensive for Maui residents to afford.

We provide jobs for local cleaners, maintenance, service companies, & purchase at local businesses, which depend on our business.

As long term responsible owners of property in Kihei we are opposed to this bill to change & eliminate short term rental properties, & require them to be converted to long term residences.

Guest User

Location:

Submitted At: 1:32pm 06-23-25

Testimony in Strong Support of Bill 9 – Affordable Housing for Local Residents

Aloha HLU Committee Chair and Councilmembers,

My name is Stacey Moniz and I'm writing to express my strong support for Bill 9 and to urge each of you to vote in favor of this important step toward addressing the housing crisis on Maui.

I don't often find myself in agreement with this Mayor, but on this issue, I absolutely support his leadership and especially his decision to bring in Matt Jahowsky. His data-driven analysis is clear, grounded, and irrefutable: we cannot simply build our way out of this crisis. The status quo has failed our local families for too long. The time to act is not tomorrow, not next year—it is now.

I am one of the many residents who come from deep roots here. My family has been on Maui for four generations. Yet despite a lifetime of hard work and service to my beloved community, and raising my children here as a single parent, I've never been able to purchase a home. I have rented my entire life. One of my children has already left for the continent and was able to buy a home within six months of moving. That should tell us something is deeply wrong with our local housing system.

For the past 13 years, I'm grateful to live with my daughter, her husband, and my two precious grandsons—but the cost of housing is making even this arrangement feel unstable. We are being priced out of our own homeland.

Let me be clear: Bill 9 is not THE solution, but it is a step in the right direction and is something that can be done now. We need every tool available to shift the tide toward housing our people—not just the wealthy, not just investors, but the people who work here, live here and raise families here.

Please be bold. Please be brave. And please vote YES on Bill 9. Now is the time to move forward on housing solutions. Please do this NOW.

Let's make Maui a place where our children and grandchildren can afford to live.

Mahalo for your time and service, I realize that this is an especially difficult time to be a leader.

Stacey Moniz

Poppy Hudson

Location:

Submitted At: 12:42pm 06-23-25

I have previously written in support of Bill 9, and I remain firmly in support. By now, the community has clearly dismantled the arguments against this bill. I pray that Council Members recognize these thoughtful points and vote in favor of bill 9 so we can begin the vital work of prioritizing housing and water for local residents. It's clear to successfully implement Bill 9, additional ways of lowering housing costs on Maui needs to be considered. I'd like to offer one idea that could help lower HOA fees while addressing our critical water shortage. I've lived at Napili Villas on the Westside for 23 years. Since the fire, our HOA fees have nearly doubled due to increased insurance costs, but they're still only half of what's charged at some Honokowai properties—many of these are smaller STR units.

One difference may be that our complex does not have swimming pools or jacuzzis. I propose that STR properties begin phasing out pools. Not only would this reduce HOA fees, but it would also conserve water for more appropriate essential needs.

We are incredibly blessed to have the ocean at our doorstep. For those who are elderly or have disabilities, a limited number of pools at hotels or community centers would be a kind solution to their needs.

Even though Bill 9 may not be perfect and may need supplementation, it is critical that we act now to turn the tide—to begin providing housing for Lahaina families before more are forced to move off-island. Please don't let perfection be the enemy of the good. Please vote pono and help restore hope for our local families. We are counting on you.

Mahalo nui loa.

Guest User

Location:

Submitted At: 12:33pm 06-23-25

Aloha and Mahalo for the opportunity to testify.

The problem with the proposed bill is that it's intended to drive prices down to make housing more affordable and provide rental homes for locals. Prices will indeed go back up eventually... we've all seen this cycle before.

By taking away peoples investment plans and the ability to short term rent will likely drive prices down temporarily however who benefits?

When prices drop 20 - 30% buyers swoop in and buy properties at a discount. Most will either hold them, use them as second homes possibly rent long terms but at prices that most locals cannot afford. Insurance premiums have doubled and tripled, Water and Sewer services have gone up and electricity is on the rise as well. Owner's have to allow for these increases and I don't believe that many people can afford long term rentals.

What is really happening is that you are putting the burden on property owners because the County and State have failed to build more affordable housing even though it's been promised by every elected official.

Since these properties were not deed restricted, the government ("The County and State) cannot dictate use... the long protracted litigation that will ensue will cost taxpayers more and the likelihood of prevailing is not good.

Further, we do not have a reliable study on the financial impact of this proposed Bill 9. The Mayor refused to pay for it and the only vendor walked away.

Cleaners, laundries, Car rentals, restaurants, gift shops, surf schools, boat excursions and so many more will lose a ton of business because that traveler that might not want to stay in a 4 or 5 star resort hotel, have lost the ability to rent on Maui.

I hope you read this with the intent that it was written which is to look at the real affect of what this Bill will do and see that it is punitive, short sighted and will only harm the businesses and citizens of Maui.

Mahalo,

Brad Salter

Guest User

Location:

Submitted At: 12:16pm 06-23-25

My family solely survives on our stvr income. We only support local, we use only small unlicensed and in registered businesses. Our property manager will have to change his job and will not be able to live here. This is a violation of our property rights, Maui county can not tell us what we can sell and how we can sell it.

Guest User

Location:

Submitted At: 11:27am 06-23-25

Listen to Stan Franco

Guest User

Location:

Submitted At: 10:54am 06-23-25

Aloha Council Chair,

I am here to express my strong opposition to Bill 9.

My name is Andrew Church and I live on Maui.

- * My daughter and her mother were born on Maui;
- * Her grandmother and great-mother was born on Molokai; and
- * Her great-great grandfather was born on Oahu.

Our family survives solely on the income from our short term rentals in Kihei.

Our properties ARE on the Minatoya list.

This ban would essentially wipe out our primary source of income. The Mayor's flawed attempt to provide housing for one family, could potentially leave my family homeless.

Please also understand 3 things:

- 1) Our ability to short term rent is a legally codified use.
- 2) The declarations for our properties - CLEARLY state that they allow for short term rental use.
- 3) These declarations were approved by the County of Maui when they were built.

When we purchased our condos, I had no knowledge of the Minatoya list. My intentions were never to hurt or displace any residents of Maui. Had I known about the Minatoya list, I would not have purchased these condos.

Before buying our condos,

- 1) I checked the Maui County Property Tax Historical Assessments for my properties.

* From 2015 to 2017 - it says HOTEL / RESORT

* From 2018 to 2025 - it says TVR / STRH

- 2) In 2022, I visited both the Property Tax Division and Planning Department — where I confirmed that my properties were 100% legal vacation rentals.

I was never told about the "Minatoya list" by either department.

I bought these properties, was out of frustration dealing with the County permit process. It took me almost TWO YEARS to get a building permit for a 7 foot x 7 foot outdoor shower. Yes, TWO YEARS!

After experiencing this excruciating slow permit process, I made the difficult decision to sell my Haiku property and buy my STR condos because no permits were needed.

I purchased another property in Kula in 2017. The planning department provided me with ZONING CONFIRMATION FORM that stated this property was zoned "RU 0.5 Rural District".

In 2019, the building Inspector told me that I could build a 2nd Accessory Dwelling on this property due the New ADU law - ORDINANCE 4936.

In 2023, after submitting plans for a 2nd ADU, then Planning Dept told me that I could NOT build a 2nd ADU because the County had adopted a new Digital Zoning Map system.

My property was now zoned Ag - even though the State still calls it Rural.

That parcel has Water, Septic and Electric, but still sits empty because the plans were stopped dead by the planning department.

After the Lahaina Fires in August 2023 I went back to the Planning Dept and asked them if I could build on that empty parcel to help with the hosing crisis. Again they said "NO".

After giving up on trying to build — I was in shock when the Mayor announced his plan to now take away my legally codified right to short term rent my condos.

BILL 9 will be catastrophic for my family, and other local residents that we employ. This ban will eliminate all those jobs, and the income for their local families.

AGAIN — I strongly oppose Bill 9.

Thank you for your time.

Aloha,

Andrew Church

Guest User

Location:

Submitted At: 10:49am 06-23-25

Listen to Stan Franco

Guest User

Location:

Submitted At: 10:34am 06-23-25

My name is Sandra Le and I oppose Bill 9 because its passage will not accomplish the goal of providing housing relief or preserving the community. I own one Minatoya List condo and the fact is that STRs support local cleaners, handymen, landscapers, tour operators, and restaurants. Banning STRs on the Minatoya List would ripple through the local economy, increasing under-employment and unemployment, not to mention the evaporation of tax dollars collected by the County. It is irresponsible to pass Bill 9 without conducting a full economic study of Bill 9's potential impact. Additionally, many STR condos are not realistically convertible into long-term housing due to high monthly expenses. Contrary to popular belief, monthly HOA costs will not go down simply by converting them from STRs into LTRs. HOA costs are fairly fixed and only go up, never down, and are prohibitively high for many long term renters. This is not a case where properties on the Minatoya List were primarily used for long term housing for locals and then were converted to STRs. The majority of the Minatoya List properties have functioned as STRs since their construction and wholesale banning them from the STR market would provide an economic blow so severe that most locals wouldn't be able to afford them. Bill 9 punishes responsible local operators who comply with regulations and pay taxes. It risks favoring large hotel corporations and wealthy investors who own bigger properties, while shutting out small business owners who rent out their condos to cover expenses. Banning STRs on the Minatoya List is a blunt instrument for a complex, nuanced problem and would be ineffective for addressing Maui's lack of affordable housing.

Guest User

Location:

Submitted At: 10:23am 06-23-25

Stop Idealizing Tourists: "Freak-Offs," "Hotel Nights," and the Ditty of Decline

Let's stop pretending. Every single short-term rental (STR) on this island has cleaned up the mess after at least one "freak-off." You know the type. The "ditty" gets rolling — maybe it's a bachelorette group, a crypto bro crew, or a yoga retreat that takes a hard left — and suddenly you've got a three-day ritual of noise, substances and spiritual vacancy. They don't see it as disrespect. They call it vacation. But what they're actually doing is opening portals.

The STR becomes a container for chaos — a site where boundaries dissolve and something darker sets in. Some "tourists" leave behind more than trash and wastewater. They leave behind residue. Psychic clutter. Emotional unrest. A vibration that doesn't wash out with bleach.

And when the STR manager inevitably flees to the nearest available room, they don't call it what it is. They say, "It's just another 'hotel night.'" But we know what it means: retreat from contamination. Another building spiritually fogged up by other people's unprocessed shadow work.

It's time to stop idealizing tourists. The phrase "Maui n_ ka _oi" means Maui is the best. Which, logically, means every tourist who arrives is lowering the island's vibration with beliefs and behaviors from wherever they flee. Maui is not their upgrade — they are Maui's downgrade. We can love visitors without pretending they're sacred. And we can protect our homes without absorbing the spiritual mess of that small minority that has no direction in life.

When a long-term tenant is considered, past employment, references and history are screened. STR renters allow almost anyone to infiltrate deep into residential districts on a school night without filter or standard, like a hotel. 99 out of 100 guests are probably normal, fine people. But local resident STR neighbors know what it's like for that one bad guest and their party to take up residence next door for a week or two in an apartment-zoned STR. Hotel districts are not just for casual zoning. They are metaphorical blast containment methods for measurable disturbances in the space-time continuum introduced by the 1% worst visitors.

The physical world isn't separate from the spiritual — it's layered with it. Every place holds memory through permanent quantum entanglement. And every person who enters a space leaves something behind. When STRs scatter unchecked across residential neighborhoods, it's not just noise complaints or parking violations we're dealing with. It's spiritual fragmentation. Cracks in the continuity of place. The freak-offs may last a weekend, but the energy they unleash lingers. That's why zoning matters. That's why containment matters. Not because we're fragile — but because this island is alive, and it deserves to be protected like the sacred being it is, with discrete "organs" having specialized "functions" dictated by zoning.

Apartment districts are for residents. Hotel districts are for guests.

You can sage the room, but you can't unring the bell. Pass the bill!

Aloha

Guest User

Location:

Submitted At: 10:09am 06-23-25

Has the county council considered purchasing impacted properties at fair market value - to be then converted to long term affordable housing? Based upon conversations - the majority of people I've spoken with - are confident a sufficient number of properties will come onto the market,. This compromise should assist resolving the housing crisis- reduce the need for new construction and avoid the significant legal fees moving forward will incur... Hopefully the committee will consider options outside of do it or don't - compromises do work . Regards Brian

Guest User

Location:

Submitted At: 10:07am 06-23-25

My husband has ancestors as the first burials at St Anthony's with graves so worn, we only know of them thru talk story. My husband's parents had to leave the island for work when the pineapple plantations closed. His Oahu based uncle provided construction materials for the vacation condo resorts on South Kihei Rd. Those resorts were built in the 60s thru 80s in fields of kiawe before little residential housing existed and vacation condo development was strongly encouraged by the county of Maui. These STRs took housing away from nobody and were always intended as vacation rentals. For years they have paid the highest tax burden on Maui.

Fact: These STRs have been operating legally since their inception and subsequently were codified by the Minatoya List. There have been no private STRs added since the 80s that have not been hotel constructed. Hotels pay some of the lowest tax burdens on Maui. Residents pay some of the lowest property taxes on Maui due to the over taxation of STRs. Due to poor governance of that tax income, the County of Maui now wants to take away legal vested rights to my property? NO, you can't force a property owner to rent at a loss. If you want our STRs so badly, Zillow is exploding with devalued Minatoya List condos due to this poorly thought out and researched bill. Maui County should buy those for LTR use. It will certainly be cheaper than the legal battle that will come.

Our condo represents hard work and family legacy to return to the island and our Ohana. Most STR's are Mom and Pop owned and barely break even. To call us "greedy outside investors" shows little insight. Like most owners, we are usually in the red. Like most owners, we could've made better investments than Maui but we come for love of Maui. Until this divisive ugliness I strived to give more than I took from Maui and donated heavy into her causes. Fact: Any STR income is more likely to stay on Maui than hotel income.

I am a travel nurse who lives in our condo part time, I can only provide my nursing skills if I can also rent our condo when I am not here. My condo helps support a housekeeper and a property manager who employs over 50 locals. We gladly pay our large tax bill expecting that the income goes to the people of Maui. We have beloved Multigenerational Ohana that still lives on the island and we want homes for their children. But everyone with critical thinking skills knows there will be NO long-term housing coming from Bill 9. This taking of our legal vested property rights is really antitourism and racism fed by hotel dark money; this along with the lack of foresight to anticipate a legal battle at great loss to us all. At this point we would never trust our property in the hands of people who have been so glib with our family hard-work legacy. I would rather sell at a loss to an off-

island purchaser who can afford to keep my condo empty for personal use. Fact: In a tourism economy, to make so many units go dark where tourist want to stay is a very poor decision.

Grace Pierce

Pays over \$17,000 in property tax per year not counting GET/TAT, pays over \$20,000 in HOA.

Will never be a landlord and has never made a profit, and with children with more Maui history than people wanting our family hard-work legacy for pennies on the dollar.

Guest User

Location:

Submitted At: 9:46am 06-23-25

I own 3 stvr minatoya units, please please please pass bill 9
And listen to Stan Franco

Robert Bercik

Location:

Submitted At: 9:36am 06-23-25

While we all support the urgent need for more housing for our local families and friends, I strongly oppose Bill 9 as an impractical and ineffective path forward. Regardless of how one feels about the intent behind the bill, one thing is clear: it will trigger years of costly legal battles and consume millions of taxpayer dollars before any resolution is reached.

The chances of the courts ultimately upholding the proposals in Bill 9 are, at best, a coin flip—and possibly worse. Meanwhile, while the county is locked in litigation, we will be diverting precious time and resources away from addressing Maui's housing crisis in any meaningful way.

Even if Bill 9 were to survive those legal challenges and go into effect, there is no guarantee that the resulting housing will actually serve local families. We risk creating an influx of new below market-rate units that are quickly snapped up by off-island buyers or new arrivals.

Instead of spending millions defending this bill in court, we should redirect those resources to actually building housing—right now—for local families. We can do this on state land with far less resistance, using the same legislative authority currently being used to push Bill 9. We can also guarantee that this housing ends up being used by local families using workforce and other designations.

We're tired of hearing excuses from the Mayor and his team about why we can't build housing for locals—while industrial buildings rise across Kahului, and luxury homes continue to be built on the golf courses in Wailea. We're told there's no water to build housing —yet large agricultural companies like Maui Pono are pumping thousands of gallons from groundwater wells every day.

We call on the Mayor and the Housing and Land Use Committee to stop playing politics, and to start taking effective actions to solve our housing crisis—actions that result in real homes for real local families, not legal battles and wishful thinking.

Guest User

Location:

Submitted At: 9:32am 06-23-25

My name is Will Means and I work as a handyman servicing and repairing condominiums in Lahaina. I am opposed to phasing out short-term rentals as described in Bill 9. If short-term rentals are phased out I will lose my job and livelihood. I have lived in Maui for ten years and own a home in Lahaina. Please do not vote for this Bill 9.

Guest User

Location:

Submitted At: 9:24am 06-23-25

Listen to Stan Franco

Guest User

Location:

Submitted At: 9:17am 06-23-25

Testimony in Strong Support of Bill 9

Aloha Chair Kama and Members of the committee,

My name is Evan Weber, and I am writing today in strong support of Bill 9. Our organization, Our Hawai'i, with tens of thousands of supporters across the pae 'ina including 7,668 in Maui County, has been in strong support of this effort, and was heavily involved with passing the enabling legislation SB2919 as well.

However, I'd like to focus my testimony on my more personal experience with vacation rentals as a lifelong resident of Kailua on Oahu, and a current member of the Kailua Neighborhood Board.

In 2022, following the leadership of our city councilwoman Esther Kia'ina, the City and County of Honolulu passed Bill 41 establishing the banning, regulation and enforcement of short-term rentals outside of resort zones.

Just a few years later, the results are evident: regulating short-term rentals is one of the most impactful actions a county can take to return communities to residents while stabilizing rents and home costs.

While many have tried to complicate this issue, Oahu's success shows that the solution is simple: zoning. We just need to go back to the way things were before. Let resort zones be resort zones, and let neighborhoods be neighborhoods.

Since Bill 41 passed, Kailua feels like it can breathe a little easier. We still have problems with tourism, traffic, over tourism, and visitor management, but we have been able to in hem what was becoming an out of control situation — and our situation pales in comparison to what West and South Maui have become.

Tourists still come to enjoy our beautiful beaches, pristine waters, and local restaurants. They just leave when they pau and sleep somewhere else! Simple as that.

For context, at the height of the problem, 1 in every 8 homes in Kailua was operating as a vacation rental. Of the over 10,000 illegal vacation rentals on Oahu at the time, Data from Inside Airbnb and other studies estimated over 1,500 illegal short-term rentals were in Kailua alone, in a community of just under 15,000 housing units.

Still, this is nowhere severe as West or South Maui, where a majority or supermajority of housing units in some areas are now STRs. But similarly, our small town was bearing the brunt of the burden for the island, and it was truly never meant to be a resort area, with none of the infrastructure or accommodations to be able to handle such an influx. On top of this Kailua is sandwiched between two military bases, the Kne'oe Marine Corps base and Bellows Air Force, and has already had its housing markets significantly altered by that population, as well as dealing with a the other negative impacts.

All of this led to skyrocketing home prices and rents, noise, traffic, and transient activity in what were once stable, family-oriented neighborhoods, the erosion of community ties and escalation of tensions, and even declining school enrollments showing an out-flux of local working families.

Following the passage and enforcement of Oahu's Bill 41, listings for illegal short-term rentals in areas like Kailua dropped by nearly 50% within the first year, according to public data from rental platforms. Rental prices began to stabilize, and in some segments, modest declines were observed as units re-entered the long-term market.

These policies did not solve every housing challenge overnight, but they were a critical first step in reclaiming our housing for residents and preserving the character and livability of our communities. While we have more fights and challenges ahead, this has been a major success and step forward.

Notably, our economy did not crash, tourists still come to visit, and I do think that there is a bit more aloha from us local residents to share knowing that our communities are still for us, not taken over by tourists who do not share the same aloha 'ina that kama'ina and kanaka 'iwi do for our wahi pana.

Maui faces even greater pressures from tourism and housing shortages than Oahu. Continuing to allow short-term rentals to consume precious housing in apartment zones, originally intended for residents, undermines every effort to address the housing crisis.

Phasing out TVRs in these areas is not anti-tourism — it's pro-resident. It's about:

Ensuring working families, k_puna, and young people can afford to stay on Maui.

Returning housing stock to local residents.

Protecting the unique culture, character, and sustainability of Maui's communities.

Oahu's experience shows that regulating short-term rentals works — for residents, for neighborhoods, and for the future of our islands. I urge you to pass Bill 9 and take bold, necessary action to protect housing for Maui's people.

Mahalo for your leadership and consideration.

Guest User

Location:

Submitted At: 8:45am 06-23-25

Hello. My name is Sharyn L. Borodina and I oppose Bill 9 because I believe it is not an effective means to fix the housing problem on Maui. First of all I would like to say that we do sympathize with the housing situation on Maui. I hope that one positive from all the debate surrounding this bill, is that it will motivate the citizens of Hawaii and their leaders to really look hard at making some common sense long term changes that will positively impact the residents of Hawaii. The issues have been around long before the Lahaina fire, it's time to fix them.

My family has owned a 622 square foot condo in Kahana for 24 years. This space is ideal for two people, allows no pets, comes with one parking place, costs \$10,000 annually in Property Taxes, and since the Lahaina fire the HOA's have gone up by \$1000 monthly for a total of \$2100 per month. So if you are doing the math, factoring also in utilities, we pay \$3500 per month for this beautiful little space.

I am one quarter Hawaiian. I was adopted as an infant by another family, but my biological father was from Hawaii, and somewhere in my family line I have grandparents who are full blooded Hawaiian/Porteguese. I say this because part of our reason for keeping the condo, in this season of its management, is the connection I have to the people and culture of Hawaii.

Though I hear a lot of rhetoric that it's big Relestate companies that own many of these condos, it is the only Vacation Rental that we own. Running it part time as a STR allows us to pay for it, and pays for our family to visit. We also employ local Hawaiians, some who have worked for us for almost 25 years, to help with its upkeep and housekeeping. Since my work is primarily in the non-profit work, we also open it up often for free to full time aid works and ministry workers who would normally not be able to afford to come to Hawaii.

Beyond the obvious, that this little condo was not built or intended for residential use, to keep us from being able to run it part time as a STR would be devastating to our employees, and would most likely lead us to have to sell it.

Though I am not at this time a full time resident of Hawaii, I am a part time resident, tax payer, and first and foremost American. I care about this country, and I desire to participate in making any place I am vested in better for all its citizens. I am prayerful and hopeful that the elected officials and community leaders will come to the right decision, and begin working towards a plan that will be helpful for all residents of Hawaii, including it's part time residents.

Thankyou for your time.

Sharyn L. Borodina
Youth with a Mission-Ukraine
Director

Guest User

Location:

Submitted At: 8:35am 06-23-25

I have seen some comments in support of the bill by showing examples of other cities like Barcelona, Santa Barbara etc having successfully introduced similar programs. Please keep in mind these cities have long history, with established economies that are very diverse. They have scientific, cultural, financial and many other industries supporting their economy. In comparison Maui is an isolated island that imports almost all its goods and services, with drastically reduced tourism which basically supports over 70% of the economic activity, it will be reduced to a playground for the rich, with a population of natives to serve them. The reality is the only beneficiary to this bill are the big resorts in Wailea/ Kaanapali etc which have already almost doubled their prices since the fire. I think its clear to everybody.

Guest User

Location:

Submitted At: 8:30am 06-23-25

Listen to Stan Franco

Guest User

Location:

Submitted At: 8:21am 06-23-25

As a local resident who invested in an STR in 2017 we have seen steadily increasing HOA fees mostly due to insurance costs rising as well as decreasing visitors impacting occupancy rates. We also have long term rentals at our residential property which are occupied by tenants who work in the visitor industry. They clean condos and work in restaurants. What I would like to the council to know is that all of these housing issues are linked by the visitor industry. A drop in visitors will affect all housing because the workers you aim to support through Bill 9 will also see lost income or jobs as a result. We only have one resource ever since the plantation economy has disappeared and that is tourism. Eliminate options for middle class tourists to visit Maui and you will also hurt locals.

Guest User

Location:

Submitted At: 7:57am 06-23-25

I support housing before short term rentals but I think you need to consider the serious long-term effects for all parties included. Maybe make even higher taxes for people who use this places and investment versus their home but also taken into consideration that most of the local people who live here will not be able to afford these properties that will range in the five to \$6000 a month between the mortgage and HOA fee fees that these units will become empty and dilapidated... and you also can't expect homeowners to cut rent in half and take the hit if the county isn't going to provide them with some sort of tax reduction, or provision to compensate..., hoping for a win-win situation for all. please consider the residential concerns before tourism

Guest User

Location:

Submitted At: 7:53am 06-23-25

I am opposed to the motion before us to eliminate STR. I am a Canadian whom owns a condo in Kihei. I live 2 hours from the Canadian Ft McMurray fire that 4 yrs ago destroyed 2600 homes and damaged 580 others. I live 4 hours from the Jasper national park fire that one year ago destroyed 350 dwellings. We have just evacuated 30,000 inhabitants from other fire zones this summer. Ft McMurray is rebuilding almost completely by now. Jasper after 11 months has already brought in 300 temporary camp housing units to prepare for summer tourist season.

Homelessness is also very prevalent in our cities. That is a different problem. It is severe problem with large dangerous encampments scattered about , keeping our police and health forces very busy. Homeless and folks displaced by fires are two different issues. They need to be resolved in different fashions. Your motion to eliminate STRs will do nothing to solve homelessness, nor to replace family homes lost in fires. As a Canadian who lives this , please solve both problems properly.

Guest User

Location:

Submitted At: 7:53am 06-23-25

I am writing as a dedicated state worker who has called Hawai'i home for the past 13 years. My spouse and I have long dreamed of building a life here—starting a family and finding a modest home to call our own.

I feel incredibly fortunate to hold a leadership position in my division on Maui. My work is deeply fulfilling, and I'm proud to contribute to the essential operations that keep our community running. However, despite my senior role and stable income, my spouse and I struggle to afford even a basic apartment suitable for raising a child—homeownership feels entirely out of reach.

When housing alone consumes more than half of a professional's salary—and that's considered normal—it's clear our community is out of balance. We rely on skilled workers to fill critical roles across the state, yet the cost of living, especially housing, is making it nearly impossible to attract and retain this talent.

How can I, in good conscience, encourage bright, educated professionals to join my team when I know they'll struggle just to find a place to live? And our team needs dedicated long-term professionals because it takes years to have them become proficient in the field and build relationship with the community members. How can we expect them to stay and build a life here when homeownership is not even on the horizon?

Bill 9 offers a critical step forward. By phasing out short-term rentals, it aims to make housing more accessible and affordable for essential workers—those who are the backbone of our communities and state functions.

For these reasons, I strongly support Bill 9 and urge you to pass it for the sake of Maui's working families and the long-term health of our island community.

Guest User

Location:

Submitted At: 7:50am 06-23-25

Aloha Chair, Vice Chair, and Committee Members,

Our family is the owner of three short-term vacation rental on Maui. While my family and I are not full-time residents, we consider ourselves part of the Maui community. We care deeply about the island and its people, and we make every effort to contribute meaningfully every time we are here.

Through our rentals, we actively promote and support local businesses that we've come to know and love — places like Maui Dreams Diving, Café O'Lei, and Coconut's Fish Café. We recommend these small businesses, along with over 30+ other small businesses, in our welcome guide and personally encourage our guests to visit them. These aren't just favorite spots — they are local employers we have gotten to know over the years who depend on visitor revenue to survive.

Beyond economic support, we believe in giving back to the Maui community. After the Lahaina fire, our family volunteered for five full days at the Lahaina Gateway Center, working 12-hour shifts to help distribute supplies to survivors. My son, Isaac, and I are also trained volunteers at the Maui Humane Society — there are times during our visits that we've spent more time volunteering at the shelter than walking the beach. We've supported Maui Habitat for Humanity, Maui Strong, and donated both funds and furniture to The Maui Farm, which provides critical transitional housing and life skills training for women and children facing homelessness or domestic violence.

We understand the need to protect housing for locals, but phasing out STRs in this way overlooks the many owners like us who act as stewards of the community — who contribute, support local jobs, and serve. We also contributed over \$200,000 in taxes to the Maui community last year, between property taxes and TAT/GE taxes that our rentals generate. I urge the Council to consider a balanced approach that preserves this spirit of partnership rather than eliminating it.

Mahalo for your time and thoughtful consideration.
Jillian Hochstetler

Guest User

Location:

Submitted At: 7:47am 06-23-25

Aloha Chair and Councilmembers,

My name is Brian Paris, and I'm a resident of Lahaina. I was going to speak in addition to my emailed testimony but unfortunately I am unable to get out of a work obligation. Here are my thought at this point:

I'm here to share my opposition to Bill 9 in its current form—not because I'm against solving the housing crisis, but because I care deeply about finding real, effective solutions that help our people now.

If I believed this bill would fix our housing shortage, I'd support it without hesitation. But I think there are better, faster, and more collaborative options we should consider.

A few years ago, Councilmember Paltin proposed ideas that made a lot of sense—like allowing local residents to

participate in short-term rentals, or restricting STRs in areas most vulnerable to sea level rise. In light of the fire and the rebuilding efforts underway, I think now is the time to revisit those ideas. They may gain more traction today than they did back then.

Here's another practical solution: purchase the Minatoya properties. Many of these units are now selling at 30 to 50 percent discount since the fire. Acquiring them would allow the County to immediately house displaced residents—right now, not years from now. It would also prevent them from being scooped up by outside investors, helping keep these homes in local hands for the long term.

We all agree—we need housing for local families, and we need it now. The path forward won't be easy, but it can be smart, timely, and inclusive. I truly hope you'll consider amending or killing Bill 9 and rewriting in a way that reflects the urgency of our housing crisis while protecting our community's future.

And lastly, I want to speak to the tone of this debate. There's been a lot of harsh words and division, especially online. But I truly believe most people—on all sides—are good people. We all love Maui. We care about each other, and we want to see our families housed, our economy strong, and our community whole again.

Thank you for your time and for listening with open hearts.

Mahalo,
Brian Paris
Lahaina, Maui, HI

Guest User

Location:
Submitted At: 7:24am 06-23-25

My 93-year-old mother, Betty Humber, purchased our 555 square foot condo at Polynesian Shores in 1975. As an original owner all these years our family has enjoyed the week or two we visit each year. As realtors, we have been more than happy to support the structure of a rental property for the Maui economy. From local managers to cleaning companies to leasing commissions to GET and TAT taxes and remodel contractors, we're proud to do our part for a strong economy. Betty is living comfortably at home in Napa, CA these days but needs 24 hour care and attention. The income from our Maui rental contributes nicely to her more than \$20,000 monthly care expenses and was something she could always count on as she grew older. Our small condo was never intended to support a family of four or more. The hot water runs out in 5 minutes. In real estate you learn that every action you take results in an equal and opposite reaction. Please don't be short sighted and upset our small cog in your economy that means so much to Betty. Thank you, Carl Knudsen, Betty's son (650) 697-2918

Don Pyne

Location:
Submitted At: 6:55am 06-23-25

Jobs for the people are more important than housing. Eliminating opportunities for good paying jobs dramatically reduces the need for housing. The horrible loss of lives & homes was terrible for Maui. The loss of opportunities for employment, self-respect and being self-sufficient can be even worse as it affects our society for generations. It is apparent the UH study significantly underestimates the loss of jobs by cutting off STR's. Like it or not we are dependent on vacation revenue. Government employees will be lossed when FEMA's income dries up because of the loss of tax revenue from vacationers. Please protect our Ohana by voting NO. Mahalo, Big Kahuna

Guest User

Location:
Submitted At: 6:47am 06-23-25

From: Tim Tolan <tolan.tim51@gmail.com>
Date: June 4, 2025 at 12:31:58_PM PDT
To: county.clerk@mauicounty.us
Subject: bill 9

_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

Guest User

Location:
Submitted At: 5:25am 06-23-25

[Listen to Stan Franco](#)

Guest User

Location:
Submitted At: 5:17am 06-23-25

Hello, I oppose the short-term rental ban. Maui doesn't have alternative revenue source in place and flight activity is down over 37% at OGG & HNL. The island must first diversify its economy before getting rid of its economic tourism engine or working people will suffer. Thank you, Mike Anderson

OGG TSA Security Checkpoint Customer Volume 6-22-2025
6-22-2025 OGG TSA Throughput -37.4% 2024 10,094 2025 6,314

Guest User

Location:
Submitted At: 5:09am 06-23-25

Most, if not all, of the properties listed are unlikely to convert into affordable housing for local residents. The homeowner association (HOA) dues associated with these units are exceptionally high, making short-term vacation rentals the only feasible way for owners to offset these costs. Long-term rental rates would need to be prohibitively high to cover such expenses. Even if these properties were sold, the outcome would remain unchanged; the HOA fees would continue to make them unaffordable for long-term occupancy. A more effective solution is to streamline the permitting process and prioritize the development of new affordable housing projects that establish sustainable neighborhoods for permanent residents. The county should actively incentivize developers through tax credits and land discounts to encourage this type of construction. It is worth noting that the proponents of this bill appear to be supported by the hotel industry, which has a vested interest in reducing competition from condominium rentals located along the same beachfront areas.

— Jacki Motto

Guest User

Location:
Submitted At: 4:25am 06-23-25

If you want to add amendments we want DNA testing on all purchaser of condo going forward the STR money tax should go to our rents If the unit breaks on us we move to another unit at the cost of the landlord we no pay Not enough parking spaces we can park on lawns they are no good too much water we don't need much but make hoale pay

Guest User

Location:
Submitted At: 1:27am 06-23-25

Aloha Hearing Committee,

As the UHERO studt, as well as the Mayor's presentation (the 1st day of hearings) shows us Bill 9 looks like a TRAGIC PROMISE that only takes away our jobs & incomes ..so what good is more housing without our jobs?....and gives us no affordable housing in return..a loose/loose situation. Why are we wasting our time & energy for this TRAGEDY??
Let's get on with more affordable housing like the 2 projects coming soon to Kihei.
I strongly oppose Bill 9.
J. Lester, Kihei

Guest User

Location:
Submitted At: 10:36pm 06-22-25

Properties already on the Montoya List for Short term Rentals must remain intact to avoid mass negative impact on Maui's economy. Not only owners would be devastated, a hardship would be impacted on the service industry, including Housekeepers, maintenance personel, transportation, grocery, restaurants, servers, Boat captains & employees, all activities & excursion owners & employees, landscapers, Rental car companies, property management and other service employees. The major decrease of TAT Taxes collected would negatively affect the entire economy of Maui. Short term vacation property owners are not the solution. Common sense tells us these units are not set up for families. Most are small sq footage, & have no storage, garages or areas for children to play. The real issue is Maui county did not keep up with affordable housing construction, but allowed Big Developers to bring in high end multi-million dollar properties without regard for building affordable support housing. I vote to keep STR's already on the Montoya list alone.

Pam Jensen
Owner
Pacific Shores

Guest User

Location:
Submitted At: 8:49pm 06-22-25

Listen to Stan Franco

Guest User

Location:
Submitted At: 7:18pm 06-22-25

Aloha. I come from local family. I'll lose my job at the condo and not be able to pay my own rent. This is what will happen:

1. Maui bans STRs.
2. We locals can't afford to rent the condos.
3. Units sit vacant, property values drop.
4. Mainlanders buy up cheap condos as 2nd homes, but don't rent them at all.
5. Thousands of costly lawsuits against Maui.
6. Tourism crashes, local business layoffs.
7. STR-related jobs lost, unemployment rises.
8. Tax revenue plummets (TAT, GET, property).
9. Major budget cuts to essential services.
10. No housing gained, tourism economy crashes.

Guest User

Location:

Submitted At: 6:37pm 06-22-25

Tourism is the heart of Maui's economy. Does it make sense to severely handcuff a large number of businesses and reduce the available employment opportunities in the attempt to create more housing for residents with no jobs? Wouldn't it be more sensible to earmark a big portion of the taxes that are brought in from rentals to build and purchase more housing that the county subsidies in order to create more affordable places for residents to live?

Guest User

Location:

Submitted At: 6:00pm 06-22-25

This does not solve the problem for all the reasons stated

Guest User

Location:

Submitted At: 5:35pm 06-22-25

Aloha Madam Chair and Committee Members,

I am a full-time resident who both lives in Wailea and has a STR at the Palms at Wailea, and I strongly OPPOSE this bill as written as I believe the significant negative economic impact on our most vulnerable residents will far outweigh any benefits that will be provided in the form of affordable housing for these same residents. I share the opinion of other testifiers that very little truly "affordable" housing will result from these conversions, but want to focus my specific testimony on the Wailea area since my relevant experience involves living and having my rental business there.

Point 1 - Wailea was built as a resort area. There are no schools, community centers, public playgrounds, sports fields, chain grocery stores, or other features that sustain local neighborhoods. The main focus is and always has been chasing high-end tourism and deep-pocketed residents, both through the hotels and the short-term rental and long-term residential developments. The Palms at Wailea was built as a short-term rental community, designed with a with a commercial unit in the clubhouse which was intended as a hotel front-desk; this unit has been independently owned and operated by Outrigger Hotels and Resorts since the complex was completed. Its sister property, Wailea Palms, was designed and built as a long-term residential property, which it remains today. These are not historically local neighborhoods that have been subsequently infiltrated by tourists in converted AirBnB units, but rather a place to stash wealthy tourists and residents while they fill the coffers of the Maui County tax collector and the many businesses who rely on tourism dollars.

Point 2 - These are very expensive units to purchase, pay taxes on, and to maintain. Even with the reduction in market values that has resulted from the threat of this bill, the purchase prices are still exorbitant and therefore the units that we have seen change hands at the Palms have not been purchased by local residents but rather by other wealthy individuals. Regarding the monthly maintenance costs, I am the Treasurer of the Palms at Wailea's AOA and a retired CPA, and in that capacity I prepare the yearly budget and know what it takes to maintain a property in the Wailea resort area. Our property encompasses 23 buildings over 16.7 acres, and we are required by the Wailea Community Association (of which all Wailea owners are mandatory members) to adhere to strict standards as far as the maintenance of all structures, greenery and other amenities. Our budget to do so does not contain any "fat"; the AOA's goal each year is to collect (in the form of AOA monthly dues) only as much as we need for ongoing maintenance and for reserves to prepare for capital repairs when needed. I pinch every penny I can but our costs are only increasing each year, particularly for insurance, maintenance, salaries and utilities. Nevertheless, our monthly dues are pushing \$2,000/unit/month and climbing. I have heard the argument presented that once these units are "taken back" by local residents, they will just plant some drought-tolerant plants, stop doing all the lawn maintenance, fill in the pool, and stop "making money" off the AOA fees. This of course will not happen, because 1.) such changes to the property would require a 2/3 vote of all owners, and a majority of owners would not vote for such changes, 2.) such changes are not permitted by the Wailea Community Association, and 3.) there is no "profit" or other excess to take out of the budget.

Point 3 - There seems to be a general assumption that, when a STR is converted to LTR status, one of two things will happen: 1. the owner will rent it out long term (and at an "affordable" rental rate), or 2.) the owner will sell it

(an at an "affordable" price). Putting aside the fact that that neither 1 or 2 are unlikely to happen at an "affordable" price for a property in Wailea, there is a third option that does not seem to be discussed much in the binary scenario above: PEOPLE WHO CAN AFFORD TO ARE NEITHER GOING TO RENT LONG-TERM NOR SELL THEIR PROPERTY - THEY ARE JUST GOING TO LET IT SIT EMPTY WHEN THEY ARE NOT USING IT. There is an especially high risk of this in a resort area like Wailea, where many owners paid cash for their units and will be willing and able to cover the carrying costs out of pocket, because when they want to use it, they want it open and available rather than rented out long term. I know this seems grossly unfair to people who can't afford even one place, but it is the reality nonetheless. And a unit sitting empty does not do anyone any good, particularly the people who depend upon tourism for their livelihoods.

Look, our hard-working residents desperately need affordable places to live. It is not right that people born here can't afford to keep living here. Something needs to be done. However, the solution needs to be more thought out, more strategic, and done with a scalpel and not a hatchet. STR's in resort areas such as Wailea should remain legal, where they can continue to house tourists away from local communities and generate revenues for our hard-working local businesses. (And if your first response is "well, if you don't want this problem, just get a zoning change", then you should create a clear path and methodology to allow condo communities to pursue such a change, because the path right now is a very unclear and uncertain.)

Thank you for your consideration.

Respectfully submitted,

Suzanne Fradette, Wailea

Guest User

Location:

Submitted At: 4:31pm 06-22-25

The removal of the short term rentals will decimate the economy in many ways:

1. Destroy the value of thousands of properties which will drag the entire market down with it.
2. Increase unemployment dramatically in Hawaii (think loss of tourism, all jobs lost for workers in the industry).
3. Those properties will fall in disrepair. But they still will not be affordable to the average resident.
4. With this will come a dramatic loss of tourism which is the biggest industry in Hawaii.

Think the depression of 1929. Is this really what we want for Hawaii?

Bill Nelson

Guest User

Location:

Submitted At: 4:30pm 06-22-25

Aloha Chair and Committee Members,

I am writing in strong support of Bill 9, which aims to restore balance and integrity to Maui's housing market by phasing out illegal or misused short-term vacation rentals (STVRs) in apartment-zoned areas. As a licensed Realtor and housing advocate, I urge you to pass this bill not only on legal or ethical grounds, but also on economic and valuation principles rooted in real estate best practices.

1. Maui's Unique Housing Market Requires Protective Policy

Maui's housing market is unlike any other in the United States. We face acute land scarcity, speculative external investment, and a growing disconnect between market activity and local housing need. Left unchecked, investor-driven short-term rentals distort market signals and remove long-term inventory, undermining the economic health and livability of our communities.

2. Accrued Depreciation and Economic Obsolescence in Our Communities

Many STVRs are located in apartment complexes built before 1980—structures that are already approaching the end of their economic life. These older units face compounded accrued depreciation through:

- Physical deterioration (aging plumbing, electrical systems, roofing);
- Functional obsolescence (lack of ADA compliance, energy inefficiency, outdated layouts);
- And most importantly, economic obsolescence, resulting from the surrounding area's shift in use—from residential to transient-tourism zones.

This transformation from a housing community to a de facto hotel district diminishes long-term value for local residents, despite temporary gains from tourist income.

3. Misaligned Valuation: Cost to Replace vs. Value Now

The Replacement Cost Approach clearly demonstrates that many STVRs—especially those in aged buildings—are overvalued when used as speculative income streams, but would be undervalued in their current depreciated state without their illegal or nonconforming use. This discrepancy distorts assessments, misleads appraisals, and unfairly inflates perceived value based on non-permitted or conditional use rather than legal, sustainable occupancy.

4. Zoning Abuse Causes Economic Obsolescence for Long-Term Residents

Economic obsolescence is not just a theoretical concept—it is being lived every day by families priced out of their own neighborhoods. When STVRs are allowed to persist in apartment zones originally intended for residential use, the public trust is violated and community infrastructure is eroded. Schools, parks, and local businesses suffer from declining stable populations, while police and county services are stretched thin responding to noise complaints and other tourist-related disruptions.

5. Progression Should Benefit Residents, Not Speculators

The principle of progression tells us that properties gain value when surrounded by higher-quality development. However, the opposite is also true: when transient rentals dominate a neighborhood, surrounding properties lose their appeal as primary residences. This reversal drives away long-term tenants and owners, hollowing out Maui's communities. If we allow STVRs to define apartment zones, we are rewarding speculative interests while suppressing progression for working families.

6. Bill 9 Is a Necessary Correction, Not a Taking

Bill 9 restores the original intent of apartment zoning and corrects a long-standing enforcement failure. It does not constitute a "taking" because it does not remove any legal entitlement—rather, it removes illegitimate or expired uses. The County has every right—and obligation—to ensure zoning laws are applied uniformly and fairly.

—

Conclusion

From a real estate valuation perspective, Bill 9 is sound policy. It reasserts public control over zoning, restores the long-term economic viability of our residential zones, and reduces both economic and functional obsolescence in communities across Maui. This bill is an investment in our future stability, in the value of our neighborhoods, and in the rights of residents to live in housing zones without being displaced by transient tourism.

I urge you to pass Bill 9 without delay.

Mahalo for your time and service.

Respectfully,

Renee P Kaiama
5th Maui Generation
Broker/Owner
Maui Real Estate 808

Guest User

Location:

Submitted At: 4:29pm 06-22-25

Maui land use laws are holding back low cost development. It's not the responsibility of short term rental owners to be destroyed by the long term islanders who have not done their job to keep housing costs under control. Again open more land will lower land value and open homes more affordable but government must keep money hungry developers out and keep costs at a minimum.

Guest User

Location:

Submitted At: 3:43pm 06-22-25

Listen to Stan Franco

Guest User

Location:

Submitted At: 3:36pm 06-22-25

Aloha Chair, Vice Chair, and Committee Members,

I own a condo at Mahina Surf 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.

As an owner and regular visitor to Maui, we support the local economy by frequenting restaurants, small businesses, and service providers. During the portions of the year when we are not present, we do offer our unit for short-term rental. Our vacationing guests also support the local economy in the ways I described.

If the legislation to phase out these units passes, it is unlikely that ours would be available for local housing, as we will continue to use it ourselves. The only differences would be negative ones: the property tax basis would be reduced from rental to one of owner/occupant; fewer visitors would be supporting local restaurants and businesses, and fewer service providers would be needed.

I urge you to consider other options to help with Maui's long term housing needs, which I acknowledge is a problem. I do not believe that the imminent removal of 7,000 units will have the desired effect, and the negative economic impact of doing so will be catastrophic to many small business owners, and to Maui County.

Mahalo for your time, and consideration.

Respectfully,

Mark Revere

Guest User

Location:

Submitted At: 3:29pm 06-22-25

I am writing this letter, not as a STR owner, but as a professional who is highly disturbed by the attempted infringement on property owner's rights being proposed here.

Purchasing real estate always comes with risk. But none of the risks include the government stripping property owners rights to use their property as intended and practiced for 50+ years.

A cornerstone of property ownership is the traditional mortgage. Banks assess the risk of each mortgage they hold. Risks include property condition, property value in relation to debt carried, and borrower's ability to repay. Banks mitigate these risks through strict underwriting guidelines, a formal appraisal of the property and a vast credit and ability to repay research on each borrower.

What banks DON'T need to worry about (until today) is the government threatening to strip away the rights to use property as was always intended, and ultimately devaluing the property exponentially overnight.

Bank of Hawaii, First Hawaiian and CPB hold the vast majority of the mortgages on the Minatoya List. To the tune

of hundreds of millions (potentially billions) of dollars. And despite these condos not being Fannie Mae or Freddie Mac approved complexes, these banks lent on them anyway based on the fact that the Minatoya Rule was a codified law and use as STR was both well-established and legal. Because they are not Fannie/Freddie approved, these mortgages are not government-backed and are not sellable on the secondary market. They are held as portfolio (or in-house) mortgages. What does this mean to the layman? These banks will lose hundreds of millions of dollars in asset value overnight should this proposal pass.

Short sales and ultimately foreclosures are sure to quickly follow. And while the activists cheer on Instagram "bring on the foreclosures!" and "here comes the housing crash" these banks are singing a much different tune. As they should be. Bringing on foreclosures equals bringing on economic collapse. Is that what we want?

The mortgage industry in Hawaii will change overnight should this ban be passed. Hawaiian banks will no longer be able to trust that traditional property ownership laws will be honored by state and local governments. These properties will become non-lendable. Hawaiian banks will undoubtedly need a government bailout. And if the banks are smart, they will be leading the charge with a lawsuit against the County for this unconstitutional infringement on property rights.

A housing crash is not an effective government strategy.

We are opposed to the measure to eliminate short term rental use in A1 and A2 districts and urge you to vote the same. No on Bill 9.

Guest User

Location:

Submitted At: 2:44pm 06-22-25

I am writing in opposition to Bill 9. I have previously submitted testimony, but want to respond to some of the points in the mayor's report. First, I was happy to see that this time, there actually was a report. It seems as if the bill was originally offered without much planning, research, or thought about the consequences (intended or otherwise). As a long time county employee in two California counties, we would never be able to make such a proposal with actual facts and information to back it up. I think the data was presented in such a way to support the Bill, rather than in an unbiased way. The point that I thought was most biased was when it was reported that since 94% of the owners are non-residents, this money would not be staying on Maui anyway. Wrong. Most of the income from the rentals does stay on Maui in the form of expenses related to the maintenance and upkeep of the unit, including taxes (property, GE and TA-all paid to HI/Maui); HOA fees (insurance, utilities, and common area maintenance/upkeep.. The largest portion of our HOA fees goes to landscaping. All these costs go to Maui companies); Unit upkeep (cleaning @ \$250 per time, unit management of 16-20% of rents collected; new furniture appliances, carpeting to keep the unit to a standard that guests expect.) These all stay on island. I would be glad to provide cash flow statements filed with our taxes. As an owner of a single unit, we have also had to pay for these things out of pocket when rentals are down. Of course there is also the mortgage, which is likely to be paid to a local bank. Thankfully, we purchased our condo over 40 years ago, so the mortgage is not longer a concern. My point is, the rental income for most units is indeed staying on Maui. I think it was very unfair to portray it as leaving. I don't know of anyone who is making a profit (other than equity). In fact, if we were to rent out our unit long term, the HOA costs would remain the same; as the grounds and common areas would still have to be kept to the same standards, but we would not be spending as much on the unit furnishings as short term rentals are kept to a higher standard and require replacement of household goods, linens, and furnishings on a regular basis. I spend much more on our rental condo furnishings than on our mainland furnishings where we do not rent our unit.

Many of the comments in support of the Bill say there is not enough water to support the use. I question the methodology of the mayor's report about how much more water is used by short term rentals, but would agree that it makes sense that they use more water (but not to the extent reported). However Maui's own water study reports that there is enough water, but it is the distribution method that is the problem. One that Maui should fix through infrastructure improvements. I have read that 1,500 units in Wailea were recently approved. Seems like projects like this should not be approved if the commission truly believes there is a water shortage.

Another point made was that it would take 100 years or something like that to build the number of units that will become available by abolishing the short term rentals on the Minatoya list. Construction could be considerably

sped up with a quicker approval process; building on public land (cheaper), etc. Look how fast the units on Piilani in Kihei went up, and housing currently under construction by the Kihei Safeway. At those rates of construction, 7,000 units could be built in a much shorter period. You cannot base construction of what has happened, rather than what could be done.

We spend about 6 months a year on Maui. Sometimes a little more, sometimes a little less. We could not possibly rent out our unit long term and still live on Maui part time (which is our priority). I think not enough attention has been spent on the survey from the real estate association that showed that 90+% of the owners surveyed said that if this bill passes, they will not rent their unit long term, but will save it for family use as a second home. That is exactly what we plan to do, as well as most of the people I have discussed this with. Most of the people at our condo complex, Hale Kamaole, spend months in their units and rent it out short term when not in residence. That was our plan when we purchased. I would guess that owners of multiple units and those who have purchased more recently when prices were sky high may need to sell. Those for sale in our complex have dropped in price significantly, as predicted by the UHERO study, but no interest on the part of local buyers. Passage of this Bill is not at all likely to add to the inventory of affordable housing. The HOA fees alone make them unaffordable. Ours are over \$1200 a month, except for 2024 and 2025 when they went to over \$4,000 per month to pay for a special assessment for plumbing (a \$72,000 assessment for each 2 bedroom unit in our complex). Most of the condos in Kihei of about this age (40-50 years old) can expect to do the same thing at about the same cost.

I heard many of the speakers in support of the Bill say that if the units are not used for short term rentals that the HOA fees will go down. This is impossible. Maybe wishful thinking! Most of the HOA fees go for landscaping, water, electricity and upkeep of an aging building. It is not like you can just decide not to make a repair to save money like you can with your own single family home. The complex must be kept up, the bylaws require it. Insurance must be purchased, and must cover the cost to rebuild. And state law requires a certain percentage of reserve be funded for future repairs. Believe me, no one likes the high HOA fees, but we understand that they are necessary.

In summary, I think the Bill is not the answer to the housing problem on Maui. If it passes, when it becomes clear that it hasn't helped, something else will have to be done. This will delay the provision of a real solution. And that is a travesty. A solution is needed now.

Brenda Lane

Guest User

Location:

Submitted At: 2:28pm 06-22-25

This bill i oppose it does nothing but hurt so many hardworking people here we employ many housekeepers and maintenance pool workers on and on

This home sleeps 8 guests who would never come to visit Maui if they had to stay in a hotel

They average spending \$2000 pr guest for each stay on tourist excursions

They rent cars normally 2 they shop and support our biggest business what is it??? Tourism why would you shut it down

It doesn't do anything for affordable housing and country and state would lose all the taxes please vote no

Guest User

Location:

Submitted At: 1:45pm 06-22-25

I oppose the bill as it is clear to me that it does not solve the housing crisis and it would be a significant decrease in tax dollars for the local economy. I own a condo at Palms at Wailea I and it is zoned short term and right next to it is Palms at Wailea II that is zoned long-term. There are no affordable units for rent at Palms II as over 90% are owned and used by snowbirds from the mainland and the rest are expensive rentals. Condos that are selling fort 1.5 million are not ever going to be affordable housing when they have HOA dues that are around \$1500 per month and if they put \$400,000 down payment, their principal and interest payments would be over \$8000 a month for a 1 or 2 bedroom unit that has no garage and only one designated parking spot. If this bill passes, there will be a tremendous amount of expenses by the government as the lawsuits are most likely going to be plentiful. Maui has a housing crisis, but this bill will hurt the island financially instead of help. I pay over \$20,000 a

year in GAT and TAT tax. Maybe they should designate this extra money coming in to building new affordable housing

Guest User

Location:

Submitted At: 12:09pm 06-22-25

I oppose Bill 9 which is legally indefensible as drafted. Please amend Bill 9 to exempt the properties specifically mentioned by the Planning Commission and affirmatively rezone these properties.

During the summer 2024 hearings, the Maui County Planning Commission heard about 20 hours of testimony and then unanimously recommended passage of the bill with several recommendations to the Maui County Council, including the following:

“Requested that the Council consider excluding those properties that are community plan designated for hotel use and those properties that are already partially hotel zoned.”

The Planning Commission voted and unanimously approved the comments. See November 22, 2024 Letter from Planning.

On April 30, 2025, Housing and Land Use Chair Tasha Kama sent a letter to the Planning Department asking for identification of the specific properties covered under the Planning Commission’s recommended exclusion from Bill 9. The Planning Department responded on May 22, 2025, identifying the following five properties which includes 1,031 units:

- Wailea Ekahi I
- Wailea Ekahi III
- Papakea
- Hale Kaanapali
- Maui Eldorado

Among the Planning Commission’s purpose is the obligation to “[r]eview other proposed land use ordinances and amendments thereto prepared by the director or the council, and, after public hearings transmit such ordinances with its findings and recommendations thereon to council for consideration and action no later than one hundred twenty (120) days after the final public hearing.” See Maui County Charter, Section 8-8.4.

If the County Council ignores the Planning Commission’s recommendations, the Council has effectively rendered the Planning Commission process worthless and provided properties that the Planning Commission recommended for exclusion with additional legal arguments to challenge the legislation. Attempting to phase out short-term rental rights for properties that Maui County has identified for decades as having partial hotel zoning will create unique and strong legal arguments in favor of those property owners. Even a cursory review of testimony shows that the above-mentioned properties are organized, well-represented, and rightfully prepared to pursue legal action based on the County’s own records regarding zoning and community plan designation.

Following the recommendations of a subject matter expert advisory committee such as the Planning Commission is prudent action by the County Council.

I’ve heard non-lawyer proponents of Bill 9 proclaim that the bill must be passed in its entirety to avoid legal challenge. Specifically, the properties that were not excluded would argue that they should have been excluded. Properties included in the purview of Bill 9 can and will make that argument regardless of whether other properties are excluded. Exclusion of some properties does not create any legitimate legal argument for properties that did not receive an exemption. The standard of review of the Council’s legislative action is “arbitrary and capricious” and no court will find that following the recommendation of the Planning Commission is arbitrary or capricious. There is no legal justification for refusing to follow the Planning Commission recommendations. That argument seems to have been cooked up by the proponents that want to maximize inclusion of properties in Bill 9. The County Council has legislative discretion to make these decisions, especially when those decisions align with the recommendations of an advisory committee. Passing Bill 9 as written has more potential to be viewed as arbitrary and capricious because the Council would have disregarded the

Planning Commission's recommendations without any cognizable basis.

The proponents that argue that properties can simply rezone after passage of Bill 9 fail to recognize the substantial impact that such massive rezoning efforts will have on the County. The Planning Commission will have years of backlogged rezoning applications. With the rebuilding of Lahaina, jamming up the Planning Department, Planning Commission, and County Council with rezoning applications is bad policy and a gross waste of County resources. Additionally, this increased workload will likely delay work related to critical permitting activity as the community tries to rebuild.

Community organizers that claim properties can apply for rezoning will most certainly show up, intervene and generally attempt to torpedo any rezoning applications due to clear financial incentives to continue finding battles to fight. Maui County has never rezoned a property to hotel and routinely allows these hearings to become a dog whistle for the most dysfunction parts of the community to present a wish list of demands that are typically irrelevant to any aspect of the rezoning process.

The concept that exempting properties as recommended by the Planning Commission would somehow increase legal risk is preposterous and if any attorney with Corporation Counsel is providing that advice, it's time to get a second opinion because that's bad advice. From what I have seen, at least one councilmember who is not a lawyer bullies Corporation Counsel into making legal decisions consistent with the desired outcome. I hope that the rest of the councilmembers are willing to seek actual legal advice and not attempt to paint the target around the arrow which will provide no protection once litigation commences.

Any attorney that is telling Councilmembers that the current version of Bill 9 can withstand legal challenge with little risk to the County is similarly giving bad advice. The history of the Minatoya List, the County's representation of zoning and community plan designations, and the Mayor's clear animus based on race and place of residence present a complex dispute that will result in expensive and disruptive litigation. The expense for both sides will be significant. Even if the County prevails, which is unlikely if Bill 9 is passed as written, property owners have clearly stated that they do not intend to long-term rent so all the time and money spent by Maui County will have been for nothing.

Oh, and Member Paltin: Yes, I am a lawyer that practices in the area of real estate, land use, and litigation.

Guest User

Location:

Submitted At: 10:40am 06-22-25

Aloha Chair and Councilmembers,

I submit this testimony in strong support of Bill 9, which will phase out short-term vacation rentals (STVRs) in apartment-zoned areas by 2026. This legislation is long overdue and represents one of the few bold actions taken to reclaim housing and community control for the people of Maui.

_ THE FACTS ARE UNDENIABLE

A 2025 report by the Lahaina Community Land Trust (LCLT) confirmed that in 2024, zero homes were sold within the financial reach of the average Maui resident. The median home price on Maui was approximately \$1.3 million, while the typical household could only afford a home valued at \$379,000. This data should alarm anyone who claims to care about the long-term viability of our communities.

___ HOUSING CRISIS: NOT NEW, JUST EXPLOITED

The housing crisis on Maui didn't start with the Lahaina fires. Local families have been priced out for over a decade while state and county policies enabled rampant speculation and commodification of land. The fire simply gave political cover for profiteers, land trusts, and mainland investors to consolidate land, rebrand themselves as "community solutions," and extract wealth through taxpayer-funded programs and disaster aid.

_____ THE MYTH OF "COMMUNITY TRUSTS"

Organizations like the Lahaina Community Land Trust are presenting themselves as saviors while participating in the post-disaster wealth transfer. Their model of limited-equity housing is not true ownership — it is long-term dependency with no pathway to generational wealth. These “trusts” are acquiring land using public funds while local residents are displaced or locked into rental-class housing permanently. It is colonization disguised as compassion.

_ THE REALTOR ASSOCIATION'S ROLE IN THIS FAILURE

The Realtors Association of Maui (RAM) has consistently prioritized investor ROI over resident wellbeing:

- RAM opposed Bill 9, defending 7,000 illegal STVRs in apartment zones that should be housing families, not tourists.
- They supported speculative construction projects under the false promise that “building more” would fix the problem.
- RAM failed to lobby for enforceable affordability requirements, deed restrictions, or local-first ownership models.
- Their messaging promotes the idea that Maui is just like everywhere else — but Maui is not just another U.S. market. This is occupied land, not a playground for global capital.

As local testimony has noted, RAM agents have openly advertised Maui real estate on billboards in California, encouraging out-of-state buyers to invest here — and then turn around and claim Maui’s housing crisis is just a “national problem.” This is hypocrisy at best, and complicity in systemic displacement at worst.

___ STVRs CAUSED THE DISTORTION. PHASING THEM OUT WILL BEGIN TO CORRECT IT.

The unchecked proliferation of STVRs in apartment zones:

- Removed thousands of units from long-term housing stock.
- Artificially inflated land values and property taxes.
- Contributed to local displacement, homelessness, and multi-generational overcrowding.

Phasing out STVRs is not a punishment — it’s a course correction. It will stabilize the market, increase inventory, and begin to reverse the damage done by years of unchecked speculation.

_ MAUI IS NOT FOR SALE

This is not America.

This is not just another “hot” real estate market.

This is the Kingdom of Hawai’i, a place that has suffered over 130 years of occupation, extraction, and forced economic assimilation.

Bill 9 is not just about zoning.

It is a small but essential act of resistance against continued commodification of land, culture, and people.

—

I urge the Council to adopt Bill 9 without weakening amendments or delays. Let this be the moment we begin to re-center housing policy around the needs of residents, not investors.

Mahalo for your consideration.

Justin Rante
Fed Up

Guest User

Location:
Submitted At: 10:26am 06-22-25

Listen to Stan Franco

Guest User

Location:

Submitted At: 9:09am 06-22-25

Listen to Stan Franco

Guest User

Location:

Submitted At: 8:57am 06-22-25

I am born and raised. So mixed I can not give you a break down . Aren't we all really? I grew upcountry. I have f amily still in Rice Camp, my family came from Puunene. My grandparents were not allowed on the same sidewalk. They married and raised children in Dream City. One of the first home owners. I left, most of us my age did. We couldn't become anything substantial at home. So we left. And we stayed gone, for long time. I went school mainland, I married mainland, bought houses mainland....cause we could.

I am a loyal and very happy employee of the Hogan Ohana. Steve and Eve Hogan have gifted me vehicles, kept a roof over my head. They have always paid me a fair wage, my full medical expenses. They are my hanai Ohana, not just an employer. If they can't afford to keep me employed. I have to leave. Long story short. This not the remedy to the sickness. We did this! It's not any Haole fault! We let this happen.

Guest User

Location:

Submitted At: 8:27am 06-22-25

Testimony in Strong Support of Bill 9

To: Maui County Housing and Land Use Committee

Aloha Chair and Councilmembers,

My name is Lehua, I am 45 years old, Native Hawaiian, and I work part-time at Walmart. I live in Pukalani now, but I've moved five times in the last 10 years just trying to find something I can afford. Right now I'm in a tiny ohana unit with my two kids and my mom.

I'm writing in strong support of Bill 9.

This bill is about closing the loophole that let people turn apartment-zoned housing into short-term vacation rentals. That zoning was supposed to be for local housing — not for tourist hotels hiding in plain sight. Bill 9 fixes that, and makes sure that land stays for residents. That's why I support it.

To me, this is about fairness. Working people can't compete with people coming in from the mainland or overseas who buy up properties and use them to make money off tourists. Meanwhile, we're barely hanging on. I see people I know — families, k_puna, even young couples — moving off-island because they just can't make it here anymore.

I think about the Bible sometimes. The stories of the tribes who were given land and had to take care of it, or else lose it. In the end, they were driven out, scattered, just like us. The land got taken by others, and they had to fight to come back and rebuild.

That's how it feels to be Hawaiian on Maui today. We're still here — but barely.

I don't think it's right that whole apartment buildings in Lahaina or K_hei were turned into vacation rentals while locals are living five or six to a house, or sleeping in their cars. That land was zoned to be housing for people who live and work here, and that's what it should go back to.

Bill 9 doesn't take anyone's property away. It just says that apartment zoning should be used the way it was meant to be used: for long-term housing, not short-term profit. And it gives time for people to adjust.

We don't need more "investment properties." We need homes for our keiki, our k_puna, our workers — for people

like me who are still trying to make it here. I work hard, but I can't work enough hours to outbid a mainland investor.

The County's job is to look out for residents — not protect outside profits. Please, put local people first. We've been pushed aside long enough.

I respectfully ask you to pass Bill 9 and start bringing housing back to the people who live here full-time.

Mahalo for your time.

Sincerely,
Lehua K.
Age 45
Pukalani, Maui

Guest User

Location:
Submitted At: 6:38am 06-22-25

Opposing this pila. I work for a property management company in Wailuku and we look after 7 complexes. Bringing these units to long term rental will not bring about affordable housing. These units are very old and very expensive to maintain, HOA for one bedroom alone averages over \$1,500, not including utilities, insurance etc etc. Rather use the property taxes to fund building of better more sustainable units.

Guest User

Location:
Submitted At: 6:30am 06-22-25

Testimony in Strong Support of Bill 9
Housing & Land Use Committee
Submitted by: Gabriella Mata-Wong

Aloha Honorable Mayor Bissen and Council Members,

My name is Gabriella Mata-Wong, and I'm submitting this testimony in strong support of Bill 9.

Let's be clear, Bill 9 isn't anti-tourism, it's pro-resident.

This bill is about restoring balance. We're not shutting the door on visitors, we're simply saying that residential-zoned housing should serve residents first. Apartment units, originally built to house families and local workers, have been slowly converted into vacation rentals for tourists. And now we're seeing the cost, not just in dollars, but in displacement, overcrowding, and broken communities.

I've heard the argument that removing STRs from apartment-zoned areas won't help. But the facts tell another story:

Returning just 6,127 units to the long-term rental market could increase Maui's housing supply by 13 percent, the equivalent of 10 years of new construction.
Rents and condo prices could drop by 20 to 40 percent, giving local families a fighting chance to stay in the places they grew up.
STRs in residential zones strain infrastructure and use high amounts of water, resources that should be prioritized for the people who live here full time.
Of course we need more affordable housing, but that takes time. These units already exist. We can start making an impact now by restoring housing to those who need it most.

We already have resort areas built for tourism. That's where STRs should stay. Resort communities are equipped with the infrastructure, zoning, and distance from neighborhoods that make vacation rentals appropriate there.

Bill 9 is a step toward correcting decades of imbalance. It's a tough step, yes, but a necessary one if we want

Maui to remain a home for its people, not just a destination.

I urge you to pass Bill 9, not just for housing, but for the future of our communities.

Mahalo for your time and for listening to the voices of those who call Maui home.

Guest User

Location:

Submitted At: 7:40pm 06-21-25

Listen to Stan Franco

Edward Codelia

Location:

Submitted At: 5:49pm 06-21-25

Apartment units should house people, not portfolios. Zoning is not for sale. Tax revenue cannot substitute for shelter.

Guest User

Location:

Submitted At: 5:23pm 06-21-25

Listen to
Stan Franco

Guest User

Location:

Submitted At: 1:50pm 06-21-25

Formal Testimony in Support of Bill 9 – Addressing Legal Concerns and Community Impact

Aloha Chair and Councilmembers,

I write in strong support of **Bill 9**, a long-overdue corrective measure to ensure that Maui's apartment-zoned lands are used to house residents—not to serve as de facto hotels for speculative profit. I specifically wish to address one of the more persistent arguments against Bill 9: that the bill is allegedly “doomed” in court and that its passage will trigger economic chaos and legal uncertainty. This argument, while dramatic, does not withstand factual, legal, or moral scrutiny.

I. Legal Authority for Bill 9 Is Sound and Precedented

Opponents claim that “Bill 9 will not survive in the courts,” but this is a speculative and misleading assertion. Counties in Hawai'i possess clear authority under **HRS §46-4** to regulate land use through zoning, and this power has been upheld repeatedly by Hawai'i courts. As affirmed in *Vacation Rentals by Owner, Inc. v. County of Maui* and similar cases, counties have the right and responsibility to regulate short-term rentals and to define the appropriate uses of zoning districts.

Furthermore, this power is strengthened by **Maui County Charter Section 3-6**, which entrusts the Council with legislative powers over land use. The purpose of Bill 9—to return apartment-zoned units to their intended residential use—falls squarely within this authority and reflects a compelling governmental interest: to alleviate a housing crisis that continues to displace our residents, increase homelessness, and destabilize our workforce.

II. Courts Do Not Automatically Strike Down Controversial Laws

The notion that legal challenges will “cloud” titles or freeze the market misunderstands how law and lending interact. Every major piece of land use legislation—especially those that challenge entrenched economic interests—faces legal scrutiny. That does not mean they are invalid. Laws are tested, refined, and upheld or adjusted through normal judicial processes. That is a feature of democracy, not a flaw.

Moreover, the County has a clear path to preempt litigation by including strong legislative findings, transition periods, and narrowly tailored provisions. If the Council clearly articulates the *public purpose* of Bill 9—protecting housing for residents and ending improper use of apartment zones—the courts will have a well-documented rationale to uphold the law.

III. Fear of Economic Harm Is Misplaced

Opponents claim that the bill will prevent local people from getting loans due to “clouded legal status,” forcing a wave of cash-rich investors to “swoop in” and buy distressed properties. But let’s be clear: that is already happening now. The existing system allows for absentee ownership, corporate hoarding, and unchecked commodification of Maui’s housing supply.

What Bill 9 does is *reduce* speculative value by removing the short-term rental premium and restoring these units to their *original intended use*—long-term housing. This shift favors local families and workforce renters over speculators. Long-term rentals offer more stable income and are more attractive to local lenders. Claims that banks will stop lending on properties due to the bill are anecdotal and unsupported by any formal analysis.

IV. The Status Quo Is the Real Threat to Residents

Ironically, the same voices warning that Bill 9 will “invite big investors” are defending the very system that has made it impossible for local families to compete. The truth is: **short-term rental conversion is already a driving force behind displacement, overcrowding, and housing scarcity.**

Bill 9 addresses the root problem—misuse of zoning and the financialization of housing—by enforcing existing land use norms and correcting a well-known loophole. Far from being a reckless legal gamble, it is a prudent, measured, and necessary intervention.

V. Moral and Constitutional Imperatives Support Bill 9

The Hawai’i State Constitution (see **Article XI, Section 3**) affirms the public trust and the kuleana of government to manage lands and resources for the benefit of current and future generations. While incentives for long-term rentals may be appropriate tools, they are insufficient alone. Without enforcement and structural reform, soft measures will be gamed, delayed, or ignored by those who benefit from the current imbalance.

Bill 9 reflects the County’s duty to serve its people, not investor interests. As Maui faces a growing housing emergency, the moral question is not whether the County can act—but whether it *will.*

VI: Full support of Bill 9 by this Committee

In closing, Bill 9 is not just legally defensible—it is morally urgent. The argument that the bill is too risky legally or economically is an attempt to paralyze bold action through fear. The greater risk is doing nothing. Failure to pass this bill means continued displacement, rising inequality, and the erosion of the very communities this Council was elected to protect.

I urge you to pass Bill 9 and reject the politics of paralysis. Uphold your kuleana to the people of Maui, and let this be the moment we chose residents over revenue.

Mahalo for your time and service.

Sincerely,

John Bonilla
Maui Resident

Kenneth Carpenter

Location:

Submitted At: 1:31pm 06-21-25

The bottom line is that Bill 9 will not survive in the courts. No matter how much testimony you hear, if you proceed with Bill 9, it will be tangled up in the courts for years to come. Even if property values decrease during that time, no loans will be given by banks to properties under the cloud of a legal issue. No Hawaiian, or small family investor, will be able to get a loan to purchase a property. Only big investors with deep pockets who will pay cash will be able to purchase properties. And you can bet that is exactly what will happen here. They will swoop in and buy every distressed property on Maui and Molokai. That is your unintended consequence here. Article 8, Section 3 of the Hawaiian state constitution gives you the legal wiggle room to incentivize condo owners to rent long term. I would suggest you put your energies towards looking into that.

Regards,
Ken Carpenter
Condo owner
Wavecrest
Molokai

Lore Menin

Location:

Submitted At: 12:17pm 06-21-25

Submitted to: Maui County Council – Housing and Land Use Committee

Hearing Date: June 23, 2025

Aloha Chair Kama, Vice-Chair, and Councilmembers,

Thank you for your work on Bill 9. I support this bill and encourage you to move it forward because it is what Maui needs right now.

My family owns three short-term vacation rentals (STVRs) that are currently operating in apartment zones where they shouldn't be. We know these are illegal under current zoning rules. We are planning to sell them because the investment is no longer working for us, and it's time to move on.

Why Bill 9 Matters

For too long, apartments meant for local residents have been used as vacation rentals instead. These units were not built to be hotels or resorts, but to provide housing for people who live here.

Many of these units can't really serve long-term renters because of how they are set up or managed. That's why some owners treat them like hotels—renting to tourists for short stays and making more money. But this hurts Maui's people, especially those who need affordable housing.

The Reality of Investment Properties

Most of these vacation rentals are investments, not homes. Owners use tax breaks, defer taxes when they sell, and expect high profits from short stays.

But this creates problems: workers like teachers, nurses, and other local people can't find homes. Our community loses because so many apartments are used for tourists instead of residents.

It's Time for Change

Bill 9 will close the loophole allowing these illegal rentals to keep operating. It gives owners time to adjust or sell, like my family is doing.

We need to protect Maui's people, workforce, and future. This bill helps make housing more available for locals, stops unfair profit from loopholes, and respects the original zoning rules.

Final Thought

I support Bill 9 because it puts the community first. I urge you to pass it and protect Maui's residents and the land.

Thank you for your time.

Respectfully,

Lore Menin
Kihei Resident

Allin Bohba

Location:

Submitted At: 11:47am 06-21-25

WRITTEN TESTIMONY IN STRONG SUPPORT OF BILL 9

Submitted to: Maui County Council – Housing and Land Use Committee

Hearing Date: June 23, 2025

Aloha Chair Kama, Vice-Chair, and Honorable Councilmembers,

Thank you for holding the line in service of the public trust. I am writing in **firm and resolute support of Bill 9**. It is long past time we closed the apartment zoning loophole, restored integrity to our land use process, and finally said—with courage and clarity—that **Maui is not for sale to the highest bidder at the expense of our own people**.

This Isn't Just a Bill—It's a Turning Point

Let's be clear: this isn't a technical land use amendment. This is a decision about **who Maui is for**.

For years, apartment-zoned properties—intended for residents—have been exploited through an informal loophole known as the **Minatoya List**, allowing commercial transient vacation rentals (TVRs) to flourish in residential areas. These are not legally zoned hotel districts. Yet these properties operate as de facto hotels, with higher profits, fewer restrictions, and zero alignment with the community's needs.

Bill 9 corrects this distortion.

This is your chance to restore public faith, rein in investor privilege, and give Maui a fighting chance to remain a livable, local place—not just a luxury experience curated for tourists and remote investors.

Investment Properties Are Not Homes. They Are Businesses.

We must speak truthfully about how these units function. These are **not primary residences**. These are **income-producing assets**, typically owned by investors who:

- * Claim tax write-offs (depreciation, mortgage interest, repairs, and management fees)
- * Use **1031 exchanges** to defer capital gains
- * Extract **high short-term cash flow** through dynamic pricing platforms
- * Write off travel expenses under the guise of “property management”
- * Walk away from the property entirely when the market crashes

During the **2008 financial crisis**, we watched second, third, and fourth homes in Hawai'i hit the market as **short sales and foreclosures**—abandoned because they stopped producing profit. Those units flooded the banks, not the rental market. Let us not pretend these are sacred family homes. They are **tools of speculation**, and when they lose their luster, they're discarded like any other depreciated asset.

Is that what we want for our apartment-zoned neighborhoods?

RAM's Position Is Politically Timid and Economically Unrealistic

The **Realtors Association of Maui (RAM)** has failed to meet this moment with the strength and clarity our community deserves. Instead of a clear defense of residential housing, RAM proposes a **5-year phase-out** and pushes for **AOAO-led rezonings**—a process that is legally unnecessary, practically burdensome, and arguably dishonest.

Why should apartment complexes—already zoned for residential use—have to “earn” back their zoning by rezoning again? RAM knows this would sow confusion, delay justice, and fracture AOAO communities in costly legal battles.

Worse, it suggests we must negotiate with investors over public land use decisions—as if **profit is more important than people**. That is a betrayal of every working family struggling to rent, every employer trying to hire, and every child forced to leave their homeland because their parents can’t find stable housing. Legally Sound. Morally Necessary. Economically Smart.

Let’s anchor this in fact:

- * **Act 17 (2024)** affirms County authority to phase out transient accommodations
- * **Case law** from the Hawai’i Intermediate Court of Appeals (1997, 2016) supports phasing out non-conforming uses—especially when vested rights are not explicitly codified by law
- * **Bill 9** provides a fair sunset window, giving owners ample time to adjust
- * This is not a “taking” under the Constitution—it is the **County enforcing zoning law**, which is entirely within its police power

Those who scream “unconstitutional” are trying to frighten you into submission. Don’t fall for it. This is fear-based lobbying from a small, well-resourced subset of investors—not the voice of the people.

Our Workforce Is Disappearing While Units Sit Empty for Tourists

We’ve become a cautionary tale. Maui is now:

- * **Losing teachers, nurses, and public workers** because they can’t afford rent
- * **Dependent on fly-in labor** for construction and hospitality
- * **Watching as youth leave for the mainland** to chase housing security
- * **Living in a paradox** where there are more homes than ever—but fewer places to live

And the most painful irony? **Jobs are going unfilled** in precisely the same sectors TVRs depend on—cleaning, landscaping, hospitality. This is what happens when a tourism economy cannibalizes its own labor force.

Spain Has Reached Its Breaking Point. Will We?

Look no further than **Barcelona**, **Mallorca**, or **San Sebastián**. There, the saturation of STRs has led to public protests, tourist harassment, and anti-visitor graffiti that reads, **“Tourists Go Home.”**

We don’t want that for Maui. But if we continue ignoring our local people in favor of outside profit, we are sowing the same seeds of resentment. Bill 9 is a **peace offering** to the community—a signal that we value locals, not just luxury.

This Is Not Too Aggressive. It’s Already Too Late.

To the Council: **you are not overreaching—you are catching up.**

The damage has been done. It is already illegal, already harmful, already corrosive to our economy and social fabric. What we are asking you to do is **stop the bleeding before the patient dies**.

Delaying this bill to placate a handful of STR owners is not compromise—it’s capitulation.

It's Time for the County to Lead—and the Courts to Follow

Some are calling for lawsuits. Let them come. The County is on solid legal ground, especially when defending the health, welfare, and housing of its residents. If challenged, ****you are defending the common good****, not discriminating against lawful use.

And unlike the past, ****this time the public is behind you****. We're watching. We're testifying. We're voting.

PASS BILL 9—FOR MAUI, NOT WALL STREET

This is your moment to show that:

- * ****Maui belongs to its people****
- * ****Apartment zoning means housing—not loopholes****
- * ****Local working-class families are not expendable****
- * ****The long arc of public policy still bends toward justice****

You will hear please. You will hear fear. You will hear threats of legal action. But beneath all that noise is a simple truth:

****You are not here to protect investor ROI. You are here to protect your community.****

FINAL MAHALO

Thank you for your tireless work on this bill. Thank you for listening to the public instead of placating private interests. And thank you for making the hard choices that leadership demands.

****Pass Bill 9.**** Not for headlines. Not for harmony. But for housing—and for the people of Maui.

****With deep respect,****

Allin Bohba
Wailea Resident

Guest User

Location:

Submitted At: 8:59am 06-20-25

Testimony in Opposition to Bill 9

Submitted by: Jennifer Nichols, Property Owner

Aloha Chair and Council Members,

My name is Jenn Nichols, and I am a property owner in West Maui. I am writing today to express my strong opposition to Bill 9.

Let me begin by acknowledging the painful truth that underlies much of this discussion: Maui is facing a housing crisis. Local families are struggling, and the cost of living has made it increasingly difficult for many residents to stay in the communities they love. As someone with deep respect for Maui and its people, I understand the urgency of action—but urgency must not override logic, long-term thinking, and sound policy.

Bill 9 is an emotional reaction to a complex, systemic issue. While it may offer the appearance of taking bold action, in reality, it fails to provide a sustainable or effective solution to the island's housing challenges. Instead, it

threatens to damage Maui's economy, eliminate vital income for small property owners like myself, and ultimately leave residents no better off in the long run.

The narrative that removing short-term rentals will solve the housing crisis is misleading. The reality is that most short-term rental properties are not suitable or affordable for long-term occupancy. In many cases, these units lack the infrastructure, zoning, or layout required for full-time housing. More importantly, there is currently no plan in place to transition these units into viable homes for local families—no guarantee they would be used for housing at all.

At the same time, the economic damage from this bill would be swift and severe. Vacation rental income supports not only property owners, but also cleaners, maintenance workers, local contractors, hospitality staff, and countless small businesses across Maui. By gutting this sector without a realistic replacement plan, we risk creating more economic instability and job loss—ultimately harming the very residents we are trying to protect.

This bill is a short-term emotional response masquerading as a solution. Maui deserves better. Our residents deserve a plan grounded in reality—one that invests in true affordable housing development, infrastructure improvements, streamlined permitting, and incentives for local ownership. We need thoughtful, collaborative solutions that address the root causes of the crisis, not a reactive measure that creates new problems while failing to solve the original one.

I urge the Council to reject Bill 9 and instead work toward real, actionable, and sustainable housing reform—one that lifts up Maui's residents rather than dividing and destabilizing our island further.

Mahalo for your time, and for considering the broader impacts of this bill.

Respectfully,
Jennifer Nichols
Property Owner – West Maui

Guest User

Location:
Submitted At: 2:21am 06-20-25

We own and live full-time in an STR zoned building and have for some time. As we plan for our future, we fear that the design may not be comfortable for an aging couple as there are lots of stairs. We would love to continue living in our community and purchase a home nearby with space for extended family or even a caregiver when that time comes, but the growing disparity in cost, caused by the pending rescission of the Minatoya list, between our condo and nearby homes will force us to either leave the island or relocate to an area far from friends, church, and neighbors (yes, even STRs have community). It is a heartbreaking choice that we hope not to be forced into making as we love the community we call home Kihei.

Guest User

Location:
Submitted At: 11:14pm 06-19-25

The condos that were built for short term rental are neither suitable or affordable for full time residents so the premise that eliminating short term rentals to provide more housing is an in both unrealistic and not feasible . Theses units are small and typically lack storage needed for long term living and are accompanied by huge HOA fees that full time resudents would not find affordable . This is a pie in the sky , stab in the dark try at a solution that will not solve the problem it has proposed to resolve and will create both hardship and more economic loss for Maui.

Guest User

Location:
Submitted At: 5:51pm 06-19-25

Aloha. I am a part-time resident of Kamaolesands. My husband and I have owned the condo for almost 8 years. We are opposed to the Bill for many reasons.. unfortunately so many people will be losing their jobs if the bill passes and the tourism is gonna to decrease dramatically. Hotels are going to take advantage of people with higher prices. Neighborhood stores are going to be closing down like they did during the pandemic and families

with children who come to condos so they have kitchens and laundries and places for kids to play are going to be gone. We saw how the economy suffered during the pandemic and it breaks our heart to receive that happen again. We own a one bedroom two bath, and we will not be renting it long-term.. we want to be able to come back many times a year and enjoy beautiful Maui. With HOA fees and taxes that have risen dramatically in the last couple years, we cannot afford to price our condo for less than what it cost us to keep it.. I understand that housing is needed, but I don't think this is the way to do it

Respectfully submitted

Rick and Patricia Passanisi

Guest User

Location:

Submitted At: 8:14am 06-19-25

I am in full support of Bill 9. I am disturbed hearing from those who oppose Bill 9 who are saying it is the local residents choice to leave Maui. They do not have a choice! There is no housing for them here. Very insensitive.

Guest User

Location:

Submitted At: 5:48am 06-19-25

As a homeowner at Wailea Ekahi III, I also concur with Patricia Char's testimony on June 18. Our complex is in a PD-H (Hotel) zoning district, and short-term rentals have operated legally here for decades. Applying this bill to hotel-zoned properties like ours is unfair and potentially unconstitutional. Please exclude PD-H properties like Wailea Ekahi from Bill 9.. Patricia's testimony captured the concerns shared by many responsible, long-term owners in our community. I want to highlight and reinforce several key points she raised:

Legal Use and Zoning Compliance

Wailea Ekahi III is located within the PD-H (Planned Development – Hotel) zoning district — not an apartment zone. This is a zoning classification intended for visitor accommodations, making short-term rentals fully consistent with the original and current land use plan. Despite this, Bill 9 would apply to our property simply because of its inclusion on the Minatoya list, disregarding the actual zoning intent and history of permitted use.

Good-Faith Reliance on County Policy

Owners at Ekahi have operated short-term rentals transparently and legally for decades, relying on the County's repeated affirmations of STR legality through the Minatoya opinion and zoning records. Many of us purchased our units in good faith based on this understanding.

Constitutional and Property Rights Concerns

Retroactively eliminating these rights without compensation or a reasonable transition period raises serious constitutional issues — including potential violations of due process and the takings clause. These concerns were also outlined in detail by former Attorney General David Louie during his testimony.

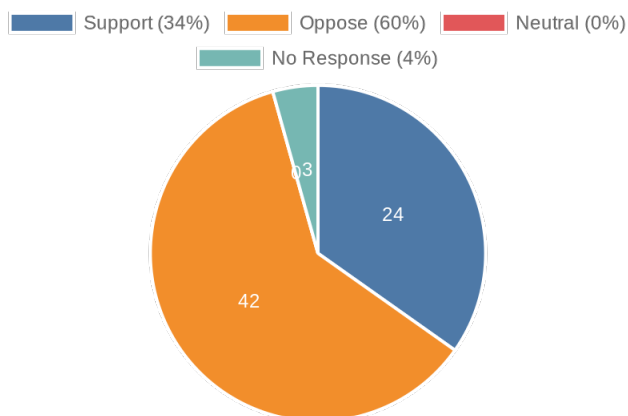
Real-World Harm to Responsible Owners

Patricia Char spoke from experience — she, like many of us, is not a commercial investor, but a responsible owner who uses STR income to afford upkeep and long-term viability. The sudden elimination of STR use would cause disproportionate financial harm to owners who have followed all the rules.

Support for Fair Compromise

I respectfully urge the Council to consider exempting all hotel-zoned properties like ours.

Overall Sentiment



Guest User

Location:

Submitted At: 4:27pm 06-23-25

I was hesitant to write this as I was concerned that was it really going to make a difference, but everyone that is affected by this Bill 9 should speak up and say how they feel. I have been coming to Maui since I was a child with my parents and have such fond memories. My husband and I saved for a long time and planned to spend our time in Maui after we both retired. We have owned a unit at Kaanapali Royal in West Maui since 2019 and have used it not only as a short term rental, but we have lived there and we have many memories of our family visiting and last year we did a long term rental for friends of ours that were victims of the devastating 2023 Lahaina fire. With that said, we are opposed to Bill 9. When we purchased our condo, we did a considerable amount of work to update the unit and make necessary repairs as the building is old and lots needed to be done. We did this has we had planned to spend at least 6 months or more of the year living in our Maui condo and consider that our other home. We loved living there and made many friends and gave back to the community. Unfortunately, my husband became ill and due to the lack of medical care in Maui, the treatment he needed was not available to him and we had to come back to California. Our condo was used as a place of gathering for people to get food, water and other necessary supplies for the residents of Kaanapali Royal immediately following the 2023 Lahaina fire. When we purchased our condo in 2019, we were told that Kaanapali Royal was in the Kaanapali Resort group, that of which we paid in to, and that our unit was zoned to be used as a short term rental. No mention of it being on the Minatoya list and that at any date in the future that right would be taken away from us. Please, don't take the ability for us to use it as a short term rental for a few months of the year away. This is not the answer. With the cost of the monthly mortgage payment, property taxes, HOA dues and insurance, there would be few, if any, that could afford to pay the monthly rental rate of approximately \$5,000 or more. That does not include any special assessments that could come up at any time due to the building being older (1980). Kaanapali Royal is the the Kaanapali Resort group and should remain in that Resort group and be included in that condo/hotel status. I urge you to please consider an amendment to exclude Kaanapali Royal from this short term rental ban. It would be devastating to us if we had to give up our unit, so many of our friends would lose their jobs and then our unit would just sit empty simply because it would be unaffordable for those that are seeking to find long term housing and we would end up having to sell it. Respectively, I thank all of you for taking the time to read my

message.

Guest User

Location:

Submitted At: 3:29pm 06-23-25

You Can't Drill for Aloha: What Happens When STRs Are Treated Like Oil and Gas Assets

Lyndon Ibele is the former longtime president of the Ma'alaea Village Association (MVA) where some condo complexes offer the vast majority of housing units as STRs, with hundreds of STR units dominating the tiny village.

The following professional biography is shared as an example of the type of leadership that emerges when housing in a coastal village is treated like a commodity instead of a community.

With hundreds of short-term rentals (STRs) operating in Ma'alaea, the neighborhood has been managed less like a home for locals and more like an oil field—prioritizing extraction and control over the inclusion of minorities, families and cultural stewardship. This is what happens when housing policy is shaped by pipeline logic.

Marathon Oil Company —where former longtime MVA President Lyndon held senior roles—has taken clear and documented steps to secure Marathon Oil Company's Fossil Fuel Industry Interests with Federal Lobbying according to online records:

Lobbying Expenditures:

- \$920,000 in federal lobbying during 2023
- \$730,000 in federal lobbying during 2024 (as of latest filings)

Campaign Contributions:

- Marathon Oil PAC raised approximately \$461,047 for the 2023–2024 election cycle

These figures place Marathon Oil among the top 1,000 lobbying organizations in the U.S., with a focused commitment to fossil fuel interests rather than supporting clean or free energy.

How This Undermines Clean Energy

1. Financing Fossil Lobbying Teams

The half-million-plus spent annually helps hire lobbyists to protect oil and gas regulatory loopholes, block emissions reductions, and shape climate policy in Washington.

2. Obstructing Clean Energy Legislation

By maintaining fossil-friendly legislative influence, Marathon Oil contributes to delays or weakening of climate bills, clean energy tax incentives, and emissions standards—slowing renewable investment and increasing long-term costs (health, infrastructure, extreme weather response).

3. Shaping Political Narratives

The combination of campaign contributions and lobbying helps elevate candidates and lawmakers who resist clean-energy transitions, hindering progress at both federal and state levels.

4. Perpetuating Climate Risk

Less clean-energy deployment means continued greenhouse gas emissions, locked-in fossil infrastructure, and reduced momentum toward decarbonization—contributing to worsening climate impacts.

Final Take

- Marathon Oil's lobbying is carbon-vested—slightly less than other majors, but still significant enough to preserve its oil-and-gas business model.
- These efforts don't support transitions to clean energy; rather, they preserve fossil dominance, undermining climate action.
- The result: higher risks to public health, energy security, and climate resilience, as clean fuel and energy alternatives are systematically suppressed.

In eerily similar fashion, many Ma'alaea short-term rental (STR) operators have opposed Bill 9—despite its intent to restore long-term community health, housing stability, and environmental balance. Just as fossil fuel executives

fight policies that would clean the air and protect future generations, STR beneficiaries now resist policies meant to return homes to residents, quiet to neighborhoods, and dignity to displaced families.

The through-line is clear: short-term profit over long-term wellbeing. Whether in oil fields or oceanfront condominiums, the logic of extraction resists reform—even when the public good hangs in the balance.

Lyndon Ibele
(Source: LinkedIn)

Former Ma'alaea Village Association President

Alaska Section Chair of the American Society of Petroleum Engineers

Ibele Energy Consulting
Petroleum Engineering and Gas Marketing Consultant
Location: Anchorage, Alaska, United States
Education: Marietta College

About

Registered Professional Engineer (Alaska) with 35 years' experience in petroleum engineering, oil and gas operations, natural gas marketing and contracts, supervision, reservoir engineering, economics, and project management.

Work assignments have included locations in Wyoming (WY), Texas (TX), New Mexico (NM), Oklahoma (OK), Louisiana (LA), Alaska (AK), and North Dakota (ND).

Professional Experience

Independent Energy Consultant
Ibele Energy Consulting
Feb 2016 – Present

- Provide expertise in natural gas marketing, engineering, and production operations for natural gas assets in the Cook Inlet basin of Alaska.

Engineering and Gas Marketing Consultant
Petrotechnical Resources of Alaska (PRA)
Dec 2014 – Jan 2016

- Provided engineering, natural gas production, and gas marketing expertise to a new producing company in the Cook Inlet basin.

Project Manager, Consultant Petroleum Engineer
Petrotechnical Resources of Alaska (PRA)
Feb 2014 – Sep 2014

- Performed contract work for Marathon Oil Company, Bakken Asset Team, planning surface facilities for a 150-mile oil/water gathering system.

Project Manager
Marathon Oil Corporation
Sep 2011 – Jan 2013

- Planned and strategized construction of pipeline gathering systems for the Bakken Asset Team in North Dakota.
- Collaborated with operations, marketing, legal, and accounting teams to evaluate proposals and negotiate gathering agreements.

Production Coordinator
Marathon Oil Corporation
2007 – 2011

Volunteer Experience

Ducks Unlimited

- National Board of Directors
- Alaska State Chairman
- Numerous other leadership positions

Focus Area: Environment

Licenses & Certifications

Registered PE, Petroleum Engineering
State of Alaska

- Credential ID: EP-10261

Organizations

Ducks Unlimited

- Alaska State Chairman
- Board of Directors
- Emeritus Board Member

Society of Petroleum Engineers

- Alaska Section Chair
- Scholarship Committee Chair

Aloha

Guest User

Location:

Submitted At: 3:22pm 06-23-25

Many of these Minatoya properties were never intended as long term housing. They were not built as workforce housing. They were built on the waterfront shoreline, as vacation condos/ resorts and intended to draw tourists and vacationers. My complex was built in 1969 and I have pictures of the original construction site, the billboards announcing Maui's Newest Vacation Resort. I have pictures of various brochures that list the 1 and 2 bedroom NIGHTLY rates. The brochure from 1971 had my 1 bedroom for 2 people at \$28/day. (\$3 charge for an extra guest) "Comes completely equipped and furnished for carefree vacation living, with linen and maid service provided and resident manager and staff to assist with special needs." These are not long-term workforce housing elements. This was never intended to house local residents full time. We never "took" any "homes" away from previously living local residents.

Some of the statements in support of this ban mention having large families crammed in to a single bedroom or studio and doing just fine with that space. They say that it is better than sleeping in a car or on the beach. While no one wants anyone to be forced out of homes or into sleeping in cars, the fire marshals code restricts many of these smaller places from having that high density occupancy and it simply won't be possible, for legal and safety reasons.

From listening to many of the testimonials, if there are homes that have been taken away from local residents in the last few years, that is a rather different case than buildings that were constructed over 50 years ago with intent of housing vacationers. The homes that need to be returned back to residents should maybe be looked into. Have things been done legally?

Illegal STRs, don't contribute to any of the taxes that we do. They don't declare any of the income, nor pay income tax on that income. They don't pay the outrageously high STR property tax on their property that they illegally rent out. Maybe the county should initially focus on taking those illegal STRs out of the picture, and return THOSE homes back to the local residents so that they can have their neighborhoods back.

When the fire occurred, it ripped all of our hearts out. Though our building did not burn, we have all been affected by that event in some way, as the entire island has. Housing is, and has been an issue for many years. It is not

exclusive to Hawaii though. Increasing costs of living have happened all over the world, as some testifiers have attested to. People live 2-3 hours away from their workplace, as they can not afford to live where they work. This is magnified by coastline/ beachfront locations being highly sought after as well. All over the world, you will find costs increasing in the more desirable places. That's just the way that it is. To put the blame of so many contributing issues all at the feet of the LEGAL STR owners on this Minatoya list is simply wrong.

We want to help. We have helped. We have donated. We have opened up our units far more than what these supposed citings list. We have contributed in so many ways that are now just brushed off and now we are being threatened to the point of no one wanting to even risk their names, realtors names, complex names, cleaners names, due to the increased bullying, both in person and online.

STR owners are being collectively villainized and described as greedy, colonizer extractors putting profits before people. This housing situation has been greatly mismanaged by the government. People need houses to live in. Someone needs to own those houses, so they either own them and live in them themselves, or they own them and rent them out. There are also condos and apartments which have gotten lumped in and presented as houses. Somehow, the government has very successfully directed all the emotion and rage about housing issues straight onto legal STR owners. I purchased my 550 sq ft 1 bedroom condo in 2018. It is one of the 56 single bedroom units in our complex. Our complex sits along the shoreline, which just 4 years ago, was deemed as not ideal for local housing due to sea level rise, that they "cost more to upkeep" and "we wouldn't want to put our residents in areas that are in jeopardy of sea level rise exposure."

Why are we now being forced to place local residents in long term situations that were discouraged by this very council a few years ago?

This bill will do nothing positive for any local residents. All that it will do is force more job loss for locals who rely on this STR industry.

Guest User

Location:

Submitted At: 2:53pm 06-23-25

How many undocumented immigrants are taking low income housing away from locals here on Maui?

Guest User

Location:

Submitted At: 1:56pm 06-23-25

My husband and I own a condo at Kihei Bay Vista and it happens to be on the Minatoya list. We purchased 17 years ago with the intention of retiring to Maui.

We understand the complexity regarding Hawai'i and its sovereignty, and I respect the culture and Hawaiian community. I understand the great need to house local people and to perpetuate the culture. I have studied aspects of the culture and been part of a halau and studying hula for close to 30 years. I know it does not make me Hawaiian, but I like to think I am an ally.

We never had the intention to make a living off of this condo...just trying to make the payments so I could live the last part of our lives where we feel happy. We just wanted to retire there and be an asset to the community, not a burden.

We are forced to put our condo on the market. We cannot afford the payment without renting it out until we are ready to retire. And I doubt very seriously that anybody can afford the payment that we make for a one bedroom, one bath apartment that's less than 800 ft.². We are caught between a rock and a hard spot. Not only do we lose our retirement dream, we lose all of our investment by selling for much less than what we paid for it.

We are not like many of the other owners who own many condos and have been trying to make a business out of short term rentals. We don't have other condos to fall back on because that was never our intention to own a bunch of condos and make money that way.

I truly hope that there is a resolution to this problem that somehow will allow us to keep Our condo. But at this point, I'm feeling sort of hopeless. At any rate, thank you so much for your time.

Guest User

Location:

Why it's a good idea to listen to Stan Franco — Qualifications & Experience

- Long-time Maui County employee, primarily focused on housing and land-use planning, providing deep institutional familiarity with county procedures and constraints.
- Vice President (later President) of Stand Up Maui, a 501(c)(3) affordable housing advocacy nonprofit that originated from FACE Maui. In 2022, he emphasized SUM's commitment to ensuring the County Council and administration implement both the Comprehensive Affordable Housing Plan and the Comprehensive Plan to End Homelessness.
- Founding contributor to Maui's Residential Workforce Housing Policy. He actively supported its development and defended it during council hearings in 2006–2007.

His dual roles—as a seasoned government official and community-led nonprofit leader—afford him rare insight into housing, homelessness, planning, and civic accountability.

Public Quotes on Bill_ 9

June 18, 2025

- “The current housing situation is critical and ... I see no alternative solutions being proposed.”
– Testimony before the Maui County Housing & Land Use Committee in support of Bill_9.
- “Bill_9 offers one of the few feasible paths forward.”
– Same testimony session, emphasizing urgency and limited options.

Why Listen to Stan Franco

1. Subject-Matter Expert: Blends insider policy knowledge with grassroots advocacy for complete understanding.
2. Proven Track Record: Led in achieving funding and adoption of Maui's Comprehensive Affordable Housing Plan.
3. Clarity Under Pressure: Frames Maui's housing crisis as urgent—with few real solutions and Bill_9 as one of them.
4. Consistent Voice of Accountability: From workforce housing policy in to homelessness planning to Bill_ 9 , he has consistently advocated for tangible housing solutions.

Why to Listen to Stan Franco Summary

Who: Veteran Maui County housing & land-use professional and nonprofit leader.

Experience: Decades in public service and community organizing, including key roles in crafting major housing policies.

What he says: Maui's housing crisis is extreme, there are currently no viable alternatives, and Bill_9 is one of the few promising solutions.

Why it matters: His credibility stems from consistent, informed, and outcome-driven advocacy—beginning with the workforce housing law and continuing through today.

Final Take

Stan Franco is not theorizing—he is distilling decades of lived policy experience into actionable legislation. On Bill_ 9 his voice combines clarity, authority, and unwavering commitment to the people of Maui. He is a voice worth heeding.

I'm going to close with a personal story. There was a time a few years ago when I was renting a home that was foreclosed. I had nowhere to go as a result of limited budget and rental availability, and was couch surfing with sympathetic friends between places when I got a mean case of cellulitis tissue infection resulting all the real dirty work of making the rundown foreclosure “broom-clean” so I could qualify for the cash incentive from the evicting real estate agent, which was the only way I could afford to move in my state of health and financial crisis at the time.

I'll never forget being in transit from one couch surfing refuge to another in my vehicle with just my essentials,

everything else in storage, really needing to go to the ER for the infection that probably merited some IV antibiotics, but I was too proud and embarrassed and freaked out by the entire situation to seek emergency treatment, so I stuck it out with the oral antibiotics my doctor had provided. Somehow I make it through the ordeal to tell this tale to you today. I just didn't ever want to have the experience of responding to the intake staff at Maui Memorial with "none" when asked for my home address. Eventually I found a place where I have been sheltering ever since, but it's not dignified for various reasons and I still can't afford to move, despite being a dutiful contributor to Maui's community with years of effort donated to local nonprofits working to solve environmental challenges. I'm a professional with advanced educational and professional credentials — I'm just operating on an extremely limited budget that makes me functionally housing-insecure in a few ways. So many upstanding people have similar stories of living on the edge here that go unspoken.

You leaders don't get to do nothing about this housing crisis any longer, please pass Bill 9 today!

And sincere gratitude to Chair Kama for keeping the peace.

Aloha

Guest User

Location:

Submitted At: 12:58pm 06-23-25

I strongly oppose Bill 9 because it hurts local residents. My wife and I have been full time residents of the Kamaole Sands since 2005. Over those 20 years we have worked within the community and build strong relationships with literally hundreds of local residents through our employment at the Pacific Whale Foundation, Maui Preparatory Academy and residence at Kamaole Sands. We are acutely aware of both the long term need for additional housing, effects of the Lahaina fire, and the decades of Maui's lopsided economic dependency on tourism. We feel enormous sadness and pain of seeing local business empty and closed completely in the Shops of Wailea, Queen Ka'ahumanu Center, Whales Village, and Kihei Kalama Village. We have lived through years of amazing economic prosperity and growth only to see the devastating effects of significant down turn in visitors. The lack of tourism has already hit Maui, but nothing like the projections of how it will be if Bill 9 kills the short term rental options. There are so many local business and local residents that work in supporting visitor tours, snorkeling and scuba, fishing and hiking, water sports, whale watches, souvenirs concessions, bike and moped rentals, car rentals, restaurants, food trucks, transportation, hospitality services, art and glass galleries, and entertainment. Literally thousands of local residents livelihood depends on having visitors. From our perspective Bill 9 killing short term rentals is extremely short sighted and will devastate the Maui economy and hurt local residents far more the respite of additional rental availability. We sincerely urge you to vote down Bill 9.

Guest User

Location:

Submitted At: 12:16pm 06-23-25

Listen to Stan Franco

Guest User

Location:

Submitted At: 12:16pm 06-23-25

Statement of Appreciation

To the Maui County Council, Staff, and Honorable Mayor,

I'm testifying to pause and acknowledge all of you—not just as officials, but as human beings navigating one of the most emotionally charged and complex chapters in Maui's history.

The long hours you spend in these chambers—listening with open minds and steady hearts to voices that sometimes clash, and carrying the weight of decisions that ripple far beyond this Council—do not go unnoticed.

I can only imagine the toll this takes: the energy it demands to remain composed in the face of criticism, to sit patiently through passionate testimony, and to make space for perspectives that may challenge your own.

And so I want to say, sincerely: I see you. I appreciate you. Your physical stamina, your grace, and your willingness to hold this space for our island and its people matters deeply.

No matter how you vote, I believe the act of showing up, of wrestling with these hard decisions under such public scrutiny, is itself worthy of honor.

To the Honorable Mayor, I extend special thanks. Your position bears unique burdens—balancing executive leadership, urgent recovery, and public expectation during a profoundly difficult time for our community. The kuleana you carry is immense, and I want to acknowledge the unseen weight behind the decisions that reach your desk. Thank you for staying present, grounded, and committed to Maui's future by proposing Bill 9.

Thank you for your service. Thank you for enduring. And thank you, most of all, for allowing the people to be heard.

Aloha

Paul Cereghini

Location:

Submitted At: 12:06pm 06-23-25

Please see attachments.

Guest User

Location:

Submitted At: 11:53am 06-23-25

I tried to rent my str for UNDER my costs on Craigslist. No one was interested, not local not mainland. This will not work! Build small homes for families not apartments!

Guest User

Location:

Submitted At: 11:35am 06-23-25

Aloha kekahi i kekahi

Guest User

Location:

Submitted At: 11:29am 06-23-25

I love Maui, I give back to my community, I support local
But you can't have my rental and they can't have it both ways.

Guest User

Location:

Submitted At: 11:17am 06-23-25

Testimonial in Opposition to Bill 9 – Maui County Council

Aloha Council Members,

My name is Brad Sparkes, and I am writing to respectfully oppose Bill 9. I want to share our story—not as outsiders, but as people who deeply love Maui, who believed in the promises we were sold, and who want to be part of the solution.

We are Canadians who worked hard all our lives—one of us a school teacher, the other a business developer. For decades, whenever we saved up for a vacation, it was always Maui. Maui was our dream. The beauty, the people, the good vibes, the aloha spirit—we felt welcomed and embraced like 'ohana. We stayed in Wailea, usually in the hotel zone, and eventually rented condos there. Over time, we felt less like visitors and more like part of a community.

After the Lahaina fires, we were heartbroken. Like many, we considered canceling our planned trip out of respect. But then came the plea: Maui is open. Please come. We need you. And so we came, not just to vacation, but to support the community we loved. It was during that trip that we decided to invest our life savings into a modest one-bedroom condo in Wailea Ekahi—a place we were told was legally rentable, in a hotel-zoned area close to

where we had always stayed. This was the only way we could afford to have a home on Maui—to spend time here and rent it out when we're not.

We believed we were contributing to the community—not taking from it. Our taxes from rental income go to support the island. We shopped locally, furnished our unit from local businesses, hired local trades. We felt like we were doing it the right way, in a place we were repeatedly told welcomed us.

Then, out of nowhere, we learned about something called the Minatoya List. No one had told us about this before. Suddenly, everything changed. We were made to feel like enemies. That we were the problem. That we didn't belong.

We understand and care deeply about the housing crisis on Maui. But creating new suffering does not solve existing suffering. Taking away someone else's dream, someone who came in good faith and invested their life savings into the promise of Maui, does not solve the crisis. It's not pono. It's not in the spirit of aloha.

Our unit is not in a local neighborhood. While our building is technically zoned residential, it's located in the heart of the hotel zone. Many in the same complex are zoned as hotel. Families aren't lining up to live in Ekahi—it's not where the affordable housing crisis is most acute. What's needed is not scapegoating, but action. Real, fast action.

We urge the County Council to fast-track affordable housing. Burn the red tape. Stop saying it's impossible. Lives—and futures—depend on it. This housing crisis requires bold leadership and urgent solutions, not punitive actions against people who believed the dream you sold.

We want to continue contributing to Maui, to support the local economy, and to do what's right. But taking everything away from good people who came in good faith isn't right. It's not pono. It's not aloha.

Please reconsider the path Bill 9 is taking. Let's work toward solutions that lift everyone up—without tearing others down.

With deep respect and aloha,

Brad & Heather Sparkes

Wailea Ekahi Village

Guest User

Location:

Submitted At: 11:14am 06-23-25

Hello members of the Committee,

I am writing in support of Bill 9 to phase out some short-term rentals. Right now, our current housing market is not able to support many of the jobs and people we need in this community. For example, we have had a years long teacher shortage because teachers can not afford rent and homes (<https://www.civilbeat.org/2025/06/data-dive-why-new-hawai%CA%BBi-teachers-cant-afford-to-buy-a-house/>).

Phasing out these short term rentals would increase the supply of housing on the islands, thus decreasing the overall price of housing here. While I agree that this will not solve the housing crisis, we still need to build more workforce housing developments, it will still help with the overall cost of housing.

The worry about the reduction of tax income can be remedied by raising the tax rate on non-owner occupied homes and the hotel tax. An estimated 15,000 homes on Maui are non-owner occupied (<https://www.civilbeat.org/2022/04/thousands-of-houses-are-empty-on-maui-would-higher-taxes-change-that/>) yet their tax rate is less than half of that of short term rentals. Doubling the tax rate of these non-owner occupied homes would more than make up for the tax revenue of removing the 7,000 short term rental houses from the market. And both these moves, removing the short term rentals and increasing taxes on non-owner occupied homes would help increase the housing supply here on Maui.

This increase in the housing supply would lower prices. This will allow our local hard-working families to continue living here in the communities that they grew up in and built together.

Mahalo

Guest User

Location:

Submitted At: 11:05am 06-23-25

Given that the illegal overthrow of the Hawaiian Kingdom enabled the commodification of land once held in common by Kanaka __iwi, leading to over a century of settler-driven zoning and housing policies that displaced

Native and local families in favor of speculative profit, and that the post-plantation shift to tourism accelerated this dispossession by converting apartment-zoned housing into transient vacation rentals—eroding long-term residential stability, exacerbating homelessness, and contributing to ecological degradation in shoreline communities already burdened by overtourism—Bill 9 serves as a necessary legal course correction that restores the intended residential function of these zones, honors generational housing rights, and defends the public trust in land for the benefit of present and future kama__ina. Aloha

Guest User

Location:

Submitted At: 11:04am 06-23-25

This committee has been asked to do the impossible; Maui County citizens and supporters have been asked to do the impossible.

Given the divisiveness that this measure has caused, there is no way this measure has not torn this community apart.

The wisest thing for this committee to do is to decline to support this measure on the basis that it provides no guarantee that new affordable housing will come from it, but it does guarantee that Maui economy will be shaken to its roots. I realize that the people who can vote for you are the residents of Maui, and many of those are in favor of Bill 9, yet many residents see the inherent unfairness of this Bill, and all can see it provides for no new housing.

This Bill 9 should be withdrawn. Certainly illegal STR should be found and removed but legal existing Minatoya use should be sustained.

Using what has been learned from the community dialogue since its inception, a New Bill should be brought forward, one that guarantees that the goals of good and affordable housing will be achieved. It can do this when it includes building incentives and funding for that housing and no longer rips property rights from deeded owners. This New Bill will protect the Council and the budget of Maui, since it will not be challenged in the courts. I am opposed to this current Bill 9 because it does not fix the problem, it just causes many many more.

Linda Manry
Wailea HI

Guest User

Location:

Submitted At: 10:33am 06-23-25

The response is that Bill 9 reasserts the County's right to regulate land use in the public interest, corrects decades of policy failure that prioritized profit over people, targets zoning abuses—not legitimate property rights—and is a necessary step toward stabilizing housing, reducing displacement, and restoring accountability in a system long skewed by speculative demand.

Guest User

Location:

Submitted At: 10:17am 06-23-25

I am scared to come and testify in person due to the hostility towards anyone who opposes this bill. It has become so emotional, fueled with exaggeration, racism, bias, and ignorance. There are A LOT of owners of Minatoya who are actively helping by renting long term. However the locals who need housing cannot afford the break-even monthly costs associated with these units. Maybe some are affordable, but most aren't. So the owners cannot afford to keep them as long term rentals unless the government steps in to bridge the gap. This is just plain facts. It's not price gouging, it's not about huge profits, it's about meeting the mortgage payment, the HOA fees, the insurance, and the taxes- of which Maui county has had a huge hand in. Maui, if you want this to work out, you will need to get financially involved. Put your money where your mouth is. Provide rental assistance so that locals CAN rent these units. Or provide purchase assistance. Owners can't sell for less than their mortgage note, or continue to rent at less than their monthly obligations. Would you rather the money in your budget be used to help bring people together or do you feel it will be best wasted in huge legal expenses when owners decide to protect and defend their constitutional rights?

Guest User

Location:

Submitted At: 9:49am 06-23-25

Please pass bill 9. I'm a handyman that moved here after the fires to take advantage of the work and loss. I've been able to triple my rates here so I'm guessing bill 9 not going to change much.

Guest User

Location:

Submitted At: 9:18am 06-23-25

Testimony in Strong Support of Bill 9

Aloha Chair Kama and Members of the committee,

My name is Evan Weber, and I am writing today in strong support of Bill 9. Our organization, Our Hawai'i, with tens of thousands of supporters across the pae 'ina including 7,668 in Maui County, has been in strong support of this effort, and was heavily involved with passing the enabling legislation SB2919 as well.

However, I'd like to focus my testimony on my more personal experience with vacation rentals as a lifelong resident of Kailua on Oahu, and a current member of the Kailua Neighborhood Board.

In 2022, following the leadership of our city councilwoman Esther Kia'ina, the City and County of Honolulu passed Bill 41 establishing the banning, regulation and enforcement of short-term rentals outside of resort zones.

Just a few years later, the results are evident: regulating short-term rentals is one of the most impactful actions a county can take to return communities to residents while stabilizing rents and home costs.

While many have tried to complicate this issue, Oahu's success shows that the solution is simple: zoning. We just need to go back to the way things were before. Let resort zones be resort zones, and let neighborhoods be neighborhoods.

Since Bill 41 passed, Kailua feels like it can breathe a little easier. We still have problems with tourism, traffic, over tourism, and visitor management, but we have been able to in hem what was becoming an out of control situation — and our situation pales in comparison to what West and South Maui have become.

Tourists still come to enjoy our beautiful beaches, pristine waters, and local restaurants. They just leave when they pau and sleep somewhere else! Simple as that.

For context, at the height of the problem, 1 in every 8 homes in Kailua was operating as a vacation rental. Of the over 10,000 illegal vacation rentals on Oahu at the time, Data from Inside Airbnb and other studies estimated over 1,500 illegal short-term rentals were in Kailua alone, in a community of just under 15,000 housing units.

Still, this is nowhere severe as West or South Maui, where a majority or supermajority of housing units in some areas are now STRs. But similarly, our small town was bearing the brunt of the burden for the island, and it was truly never meant to be a resort area, with none of the infrastructure or accommodations to be able to handle such an influx. On top of this Kailua is sandwiched between two military bases, the Kaneohe Marine Corps base and Bellows Air Force, and has already had its housing markets significantly altered by that population, as well as dealing with a the other negative impacts.

All of this led to skyrocketing home prices and rents, noise, traffic, and transient activity in what were once stable, family-oriented neighborhoods, the erosion of community ties and escalation of tensions, and even declining school enrollments showing an out-flux of local working families.

Following the passage and enforcement of Oahu's Bill 41, listings for illegal short-term rentals in areas like Kailua dropped by nearly 50% within the first year, according to public data from rental platforms. Rental prices began to stabilize, and in some segments, modest declines were observed as units re-entered the long-term market.

These policies did not solve every housing challenge overnight, but they were a critical first step in reclaiming our housing for residents and preserving the character and livability of our communities. While we have more fights and challenges ahead, this has been a major success and step forward.

Notably, our economy did not crash, tourists still come to visit, and I do think that there is a bit more aloha from us local residents to share knowing that our communities are still for us, not taken over by tourists who do not share the same aloha 'ina that kama'ina and kanaka 'iwi do for our wahi pana.

Maui faces even greater pressures from tourism and housing shortages than Oahu. Continuing to allow short-term rentals to consume precious housing in apartment zones, originally intended for residents, undermines every effort to address the housing crisis.

Phasing out TVRs in these areas is not anti-tourism — it's pro-resident. It's about:

Ensuring working families, k_puna, and young people can afford to stay on Maui.

Returning housing stock to local residents.

Protecting the unique culture, character, and sustainability of Maui's communities.

O_ahu's experience shows that regulating short-term rentals works — for residents, for neighborhoods, and for the future of our islands. I urge you to pass Bill 9 and take bold, necessary action to protect housing for Maui's people.

Mahalo for your leadership and consideration.

Guest User

Location:

Submitted At: 9:13am 06-23-25

This bill should not pass. That government can essentially deprive property owners of their rights to use their property to help secure a living is unethical and should be illegal. Not only that, this will hurt local businesses far beyond these STRs. And most of these will not provide affordable housing anyway, given that the HOA fees and cost of living is so high regardless of the rental status. This bill, on principle, should be denied with extreme prejudice to preserve rights and freedoms of all.

Guest User

Location:

Submitted At: 9:13am 06-23-25

Now with a \$1.6B grant Maui Government can concentrate on building affordable housing.

Guest User

Location:

Submitted At: 9:07am 06-23-25

I have never lived in Lahaina, but I have always loved Lahaina.

I remember the calm of the morning, waiting at Canoe Beach (Hanaka'o'o) with my keiki to find out their seat assignments and race times. I remember the deep breath I'd take as a youth before jumping off the Lahaina Harbor pier, just before a surf contest at Breakwall.

I've lost count of how many Tuesdays I spent driving the Pali to the Lahaina Courthouse with Retired PO Ron Baybayin, meeting with clients for Adult Client Services—and of course, grabbing a bite at Aloha Mixed Plate afterward.

I've sat in IEP transition meetings at King Kamehameha III Elementary, feeling a wave of relief knowing a child was in the hands of a team that would help them thrive.

Even now, as a member of the Disaster Case Management Program that will end in July, I continue to aloha Lahaina.

I've seen firsthand the ongoing fear and uncertainty of Lahaina fire survivors—many still precariously housed. Some have done everything possible to repair, recover, and rebuild, only to face the same devastating setback: housing instability.

Allowing non-Maui residents—who have no say in our local elections—to have the first voice and choice over the Minatoya List only worsens this crisis. It doesn't just perpetuate a housing crisis; it deepens a workforce crisis. An entire moku has been displaced due to the Lahaina fire's impact on infrastructure, commerce, culture, and social networks.

Although Lahaina properties make up only about one-third of the Minatoya List, releasing apartment-zoned units for short-term vacation rentals takes away critical opportunities for long-term housing—housing that is desperately needed for local families who need to live near their jobs and rebuild their homes. There's a misconception that long-term housing automatically means a permanent solution—but in times like these, long-term housing is a vital stepping stone.

Waiting on new developments or temporary housing solutions feels like throwing caution to the wind. It's not a fair or adequate response to a community in crisis.

As someone who reveres the Department of the Corporation Counsel, having worked there myself, I still believe it is shortsighted to let a 24-year-old legal opinion outweigh the present reality—especially in the wake of a disaster that has destroyed an entire community.

Mayor Bissen's proposal to phase out short-term rentals from the Minatoya List is not only bold, it is necessary. It is insightful, impactful, and visionary—for the future of an entire generation, and an entire moku.

The insistence by non-Maui residents to uphold an outdated law—one that no longer serves Maui's workforce or economic stability—is not only counterintuitive, but shows a lack of genuine commitment to the rebuilding effort.

Yes, earning passive income may sound like a dream to some. But to pursue that dream at the expense of

displaced families and a devastated community? That's not just unsustainable—it's feudalism in spirit.

Guest User

Location:

Submitted At: 9:00am 06-23-25

I am strongly opposed to Bill 9 as it will not address the current crisis of a lack of available housing for local residents. A few questions to think about ...

State and local governments have been aware of the lack of affordable housing for locals for decades but continued to kick the can down the road and do nothing to address this issue

State and County governments have been taking in hundreds of millions of dollars in taxes from STR owners in particular over the past decades and never fail to raise the tax rates yearly but where has that money gone? Why wasn't it put towards building affordable housing?

This week's agenda of the Maui Planning Commission has proposed the development of yet another hotel in Kihei. The Maui Council is discussing the Wailea 670 luxury home development this week (which has been allowed by Council to decrease the # of included affordable homes by over half). IF THERE IS NO WATER TO BUILD AFFORDABLE HOUSING THEN WHY IS THERE ENOUGH WATER TO BUILT YET ANOTHER HOTEL AND LUXURY HOMES???

If you pass this Bill, the implementation date contained in the Bill is at least 3 years away. The resulting lawsuits will stop the ban for a minimum of 3-5 years. These timelines will not address the current crisis at all.

Please do not punish STR and small business owners who have not done anything wrong inn order to implement an ill-conceived plan that will not address the current housing crisis on Maui and will adversely effect the economy of Maui and those who live here.

Guest User

Location:

Submitted At: 8:39am 06-23-25

This is what's going to happen:

1. Maui bans STRs.
2. Locals can't afford the empty condos.
3. Units sit vacant, property values drop.
4. Mainlanders buy up cheap condos as 2nd homes, but don't rent them at all.
5. Thousands of costly lawsuits against Maui.
6. Tourism crashes, local business layoffs.
7. STR-related jobs lost, unemployment rises.
8. Tax revenue plummets (TAT, GET, property).
9. Major budget cuts to essential services.
10. No housing gained, tourism economy crashes.

Guest User

Location:

Submitted At: 8:34am 06-23-25

Aloha,

My name is Patricia, and I was born and raised here on Maui. My husband and I have worked hard our whole lives to support our family, and we depend on the jobs that short-term rentals provide. I clean condos that are rented on Airbnb, and my husband takes care of the landscaping for the same property. If you take away these legal short-term rentals, we will both lose our jobs. How will we support our keiki?

I know there's a lot of talk about these rentals hurting locals, but for us, they are the reason we can pay our rent, buy food, and take care of our keiki. Without these jobs, I don't know what we're going to do. There's already barely any work for us. We're not the ones making big money off these rentals—we're just trying to survive, like so many other local families who depend on tourism.

If these owners can't rent their places short-term, they won't need housekeepers like me or landscapers like my husband. They'll shut down their units, and all of us who work for them will be left struggling. We don't have the luxury of just "finding something else." Where are we supposed to go? What jobs will replace the ones you're taking away from us?

I understand the need for affordable housing, but this isn't the way to fix the problem. Locals can't afford to rent these anyway. Please don't make it even harder for local working families like mine. We need these jobs to survive.

Mahalo for listening,
Patricia

Guest User

Location:
Submitted At: 8:32am 06-23-25

Listen to Stan Franco

Guest User

Location:
Submitted At: 8:07am 06-23-25

Aloha Chair, Vice Chair, and Committee Members,

I own a 1 bedroom condo in the Paki Maui complex (which were built as vacation rentals). My monthly, fixed carrying costs (mortgage, AOA, property taxes, insurance) is \$3972. I am also expecting special assessments in the future to address very expensive plumbing, seawall and cement spalling repairs. I am not convinced that anyone is willing to pay anything close to my breakeven point for my 500 square foot unit if Bill 9 passes, therefore, I ask you to oppose the bill, or consider amending it to exclude Minatoya complexes that do not meet your definition of affordable housing. Mahalo ~

Guest User

Location:
Submitted At: 8:00am 06-23-25

how is the solution of getting rid of short-term rentals going to benefit the local community when the local community will not be able to afford the rental rates that will be required to rent long-term - this will be an influx of people from other places that can afford these rents .. and push out local people even more? bad style

Guest User

Location:
Submitted At: 7:39am 06-23-25

I am in strong opposition to this bill. I used to be a proud supporter of Lahaina Strong but I can no longer consciously support a group that is filled with so much hate. The support of this bill from Lahaina Strong is not about housing it's about hatred towards anyone not local and not Hawaiian. It's a group about Hawaiian Rights and trying to punish anyone they think has wronged them. This is not about affordable housing. I don't believe in punishing a whole industry and all the families and business that will suffer. Not do I believe in taking away property rights from people who were told they could legally do what they are doing by the county.

Guest User

Location:

Submitted At: 6:19am 06-23-25

Land use should stay the same allowing vacation rentals to exist without restrictions or modifications

Tourism is what keeps Maui economy alive

Guest User

Location:

Submitted At: 5:26am 06-23-25

Listen to Stan Franco

Guest User

Location:

Submitted At: 1:38am 06-23-25

To HLU Committee

I Sadly OPPOSE Bill 9.

I asked a Kihei real estate office about getting on the Kihei list for "workers housing" that the Mayor mentioned in his meeting here last month,...or for any affordable housing ..from the taking back STR apt.

She said there is no workers housing provision in Bill 9, and the STR apt are not being taken back...that the same people who own each apt. now, will still own it with Bill 9, and that rents will have to be \$3 to \$4000/month.

I want to jeep my waiter's job. in Kihei, and tourists pay me big tips. I'M SO SAD!! PLEASE..NO TO BILL 9 Mitch, Kihei restaurant waitperson for 8 yrs.

Guest User

Location:

Submitted At: 11:26pm 06-22-25

Aloha e n_ L_I_ K_mau o ka _Aha Kau K_n_wai,

I submit this testimony in firm and thoughtful support of Bill 9 (2025), which addresses the phase-out of transient vacation rentals (STRs) in apartment-zoned districts on Maui. This decision is undeniably challenging and carries meaningful consequences for many stakeholders. However, it is a necessary action aligned with Maui's profound cultural values, long-term economic stability, and environmental resilience.

Maui faces a housing crisis that is culturally and economically untenable. While the tourism economy has historically benefited many residents, its unchecked growth has increasingly displaced kama__ina families, weakening our community fabric. Today, residents who form the foundation of our local economy—teachers, healthcare workers, and cultural practitioners—are priced out, compelled to leave their ancestral homes or struggle with unstable housing conditions. As young Maui resident Tryson Kaiama eloquently testified, this bill represents more than policy—it symbolizes the restoration of land and housing rights to residents who build and sustain our communities.

Opponents of Bill 9 voice legitimate concerns regarding economic impacts, loss of personal investment returns, and potential employment losses. While understandable, these arguments often rest on short-term economic perspectives. The testimony from Jason Slate and Dennis Eyler, for instance, emphasizes personal investment and economic hardship resulting from potential shifts in property use. However, the county's kuleana is broader and deeper than protecting private returns on speculative investments. Our collective obligation is to prioritize resident housing stability and the long-term health of our island economy over immediate economic conveniences.

It is critical to contextualize these potential short-term disruptions against the backdrop of the ongoing crisis caused by limited affordable housing. The emotional and financial pain articulated by STR owners like Steven Pierce and Dennis Eyler is acknowledged, yet it underscores the core of our dilemma—housing decisions have profound emotional and financial stakes for everyone involved. Yet, as community leader John Leialoha clearly stated, this bill serves as a “long-overdue course correction” that rebalances the scales toward community

integrity and economic equity.

Maui's future demands reducing our overwhelming dependency on tourism, recalibrating our resident-to-visitor ratios, and fostering sustainable economic diversification. The claims that STRs alone sustain Maui's economy overlook the evident fragility exposed during downturns like the COVID-19 pandemic and the Lahaina wildfires. Rather than devastating our economy, Bill 9 encourages necessary resilience by diversifying our economic base, ensuring future prosperity independent of tourism booms and busts.

Critics also argue that eliminating STRs will not automatically produce affordable housing. This is partially true. Yet, it is an essential first step in freeing up critical housing stock. The continued presence of STRs artificially inflates housing costs, leaving homes unattainable for working families. Reducing STR inventory will ultimately realign market forces toward affordability, even if adjustments occur gradually. Additionally, arguments suggesting high association fees and maintenance costs render these units unsuitable for long-term local renters miss the point; by eliminating lucrative short-term rentals, market pressures will force prices to adjust, fostering affordability over time.

This bill also addresses the environmental imperative to responsibly manage Maui's precious resources. As one testimony aptly noted, STRs significantly strain limited water resources. Tourist accommodations inevitably encourage excess water use, adding unsustainable pressures on already stressed infrastructure and ecosystems. Bill 9's passage will meaningfully mitigate these environmental impacts by lowering tourist volumes, thus aligning with Maui's ecological commitments.

The poignant and powerful testimony from Tryson Kaiama draws upon profound cultural values, emphasizing the sacred nature of land as more than merely property—it is an inheritance and identity entrusted to future generations. Such culturally grounded insights compel the county to consider this policy shift as an ethical imperative. Restoring balance and equity in housing is more than an economic calculation; it's a restoration of the community's very soul.

When investment properties are prioritized over local housing, the community ends up subsidizing absentee profit—through higher rents, strained infrastructure, and lost workers. That's not free enterprise—it's systemic extraction.

For decades, STR owners have benefited enormously. This Bill is not a punishment—it's a policy reset after a generous, unsustainable experiment that skewed our housing market.

Many STRs are operated by LLCs or absentee landlords who own multiple units. The claim that this bill hurts only local kupuna is misleading and obscures the real scale of commercial vacation rental operations.

No healthy economy is built on a single industry. Maui's overreliance on tourism has made it brittle. Bill 9 is a necessary economic diversification strategy, not a sacrifice.

The General Plan targets a healthier resident-to-visitor ratio. Maintaining thousands of apartment STRs actively violates this goal. We cannot meaningfully reduce tourism's impact without reducing tourism's footprint.

Each STR adds to water demand. Our aquifers, streams, and drought conditions cannot sustain a luxury tourism model where visitors outconsume residents fivefold.

Land is not a commodity—it's a kuleana. The ___ina remembers, and policy that aligns with pono land use will always lead us home.

The County has every legal right to phase out nonconforming uses. No one was promised indefinite STR privileges. Zoning powers exist precisely for this kind of community correction.

Young kama___ina are leaving not for lack of love for Maui—but for lack of housing. This bill gives them a reason to stay, return, and invest in our future.

Indeed, Maui's long-term prosperity and social stability rely upon the brave enactment of Bill 9. Opponents have

raised valid concerns, but their views tend toward preserving a problematic status quo that leaves locals displaced, housing precarious, and the environment strained. Supporting Bill 9 is not just economically and environmentally responsible—it is a profoundly moral stance, reinforcing the county’s sacred duty to protect its residents’ wellbeing.

Moreover, allowing housing prices to naturally correct and de-artificially inflate is ultimately beneficial, restoring genuine affordability rooted in local economic realities rather than speculative excess. This recalibration not only stabilizes our communities but also opens pathways for many families who’ve been waiting patiently on the sidelines. To those currently operating short-term rentals who understandably feel uncertainty or anxiety about these changes: trust that the universe provides, often in unexpected ways. Watch carefully for signs, opportunities, and synchronicities. Keep your hearts and minds open to possibilities you have yet to imagine—sometimes, when we release one door, miracles step effortlessly through another.

While temporary discomfort is inevitable in transitioning away from established practices, Maui is resilient. Economic diversification, increased housing affordability, and resource sustainability will ultimately ensure a more stable and vibrant future for all residents.

At its core, democracy is our collective antidote to a world dictated solely by financial power and market forces. It empowers us to uphold the dignity and rights of those who have little or nothing, ensuring their voices matter as deeply as those who possess much. When considering this bill, I urge each of you to reflect upon the residents whose stories often remain unheard—the displaced families, the struggling kupuna, and our youth facing an uncertain future. True democracy seeks justice for all, especially the most vulnerable, and Bill 9 represents our commitment to that fundamental principle.

In sum, Bill 9 is not just a legislative action—it is a collective affirmation that we value community over commodity, neighbors over nightly turnover, and future generations over fleeting gain. It invites us to imagine a Maui not governed by speculative profit, but by the rhythm of m_lama __ina, aloha kekahi i kekahi, and local dignity. This bill is a turning point: a conscious choice to repair our social contract and return housing to its rightful purpose—as shelter, as legacy, as home. If we have the courage to enact it, we send a powerful message that Maui’s soul is not for sale. We send a message to the world that our island is not merely a backdrop for escape, but a living, breathing community worthy of respect, protection, and permanence. Let this be the moment we rise to meet our kuleana with clarity and conviction, and in doing so, reclaim the island for those who call her home.

Mahalo to the Mayor, staff and the entire County Council for your service and dedication. Not everyone will agree on every issue—but for those of us who do support this measure, know that we are deeply grateful for your courage and clarity in advancing it. This initiative brings real hope to residents who have long waited for meaningful change. Keep up the good work—your efforts are seen, appreciated, and making a difference.

Bill 9 embodies the vision of a Maui that honors its past, protects its present, and thoughtfully secures its future — pass the Bill today without any amendment delaying implementation.

Let this legislation stand as a lawful reaffirmation of the County’s constitutional duty to uphold equity, sustainability, and the public interest.

Ua mau ke ea o ka __ina i ka pono.

Mahalo nui loa

Aloha

Guest User

Location:

Submitted At: 9:33pm 06-22-25

Aloha HLU Committee!

I am writing to express my strong opposition to Bill 9 for the sustained prosperity of Maui!

As a property owner who contributes over \$3,000 monthly to the local economy through various types of taxes and payments to local employees for maintenance and cleaning, I see firsthand how short-term rentals positively impact our community. Tourism is the backbone of Maui's economy, and limiting short-term rentals could reduce tourism, ultimately affecting the livelihoods of many residents.

Additionally, while concerns have been raised about water usage, the data provided by the water department states the evidence between water shortage and short term rental is limited and inconclusive.

It's important to find balanced solutions that support both locals and the economy. Using tax revenue from short-term rentals to invest in long-term housing would be a more effective approach than an outright ban. It has been over two years since the fires, and we should focus on accelerating the development of housing for residents without undermining the tourism industry that sustains us all.

In short, I urge you to consider these points and oppose Bill 9 for the benefit of our community and economy.

Thank you for your consideration.

Guest User

Location:

Submitted At: 9:15pm 06-22-25

Aloha,

I am ½ pure Hawaiian. My mother was 100% Hawaiian, my father 100% Chinese. Shame on all of you who want nothing more than a hand out! FREE, FREE, FREE. We worked hard to have what we own and proud of it. My family is intitled to Hawaiian Home land but have left it for those who need it. We have raised our children to be proud of what they do with their lives. We have always shared our aloha with everyone, not just the people from Hawaii. We saved our money to be able to have a condo on Maui. How many of the people complaining and want our property have actually worked and saved their money for a dream? How many have served the United States military to protect our homeland? I have served our military and very proud of it as are my children who have served. We saved every extra penny many years ago to beable to own a condo on Maui. Our family enjoys it from our hard earned money. When we are not able to be on Maui we share it with vacation guest who help spend their money on Maui and created jobs for local people.. We are now in our 80's and enjoy time on Maui fro Oahu. When we or our famiy are not able to be there we rent our condo out. This helps with our large maintenance dues and property taxes. What extra money we make helps supplement our low retirement income.

How many of Lahaina Strong have picked up a hammer to help rebuild? All the people who have yelled and wanted others land should be ashamed. It makes us wonder what their passed ohana think of them. THEY ARE NOTHING MORE THAN THE PROTESTERS ON THE STREETS IN Los Angeles. Portlnd and other places in the U.S. They have no pride but feel they are entitled. What have they done to be entitled. I sincerely urge you to turn down this bill and be proud Hawaiian. Your ohana that have passed would be proud of you really being true Hawaiian.

True Hawaiians share their Aloha. E komo mai not go away!

Guest User

Location:

Submitted At: 7:37pm 06-22-25

Aloha, Council Members and Housing and Land Use Committee members,

My name is Dennis Eyler. My wife and I have been owners of the Hale Mahina Beach Resort Unit B-405 since 2012.

Prior to that we had visited the island many times and one of our daughters lived and worked here for a few years. We are stating our opposition to Bill 9 for several reasons.

1. It will not solve Maui's housing crisis because after doing economic and market research, the number of potential renters for our property would be extremely small if not zero.
2. The downzoning would have a significant negative impact on Maui's economy.
3. Based on my experience in the area of public works this proposed downzoning would be legally considered a "take" and been open to a lawsuit. We certainly hope it doesn't come to that.
4. Our property is a leasehold with a monthly payment to the landowners who we understand to be residents of Maui. Our land rent also pays their county real estate taxes on the leased property. When we first bought our condo, we planned to use it only for ourselves our family and friends.

However, economic pressures, including dramatically increasing property taxes convinced us to rent it out to visitors through the Hale Mahina Beach Resort. Things changed at Hale Mahina's rental management through retirements. and we eventually went with a locally owned and staffed rental management company, Ali'i Resorts. Then, covid hit and then came the restrictions on visiting the island. Then in 2023 the tragic fire occurred. We had hoped to keep our condo for a few more years before selling. Perhaps until we were in our '80s and found it more difficult to travel.

Here is the economic analysis and our current annual expenses.

HOA = \$1855.30/month = \$22,263.60/year

The HOA fees include, electricity, sewer and water, insurance, cable and internet, maintenance of the common ground and other facilities in common. It also pays the salary of the on-site manager along with covering the purchase price and lease payments for the managers unit. That effort to provide housing for our manager, by our owner's association, is an actual example of providing work-force housing.

Leased land payments = \$1536.80/month = \$18,441.6/year Those payments are going to local families on Maui. Other ongoing expenses include hurricane insurance and maintenance of the interior of the unit = \$150/month = \$1800/year

The totals of the above items = \$4542.10/month = \$54,505/year

Property taxes = \$21,724.46/yr I understand the tax rate for long term rentals would be substantially lower. I assumed that it could be as low as \$3,000.

Next is the cost of amortization of the purchase price. If we would no longer to be able to afford it as our winter retirement home, because we could not offer short term rentals and we then had to put it up for sale, then the prospective buyer would want to know if their investment would pay for itself. I did some quick calculations without extensive shopping for interest rates and setting aside some other details. I concluded that a 30-year loan for a \$700,000 discounted purchase price would require annual payments for: principle, and interest of at least \$40,000. The \$700,000 that I used, is far below the current assessed value of our property as determined by the Maui County tax assessors. I am assuming that if our property is downzoned the value would also drop substantially.

I did some computations representing the potential market for our unit. I learned of a rule of thumb that your rent or housing costs should not exceed 40% of your income. If you apply that advice to the annual cost for someone to own our unit and rent it out, that would require a family to have an annual income of around \$210,000. I am not highly knowledgeable about pay rates and salaries on Maui. But to me, it does seem to mean that our property would not be economically viable for typical workforce housing.

There are certainly cost cutting measures which the county could take to reduce the costs. Amenities provided with the HOA fees could be reduced. The county could also use eminent domain to acquire the land from the lease holders and thereby wipe out that cost. The annual costs could be reduced to under \$60,000, thereby making it affordable to a family earning \$150,000 per year.

Where does the short-term rental money that we collect actually go?

There was testimony given by some, at the previous public input sessions, without appropriate documentation, that the rents collected by STRs just go to the mainland. To clear up that misconception, here is a breakdown of our expenditures and our rental income during 2024 and where those monies went. HOA = \$22,260, Land lease = \$18,440, Other expenses = \$1800, Property taxes (estimated future) = \$3,000 (with current allowed land use they are \$21,724), Annual amortization of the purchase = \$40,000, Total cost = \$84,500.

Our net rental income after all expenses = \$31,977.22, Our net cash flow = negative \$52,000
Along the way we also collected for the State of Hawaii and Maui County the following taxes.

State TAT = \$3277.67, Maui TAT = \$959.32, GET = \$1506.64, Maui County Property taxes = \$21,724.46 Total taxes collected = \$27,468

For our Maui based rental management company we also paid for various services a total of over \$30,000

Total money staying on Maui = Taxes \$27,468+ Rental Management Fees \$30,000 + land lease \$18,440 = \$75,908.

In addition to those easily accountable amounts, there is also the money spent at local businesses by my family and our guest renters.

At a minimum my wife and I added \$52,000 to the Maui economy just with the ownership of our condo. We also spent money at the local businesses.

As a point of comparison, FEMA was offering to pay \$7000/month for the use of our unit for emergency long-term rental, after the fire and they later upped their offer.

In conclusion, I have discussed this subject with my wife. We feel that if Maui County really needs to use our unit for added housing for the local population and then wishes to purchase our unit, for the current County assessed tax value, we would certainly be willing to sell it to the County for that price.

Mahalo for your time

Dennis and Virginia Eyler

Guest User

Location:

Submitted At: 6:37pm 06-22-25

Aloha Council Members and Housing and Land Use Committee members,

My name is Alexander Nikolaidis and I am writing to you in opposition to Bill 9 because it will not solve Maui's housing crisis while having a significant impact on Maui's economy.

In 2020, after renting in California for many years, my family and I moved our possessions into storage and begun to live with our family so our daughter could have more community and open space. After doing this for several months, we found an STR in 2021 on Maui and moved there for four months, sight unseen, having only been to Oahu and Kauai previously. We fell in love with Maui, which seemed to have the perfect mix of natural beauty like Kauai and development like Oahu. However, while living here, we witnessed firsthand the economic impact of lower tourism, seeing businesses closed daily during the pandemic.

We returned to the mainland after our stay before the next school year started, but always dreamed of moving back to Maui. We would visit, staying in STRs, whenever we could as this allowed us to continue to visit the restaurants and shops we had known while residing on Maui vs being isolated in a hotel resort. During these stays we were happy to see businesses re-opening and Maui became our happy place. Seeing the impact of the Lahaina fires was devastating, including when we visited Maui afterwards and again saw businesses closed and the community struggling. We told our story to friends and family and managed to raise over \$10,000 for the Hawai'i Community Foundation's Maui Strong Fund.

When a condo came up for sale where we had rented previously (Pacific Shores), we bought it, hoping we could spend more time on Maui and eventually return full time. We worked on the condo, hiring local contractors to make it feel like home.

We intend to live in this Condo, and we continue to rent in California. We are not a business. Renting the condo as a TVR allows us to keep it occupied vs sit vacant, as well as helping to offset the large AOA fees, property taxes, and other costs. We maintain a list of our favorite local businesses, which range from restaurants to photographers, from tour guides to clothing designers. We feel strongly that our guests give back to Maui's economy and treat the island with respect.

If Bill 9 were to pass, we would not rent our condo, as we try to visit Maui multiple times a year. In a poll of STR owners, over 80% said the same. This will not give housing back to residents. At the same time, the loss in revenue from GET and TAT will most certainly hurt the county's budget and ability to work on long term solutions. More importantly, the lack of tourism spend for local businesses while condos sit empty risks bringing Maui back to the economic devastation of COVID.

In addition to not solving the housing crisis and supporting the Maui economy, the county takes a huge legal risk. STR bans have previously been found unconstitutional in other US cities, such as Lake Tahoe as recent as March 2025. Other bans, such as Santa Monica, have been in legal battles for over 10 years. And further, even when bans pass, such as in New York City, we see that many legal rentals become illegal, which only further deprives the county of revenue while still offering no solution to the housing crisis.

Banning STRs carries a huge legal risk with no evidence pointing towards an actual increase in affordable housing. Maui must lower the bar for permitting to build new, affordable housing without risking its economy. This can be supplemented by higher TAT (such as the governors proposed "green fee"), which has also been recommended by UHERO.

It is for these reasons that I respectfully Oppose Bill 9.

Mahalo,
Alex

Guest User

Location:

Submitted At: 4:50pm 06-22-25

Aloha, my name is Dan and my wife and I own a condo in M___alaea. I have been a long time resident of Maui and always felt that to live on Maui was a blessing and that Maui is a very special place with a special culture. I have great concern about preserving the culture and the impact of tourism on local culture and the environment. It's not so much whether tourism is good for the island as that there should be effort to make tourists aware about the need to be respectful when they visit, and how to be respectful. I deeply recognize the injustices that have led to the current situation - stolen land, water allocation issues, cultural suppression. I think it is really important to nurture the movement to keep Hawaiian culture alive - the immersion language programs are an example. I personally feel I cannot live on Maui without doing things to support the culture and the environment. I am temporarily off island due to circumstances I could not control. I plan to return as soon as possible and plan to contribute when I do return. While away (and missing Maui every day) we have had our condo in a short term rental program with a local company, and now in the FEMA program housing fire survivors. We are quite happy that we can help and still pay our high condo fees and taxes. It makes it work for people who lost their homes, we pay taxes to the county, and we have a home to come back to. We also housed people who volunteered on Maui after the fires before the FEMA program started. When the FEMA program is over hopefully we will be back home. If we are not yet back we can rent to a local family long term but the condo association fees are high for a small condo. I'm also worried about my friends who count on jobs related to vacation rentals. These include the managers, the cleaners, the maintenance people, the restaurant owners and workers, the musicians. I do feel blessed that I have been able to live on Maui and would like to help be part of the solution. I am only opposed to Bill 9 because I think that as it is currently written it will negatively impact too many people who love Maui and want to keep their families on Maui, and to be able to support themselves to live and work on Maui. I do want to support legislation and solutions that address the housing crisis on Maui. Thank you!

Guest User

Location:

Submitted At: 4:16pm 06-22-25

Aloha Councilmembers,

I am submitting this testimony in strong support of Bill 9, which proposes to phase out short-term vacation rentals (STVRs) in apartment-zoned areas that were never intended to support transient accommodations. This bill is not only a housing policy — it is a long-overdue course correction that restores balance to a county that has been fundamentally destabilized by decades of unchecked tourism-driven land use and speculative real estate

practices.

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1. Maui Is Not Like Everywhere Else – And It Should Not Have These Problems

Maui is unique: geographically, culturally, economically, and ecologically. We do not deserve the displacement, overcrowding, and homelessness seen in overdeveloped cities. These crises are not inevitable — they are the predictable consequences of permitting investor-driven interests to supersede community wellbeing.

Allowing STVRs in apartment zones created a loophole where housing could be legally and lucratively withheld from residents. Bill 9 begins to close that loophole.

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2. It Is Not the County's Kuleana to Protect Investor ROI

While we recognize that STVRs have generated income for individual owners and tax revenue for the County, it is not the County's responsibility to guarantee a return on investment (ROI) for speculative ventures — especially when that ROI comes at the cost of our residents' basic human need for shelter.

Some property owners may argue that Bill 9 will reduce their revenue. That is true. But the greater moral and legal obligation of this Council is to uphold the public trust, not private profit.

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3. Comparing STVR Revenue Loss to the Maui Wildfires

Let us briefly compare the projected economic impact of Bill 9 with the devastating loss caused by the 2023 Lahaina wildfires:

- The fires caused over \$5.5 billion in damages, displacing thousands, destroying more than 2,200 structures, and permanently altering a historic community.
- In contrast, losses from STVR phase-out are limited to speculative rental income — income generated not by labor or productive use, but by exploiting zoning loopholes and leveraging land scarcity.

The wildfires were a tragic, involuntary catastrophe. STVR overproliferation is a voluntary policy failure — and one that we now have the opportunity to reverse.

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4. A Moral, Economic, and Ecological Imperative

Bill 9 is necessary because:

- Economically, STVRs distort the housing market. Apartment-zoned units, originally intended for local workforce housing, have been commodified as high-yield tourist units.
- Morally, the County cannot continue subsidizing tourist convenience while keiki, k_puna, and working families live in cars, overcrowded homes, or face imminent eviction.
- Ecologically, Maui cannot sustain further tourism growth. The water, land, infrastructure, and cultural fabric are all strained. Reducing STVRs helps reduce overall tourist volume to sustainable levels.

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5. The Long-Term Benefit to Community Stability

Critics warn of a temporary dip in tourism or tax revenue. But tourism will not collapse; it will rebalance. Maui will not lose its appeal — it will regain its soul.

Bill 9 creates long-term benefits by:

- Freeing up housing units for long-term rentals and ownership opportunities for residents.
- Reducing investor speculation, allowing real people — not LLCs — to live in communities.
- Stabilizing rents and slowing gentrification, reversing the exodus of local families.

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6. A Time for Courage and Leadership

There are those who say this bill goes too far. I say it does not go far enough. We must take back our land, our laws, and our future. We must protect our people over portfolios.

Maui is not for sale. It is for living.

—

Conclusion

I urge you to pass Bill 9, fully and without compromise. Do it for the thousands displaced by fire. Do it for the families priced out by speculation. Do it for the next generation who deserve to live where they were born.

We cannot build a just future while clinging to unjust profits. Let this bill be your stand for equity, for ___ina, and for the people of Maui Nui.

Mahalo for your service and your courage.

Respectfully,

John Leialoha

Guest User

Location:

Submitted At: 3:54pm 06-22-25

Aloha,

I have lived on the west side of maui for 30 years. I've raised my children here. I inherited a condo my mom bought in 2002 and lived in. She was a legacy in the west side and walked everyday until she was run over by a car on Kenui which crushed both her legs leaving her unable to walk.

I moved her into my home and cared for her until she passed away. The only way I could sustain the mortgage, HOA, insurance and property taxes was to rent only out as an STR.

Sober the fire and being under insured I've had to carry the property draining my savings account.

It is currently being retired from the fire and as a local I understand the need for long term housing.

With all the costs associated with my one bedroom condo tut monthly payments with everything would be over \$4500 plus as we still don't know how much property taxes will be, rising insurance, special assessment and HOA fees.

I am in the hospitality and tourism business and rely on visitors .

I oppose this bill for two reasons one, my employment is based on visitors, two I could not consciously charge over \$4500 for a one bedroom from our locals and could not carry the negative without employment. Even with employment it would be hard to rent for \$4500 plus. It is not sustainable. We need more housing built on state and county land.

Mahalo

Guest User

Location:

Submitted At: 3:44pm 06-22-25

Listen to Stan Franco

Guest User

Location:

Submitted At: 3:38pm 06-22-25

Aloha Chair, Vice Chair, and Committee Members,

I own a condo 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.

As an owner and regular visitor to Maui, we support the local economy by frequenting restaurants, small businesses, and service providers. During the portions of the year when we are not present, we do offer our unit for short-term rental. Our vacationing guests also support the local economy in the ways I described.

If the legislation to phase out these units passes, it is unlikely that ours would be available for local housing, as we will continue to use it ourselves. The only differences would be negative ones: the property tax basis would be reduced from rental to one of owner/occupant; fewer visitors would be supporting local restaurants and businesses, and fewer service providers would be needed.

I urge you to consider other options to help with Maui's long term housing needs, which I acknowledge is a problem. I do not believe that the imminent removal of 7,000 units will have the desired effect, and the negative economic impact of doing so will be catastrophic to many small business owners, and to Maui County.

Mahalo for your time, and consideration.

Respectfully,

Mark Revere

Guest User

Location:

Submitted At: 2:30pm 06-22-25

What is the fiscal plan to either replace lost revenue (increase taxes) or cut services?

And as your financial analysis points out, are rental units at 4k + to 5k per month any kind of solution? Most likely will be 2nd homes used a few months of the year. Use the revenue to build subsidized housing people want.

Guest User

Location:

Submitted At: 2:26pm 06-22-25

From 1940 to 1960 the population of Maui island declined by almost 25% mostly because automation replaced farm workers. At that time, island leaders encouraged development of the tourism industry in order to limit the displacement of locals being forced to leave home in order to find work. Minatoya units were built in response to that encouragement and by definition were used primarily as short term rentals from the time they were built until 1989.

Every economic study has concluded the STR ban will cause significant job loss. Affordable housing is a need, but without jobs people will again be forced to leave to find work elsewhere. This seems to be a very short sighted response to a complex problem.

I've seen various statistics that 80-90% of the Minatoya condos are off-island owners. I believe that. But 100% of the big hotels are off-site owners. And as opposed to individuals, the big hotel owners are faceless corporations. And what about the 10-20% who are local owners? And what about the local cleaning, maintenance, and property management companies that are locally owned as well as their employees?

Bottom line is the STR model gives locals at least a chance to participate in the tourism economy as a business owner. That opportunity for local ownership is completely shut out in the hotel model. If the mayor and council truly support local ownership and local jobs, they should oppose this bill

Mahalo for considering my testimony

Kenneth Carpenter

Location:

Submitted At: 2:24pm 06-22-25

My name is Ken Carpenter and I own Minatoya property on Molokai. I strongly oppose Bill 9. Bill 9, if passed, will be locked up in the courts for years to come. During this time, the titles of all properties on the Minatoya list will be clouded by being involved in litigation. That means no banks will lend money to anyone to purchase units. During this time, the values of these properties will drop but no one will be able to get a loan to purchase them. Except, that is, deep pocketed speculators that can pay cash for as many units as there are for sale. Is this what you want? I didn't think so.

Respectfully,

Ken Carpenter

Guest User

Location:

Submitted At: 2:17pm 06-22-25

I Oppose this bill:

Aloha, I'm writing from Molokai. Thank you for listening to all voices. Molokai is very different than Maui especially when it comes to rentals. We only have a handful of condos or short term rentals here on this island. There are only 2 Montoya properties. Both of these are long distance from Kaunakakai and most locals don't choose to rent long term in these. We also need some short term rentals here on Molokai. Many locals have visiting family and the few condos we have provide places to stay. So this is not only for visiting tourists, which we have very few. One hotel can not house all visitors!

One of the properties you would like to eliminate is WAVECREST on the east side of the island; the only condo on that side of island. This property has been a short term rental for years, just like the only few on the island, and because of zoning it should not be eliminated in that way. Locals on east side can also use this one condo to house visitors.

Please do not take away the short term rental of 2 condos. We only have 5 condos on the entire island. Locals are also employed here helping facilitate short term rentals.

Again, please don't treat Molokai like Maui in making county wide decisions. Molokai is very unique.

Sincerely

Ella Canencia

Guest User

Location:

Submitted At: 2:10pm 06-22-25

My condo is a studio w a 4,000 a month payment.. We need to short term rent to cover costs of high tax maintenance payments. We should be grandfathered in if you only have 1 rental condo that you own. Building is from the 80s. I've owned for 20 years. Lots of us are retired now. This would be financially devastating. Please grandfather us in and consider when we all bought it was deemed as short term rentals. Haleonoloa condos west Maui.

Guest User

Location:

Submitted At: 1:51pm 06-22-25

OPPOSE MAUI COUNTY BILL 9

Hi! My name is Gina and I was born and raised on Maui and live in Haiku. I've been a housekeeper for 10 plus years and I enjoy what I do. I oppose this bill for STR's because Maui needs the tourism. Without the tourists, Maui will be a ghost town. I always hear people saying "support local businesses". How will we be able to support those local businesses if the STR's will stop? Why don't you guys stop the STR's that are in neighborhoods and just leave the condo's alone? Do you really think the Lahaina people will buy a condo? Do you think they will be able to afford to buy a condo? Will they be able to afford the association fees every month? In my opinion, I don't think they will. You think the housing crisis will end if this bill passes? It certainly will not! In fact, it will make things worse than ever before. Do you think all of the owners will give in? No they won't! They'll be doing everything illegally like before. Also, a lot of locals come to Maui and stay in a STR because it is affordable and it comes with a kitchen and supplies that you don't need to go out and purchase like when you stay in a hotel. We were in a crisis from way before the Lahaina fires and we've dealt with it and survived. A lot of people will lose their jobs if this bill is taken away and the county will have more homeless problem than ever before. Can't you see the effect it has already? All businesses are slower, we got more empty buildings/spaces than ever. People are closing their businesses because we hardly have tourists to support our businesses. Please don't make that mistake of taking away our STR's, MAUI NEEDS THIS RIGHT NOW!!!

Guest User

Location:

Submitted At: 12:43pm 06-22-25

Testimony OPPOSING Maui County Bill 9

To the Members of the Housing and Land Use Committee and Maui County Council Members

Aloha, and thank you all for your dedicated work and for listening to every voice today, on all sides of this important issue. My name is Tracey, and Maui has been my home for the majority of my life. My heart is truly with our community, especially as we navigate the complex challenges of housing.

I'm here today to respectfully share my deep concerns regarding Bill 9. While I truly understand the desire to address our housing needs, I believe this bill, unfortunately, will not solve our affordable housing crisis and, instead, risks causing severe and widespread economic hardship for many families just like mine.

Owning a condo on the Minatoya list has been more than just an investment; it's a foundation that has allowed my family and me to stay rooted in our community and contribute to its vibrancy. I work full-time at a hotel, and my husband manages a restaurant in Kihei. We raised our children from preschool to graduation right here, and it's my deepest hope that they, too, will be able to raise their families on this beautiful island we call home. Losing the small income from my condo would make it incredibly difficult for us to afford the ever-increasing cost of living and inflation in Hawai'i.

It's clear that this bill, rather than supporting our diverse local economy, could inadvertently channel more financial benefit to larger, off island corporations. Our short-term rentals actually foster healthy competition with the bigger hotels and provide opportunities for many locals to earn a living wage. The economic repercussions of this change could truly set Maui back even further than the difficult times we've faced with the pandemic and the fires. This simply doesn't feel like it's in the best interest of our small businesses or the hardworking middle class. As members of our government, I trust you aim to represent us all.

In fact, it's because I have this additional income that I'm able to rent out my ohana long-term at a below market rate, helping another local. Without the income from my short-term rental, I would likely regrettably be forced to raise that rent, putting another burden on our community.

This bill treads on very sensitive ground. It not only raises serious legal questions about the unconstitutional taking of vested private property rights but has also, regrettably, fostered division within our community. For decades, many properties on the "Minatoya List" have operated entirely legally as TVRs, based on established county rules. To abruptly strip away these longstanding, lawful uses, as legal experts have thoughtfully explained, could very well violate both the U.S. and Hawai'i constitutions, exposing our County to significant liabilities. This approach, unfortunately, pits neighbors against each other over properties that have been lawfully owned and

operated for years.

The evidence suggests this bill will inflict widespread economic harm on Maui, disproportionately impacting our local small businesses and individual owners, while potentially creating an imbalance that benefits larger hotel corporations. These are the livelihoods of our friends, families, and neighbors in local housekeeping, property management, tour operations, restaurants, and retail, all directly connected to the visitor economy that STRs help sustain. Many individual property owners, including kama_aina families and retirees, genuinely rely on this income. Forcing them to convert often leads to difficult choices or financial distress, especially given the unviable alternatives and the high operating costs of these units. We must consider if this policy unintentionally funnels business away from our local entrepreneurs toward larger, off island hotel interests.

A fundamental question we must ask is: Where are the funds? Where are the audits for the GET, TAT, and property taxes that all STRs diligently pay, which were specifically intended to contribute to affordable housing initiatives? Our community deserves transparency on how these vital revenues are being used.

More importantly, there is no clear evidence that Bill 9 will genuinely create affordable housing. Making units simply "available" doesn't automatically make them "affordable." These are high-cost condos, often lacking the storage and parking suitable for long term residential living, and burdened with substantial HOA fees (frequently ranging from \$1,000 to \$2,500+ per month). These costs make them simply unattainable for most local families in desperate need of truly affordable homes. If fire survivors, in their time of greatest need, didn't choose to occupy free FEMA leased units, what makes us believe they would move into existing condos, paying \$4000+ per month? The Minatoya list, while part of our housing fabric, is simply not the comprehensive answer to our island's affordability crisis.

We are consistently asked to accept that this bill will solve our housing issues. Yet, we continue to see new condo and hotel construction without a clear, parallel commitment to building genuinely affordable housing. It feels unfair to place the burden on individual property owners, many of whom have been dutifully paying taxes and following all regulations, to solve a housing crisis that is ultimately the responsibility of the government to permit and build. Why are building permits for Lahaina and affordable housing being ignored and taking so long to approve?

Finally, I must push back against the narratives that solely blame condo owners for the lack of affordable housing or for not adequately supporting fire victims. The numbers presented often miss the full picture. For instance, I'm not on any official list for providing fire victim housing, but that's because I chose to directly help a family, housing them at my own expense for two months. It was only because I owned an STR that I was able to extend that kokua to my community. Not every owner is in a position to provide a long-term rental. The fact that 500 FEMA leased units for survivors remained unused nearly eight months after the fire underscores that the issue isn't just "availability," but suitability and true affordability.

There have been many thoughtful and effective solutions proposed in recent testimonies that genuinely address our housing challenges. I implore the Committee to consider these more comprehensive strategies. Our Maui residents deserve to live in thriving, affordable neighborhoods, and we must work together to find solutions that uplift our entire community, rather than inadvertently causing more harm.

Mahalo for your kokua.

Sincerely,

Tracey
Maui full time resident and voter

Guest User

Location:
Submitted At: 10:27am 06-22-25

Listen to Stan Franco

Todd Lynam

Location:

Thank you for the opportunity to submit testimony. My name is Todd Lynam.

My wife and I moved to Maui in 2017 after living in a dangerous neighborhood near Seattle. Our neighbor's house was shot up, and my wife was forced to testify in a separate drive-by shooting. We couldn't afford a home in Seattle, but Maui gave us a chance at a better life. The Maui school district urgently needed Speech Language Pathologists, and my wife was proud to fill that need.

We became first-time homeowners in 2017 by purchasing a condo at Pacific Shores for \$375,000. It had been sitting on the market for over a year. If these units were supposedly in such high demand, why did no one want this one back then, when mortgage rates were much lower? This narrative doesn't add up.

Like many families, we took on a second job and joined Maui's tourism industry by short-term renting one bedroom. We did all the cleaning ourselves in the beginning. Over time, we saved enough to purchase a second unit. Today, we support a local team of cleaners, repair professionals, and an on-island contact. We pay significant property, GE, TAT, and MCTAT taxes. Our guests consistently tell us how much they appreciate our local business recommendations, and we're proud to support small enterprises across Maui.

We now live on O_ahu, where my wife earned a second degree at UH in behavioral analysis and works with autistic children—another critically needed role in Hawai_i. One of our Maui units is currently housing an elderly couple with a pet through FEMA.

As a former board member at Pacific Shores, I regularly interacted with other owners and many are local residents. The families who live off island treat their condo like a second home and make some money to support their vacation home. So they would simply convert it into a second home full time.

It's worth noting that initiatives to address housing already exist:

- Legislation to increase residential density is underway.
- There are efforts to streamline permitting and adopt modern building technologies.
- Projects like the Waiale Road extension are expected to unlock over 1,000 homes—including hundreds of affordable units—in developments like Waikap_ Country Town, with supporting water infrastructure.
- Haleakal_ holds enormous water reserves. With infrastructure investments, Maui could deliver that water to new homes, much like O_ahu has done.

I understand and respect the urgency to address housing, but Bill 9 is not the answer. We have no intention of selling, and based on legal consultation, this bill has virtually no chance of surviving a constitutional challenge—unless the County intends to provide just compensation. If Maui County is prepared to compensate us, that's one thing. But absent compensation, how can the government demand that STR owners accept losses of hundreds of thousands of dollars?

Precedent is not on Bill 9's side:

- In AOA of Waik_k_ Banyan v. City & County of Honolulu (2019), the court granted a stay after Honolulu cracked down on long-standing STRs. The court found the zoning and economic reliance arguments compelling.
- In Hawaii Legal Short-Term Rental Alliance v. City & County of Honolulu (2022), the court issued a permanent injunction, ruling that Honolulu's 90-day rule violated vested property rights. That case raised Takings Clause claims under both the U.S. and Hawai_i Constitutions.
- Simply adding an amortization period does not eliminate the requirement for just compensation.

Our property's inclusion on the Minatoya List is codified in Maui law. Labels like "legacy use" or "workforce intent" do not override legal zoning protections. Similar legislation has failed elsewhere, and Bill 9 will not hold up either.

Maui residents should hold their elected officials accountable for proposing legislation that will fail.

Guest User

Location:

Submitted At: 9:45am 06-22-25

TESTIMONY IN STRONG SUPPORT OF THE SHORT-TERM RENTAL PHASEOUT

Submitted to the Maui County Council

Aloha Honorable Councilmembers,

I submit this testimony in strong support of the proposed phaseout of short-term rentals (STRs), particularly those on apartment-zoned land and the Minatoya list. This is a necessary policy correction to address a man-made housing emergency that continues to displace Maui residents and destabilize our economy.

1. Maui Is in a Housing Emergency

Maui faces an acute housing shortage, made worse by the 2023 Lahaina wildfires and decades of speculative development. Hundreds of STRs continue to operate in residential neighborhoods while families are still displaced, living in hotels, cars, or overcrowded conditions. STRs directly remove housing stock from the local rental and ownership markets. These units are needed for residents, not vacationers.

2. Maui Is Housing Wealthy Westerners While Displacing Locals

STRs have accelerated demographic change across Maui, replacing local families with higher-income transplants, remote workers, and tourists. This has created a market dynamic where those with mainland wealth can outbid kama__ina families for homes and rentals. The long-term effect is the cultural and economic displacement of native and long-time residents.

3. Airbnb Is a Recent Disruption With Outsize Impact

Airbnb was founded in 2008. In just 16 years, short-term rental platforms have radically altered housing markets globally and in Hawai__i. Entire neighborhoods have been converted into commercial lodging zones without hotel regulations or tax structures. Local governments were slow to respond, and the damage to housing affordability and availability has been severe.

4. The Short-Term Rental Industry Operates as an Aggressive, Organized Lobby

The STR industry is not a neutral presence in policy discussions. It operates through coordinated lobbying, litigation threats, and public relations campaigns designed to protect speculative returns. While claiming to support tourism, the industry prioritizes investor revenue over community stability. The benefits flow off-island, while the costs are borne locally—through rising rents, overcrowded infrastructure, and environmental strain.

5. Policy Created This Crisis—Policy Can End It

The Minatoya list and apartment zoning exemptions were political decisions, not moral contracts. Allowing commercial vacation rentals in residential and apartment zones has commodified housing at the expense of community wellbeing. STR phaseout is a legal and administrative remedy to restore balance to land use policy and uphold the County's duty to prioritize housing for its residents.

—

Conclusion

This is a matter of economic sovereignty and housing justice. The County has no obligation to preserve investor profit margins, especially when they conflict with the basic human right to housing. Maintaining the status quo rewards speculative abuse and accelerates displacement. Phasing out STRs in apartment zones and residential neighborhoods is a minimal but essential step toward restoring housing access and fairness for Maui's people.

I urge the Council to adopt the STR phaseout as proposed—without delay, without dilution, and without deference to industry threats.

Mahalo.

Austin Maniago

Guest User

Location:

Submitted At: 9:43am 06-22-25

Aloha I oppose this Bill 9.

I have been through 911 , recession , covid,lahaina fires.

We have had a housing crisis since the 2000.

I have worked in the big hotels for about 10 years now . We have not recovered from the fire .The people are coming but they are not spending .

I feel with Bill 9 goes thru this is gonna hurt everyone hotels, small businesses, local that work in these STR .

Yes I get it the tourist should stay in hotels when they come . But most of society can afford these hotel prices

.The ones that do can afford it .but i will say they are not spending money in the hotels at all . My paycheck have been cut in half . But my bills and food cost and rent keeps going up .

I feel like they are the ones that stay in hotels and not leave . We want the people that stay in these STR to come they are here to enjoy the island and spend there money in places that matter . THE SMALL BUSINESSES!!!!!!

And go home and tell their friend ,family ,post it on social media .

I get it we need housing but to take away All STR that have been operating for over 30 years is crazy . My question has always been why we dont pass a bill on rental cap . That's the reason why we dont have housing . When the fires hit FEMA came in and told owners we will pay you triple of what u get now but when FEMA was cut off the prices never came down . How can a person that makes \$80k or less afford a 2 br home or condo for \$2600 or more + utilities + food+car loan +car insurance + phone bill +kids +sports+ school supplies +school clothes .

If this Bill goes thru so many jobs are gonna be gone for us local family . That means more crime ,more homeless , no tourist to help these businesses stay open . Us locals won't be able to support them either because WE WONT BE MAKING MONEY TO SPEND !!!!!

SO NO TOURIST TO HELP AND NO LOCALS TO HELP KEEP THESE ISLAND AFLOAT !!!!!

OK so let's just say we dont won't to depend on tourist . Then how can we make money when you are in the hospitality field!!!!!!

Is it you guys think no more STR so they have to go to hotels well we all know AMERICANS DONT LIKE TO BE TOLD WHAT TO DO THATS FORSURE !!!!! SO what Noone in the hotels no more STR so this island becomes what!!!!!!

East coast peeps will go to other places it's cheaper anyways .west coast will do the same. Most of America save there life saving to come and see this beautiful place we get to call our home . But u force them to stay in just hotels it won't happen .

I already see it in my job .

RENTAL CAP IS THE WAY TO GO !!!!!!!

Guest User

Location:

Submitted At: 9:05am 06-22-25

I oppose. The island need the Vacationers to come and use all the restaurants, the condos, the people that cleans the condo, the people on Vacations using all the restaurants and buy all the locals make!!!

Guest User

Location:

Submitted At: 8:54am 06-22-25

Good morning. My name is Jason Slate, and my wife and I own a condo at The Kapalua Golf Villas, in the resort community of Kapalua. While we support the local community of Maui, and understand the dire need to create more affordable housing, we strongly oppose this measure which has been proposed. We as owners of our unit, are currently paying upwards of \$6,500 per month for our mortgage, taxes and HOA fees. Contrary to what some people would like you to think, we are not "fat cats from the mainland", but are in reality something very different. I'm a sixty-six year old bartender, and my wife is a server. We purchased our unit just three years ago, it was a long dream of our to so so. We paid a premium to have a legal vacation rental property, and we have done everything by the law. We are hard working people, and we do not, and will not accept our legal rights to be taken

away, nor do we think this proposal would do anything to help the situation. We strongly oppose, and will do all that we can to fight this proposal if in fact you do pass it. We support any proposal that would help the local working population have safe, adequate, and affordable housing, but this proposal is not the answer. If you do choose to pass it, rest assured that we will fight it with legal challenges, and we believe the courts will decide that by enacting this bill, our constitutional rights have been violated. Please consider all of the ramifications for the County of Maui when considering if this bill should be passed, and what it will cost the county to fight all of the legal challenges when they arrive.

Guest User

Location:

Submitted At: 8:27am 06-22-25

Listen to Stan Franco

Guest User

Location:

Submitted At: 7:27am 06-22-25

You have to recognize this housing crisis is a nation wide issue and taking away our main economic driver will devastate the entire island.

The issue is the government's neglect for a huge number of years to not build affordable homes. Now you have to implement subsidies not affordabilitywith the rising cost to build. Look at the reality of the situation. The cost vs the gain is not in balance with 70% of maui county's income coming from tourism.

Guest User

Location:

Submitted At: 6:41am 06-22-25

Aloha, I wish to express opposition to this bill. I manage a small housekeeping business up in Kahana & Napili and employ 8 people. We are paid good living wages and do not want to work for a hotel. The owners treat us very respectfully and are understanding of our needs. The cost of long term rent for these places will be much more unaffordable for most residents and very unrealistic.

Guest User

Location:

Submitted At: 5:48am 06-22-25

I oppose Bill 9. The committee must recommend a better solution. Locals have the opportunity to purchase any of the 790 condos (according to Redfin) that are on the market today. Do better committee.

Candace Buettner

Location:

Submitted At: 5:38am 06-22-25

When this bill was purposed tourism has drastically reduced. If it is approved it will devastate the island, families can't afford to stay in hotels. Many locals will be unemployed.

Guest User

Location:

Submitted At: 7:40pm 06-21-25

Listen to Stan Franco

Guest User

Location:

Submitted At: 5:30pm 06-21-25

Testimony in Strong Support of Bill 9

Submitted by: Tryson Kaiama — 21-year-old Native Hawaiian, Construction Apprentice
To: Maui County Housing and Land Use Committee

Date: [Insert Date]

Aloha mai k_kou,

My name is Tryson Kaiama. I'm 21 years old, born and raised Upcountry Maui. I work full-time in construction. Every day, I help build houses across this island — from K_hei to K__anapali — and even though I know I'll probably never afford to own one, I've got enough work to last until retirement. I'm just building homes for everyone else.

That's the hard truth for local boys like me. We put in the labor, we grind under the sun, and we build the foundations for other people's dreams — but our own dreams of owning a home here get farther and farther away.

That's why I'm standing in strong support of Bill 9. This bill is one small move in the right direction — putting housing back in the hands of residents and shutting down the loopholes that let people turn apartment zoning into illegal vacation hotels. That land was meant for people who live and work here — not for tourists, corporations, or trust fund kids looking to invest.

I look at what's happening and I think about our k_puna. I think about how they lived close to the land, how they shared, how they protected their _ohana and their kuleana. And I also think about the 12 tribes in the Bible — the people of Israel. Each tribe had their own land, their own responsibility, their own role in the bigger picture. They got scattered and displaced too. But eventually, they were called to return — to rebuild, to restore justice, and to care for the poor.

That's our story too. We've been pushed out of Lahaina, out of K_hei, out of even parts of Upcountry now. But we're still here. And we still believe in something sacred — that the land is not just a resource. It's our inheritance. It's our identity.

Bill 9 isn't perfect. But it's a law that finally starts standing up for locals instead of bowing to money. It's the County's chance to say: we're not going to protect investor ROI while residents are living five families to a house, or sleeping in their trucks, or leaving Maui altogether.

The opponents will say this is bad for business. But if business means local people can't live here anymore, then maybe it's time to change the way business is done.

In the Bible, righteous leaders restored their people by returning to the law, protecting the vulnerable, and honoring the land. That's what I see in this bill. That's why I support it.

I want to raise my future kids on Maui. I want them to grow up like I did — Upcountry, close to __ina, close to _ohana, close to something that money can't buy.

Please pass Bill 9.

Ua mau ke ea o ka __ina i ka pono.

The life of the land is perpetuated in righteousness.

Mahalo,
Tryson Kaiama
Age 21
Upcountry Maui
Construction Worker

Guest User

Location:

Submitted At: 1:17pm 06-21-25

Listen to Stan Franco

Guest User

Location:

Submitted At: 9:42am 06-20-25

This is in regards to Bill 9. My ancestors migrated to Maui almost 200 years ago from Madera, so, we have no connection to those ancestors outside of Maui. My mother grew up in plantation housing at the pine apple plantation where her father worked on Maui. After her father died, the family moved to Oahu to find work. My mother moved to California where she found additional work and where I was born. My wife and I purchased our condo at Kamaole Sands where I have intended to retire some day, however, using as the unit as short term rental is needed to be able to afford the unit until our family debt is reduced so that I can retire. At the time we purchased the unit we relied on the flexibility of being able to use the unit for short term rental, then eventually as long term housing. In the mean time we also use the unit to visit on island ohana. Thank you for your consideration.

Steven Pierce

Guest User

Location:

Submitted At: 7:36am 06-20-25

A plus to eliminating the excess short term rentals is the water saving. There is a continual shortage of water and owning a STR and noticing how visitors waste our island water without any concerns about the impact such waste causes. Those that live here know not to run showers for hours at a time and to make sure faucets are turned off. The continual building of short term rentals, resorts, timeshare complexes, just puts all the mre additional strain on our water supplies. It seems that no one is thinking of this, only bringing in more vacationers.

Guest User

Location:

Submitted At: 3:34am 06-20-25

Opposition to Bill 9 and Request for Amendment

I oppose Bill 9 as drafted and urge the Council to amend it by excluding Papakea Oceanfront Resort, which the County has historically identified as having A2-H2 zoning on the Planning Department Website. I have requested explicit from clarification from Planning Staff regarding this error through their own (LUD2024-00747) and my request to appeal or seek clarification has been wholly disregarded since 2024. Because of this, I believe Papakea Should Be Excluded from this bill.

Legal Vacation Rental History

Papakea has operated as a legal vacation rental property for nearly 50 years, marketed and sold specifically for this purpose before any zoning restrictions existed. This establishes a clear precedent that should be respected.

Never Workforce Housing

Unlike properties Bill 9 targets, Papakea was never workforce housing for local residents. It has always served tourists, so it doesn't represent the harmful conversion from local housing to vacation rentals that the bill aims to address.

Commercial Location and Design

Papakea sits in a tourism corridor surrounded by hotels and commercial properties, not in residential neighborhoods. The property features resort amenities like a front desk, activity concierge, and shared spaces designed for short-term guests. Most units are under 600 square feet with limited parking, making them unsuitable for long-term residential use.

Protected Investment Expectations

Owners purchased based on consistent County ordinances from 1989 to 2022 that permitted short-term rentals. They've made substantial investments in mortgages, renovations, and furnishings specifically for vacation rental operations. Eliminating these legal rights would unfairly destroy legitimate investment-backed expectations.

Conclusion

Papakea's 50-year history as a legal vacation rental, commercial tourism location, and resort-style design distinguish it from residential properties converted to vacation rentals. The Council should amend Bill 9 to exclude Papakea and protect owners' legitimate property rights that have been promulgated by Planning Department as recently as 2024 when this matter was under consideration.

Sincerely,

Mason Kirby

ANTONETTE EATON

Location:

Submitted At: 8:46am 06-19-25

Bill 9 letter of support

WRITTEN TESTIMONY IN STRONG SUPPORT OF BILL 9

Submitted to: Maui County Council – Housing and Land Use Committee

Hearing Date: June 23, 2025

From: Edward Codelia

Aloha Chair Kama, Vice-Chair, and Honorable Councilmembers,

Mahalo for your tireless commitment to the people of Maui. I write in **unshakable support of Bill 9**, which rightly seeks to close the apartment zoning loophole and restore the integrity of your land use laws. This legislation is a long-overdue course correction — not just a zoning amendment, but a **turning point for Maui's future**.

Bill 9 Is a Necessary Reset — Not an Overreach

For over a decade, a legal fiction known as the *Minatoya List* has allowed apartment-zoned properties to operate as short-term vacation rentals (STVRs), distorting the purpose of residential zoning and stripping your people of badly needed housing. These properties were **never zoned for commercial hotel use**, and the County's complicity has created a shadow market of luxury hotel units embedded in your residential fabric.

The *Minatoya Opinion*, issued in July 2001 by Deputy Corporation Counsel Richard K. Minatoya, acknowledged approximately 83 apartment-zoned properties islandwide that operated as STRs prior to April 1989. This accommodation was codified in Maui County Code §19.12.020(G), but was never intended to permanently exempt these units from their fundamental residential zoning purpose.

Bill 9 stops this abuse.

This isn't about punishing success or removing rights — it's about upholding the law, reclaiming your neighborhoods, and prioritizing the needs of those who live, work, and raise families here.

The Fiscal Reality: Smart Short-Term Pain, Long-Term Resilience

Opponents emphasize lost revenue — yes, Maui County may initially lose **\$15 to \$28 million annually** in Transient Accommodations Tax, General Excise Tax, and inflated investor property tax premiums when STVRs in apartment zones are phased out.

However, this revenue is **not sustainable**. It is **volatile**, tied to **global tourism cycles, market speculation, and geopolitical factors** beyond your control. Maui's overreliance on speculative STVR income places your fiscal foundation at risk, especially amid:

- **Rising inflation** averaging 3–5% annually since 2022
- **Federal program cutbacks** amid national deficit debates
- **Tariffs and trade tensions** impacting visitor economies
- **Slowing mainland economies** reducing discretionary travel spending

Betting your county's solvency on investor profit margins and vacation occupancy rates is a precarious strategy.

Long-Term Economic Recovery Through Stability, Not Speculation

Within 2–3 years, you can fully recover and even **surpass lost revenue** by fostering:

- **\$10–17 million annually** in long-term income tax and property tax gains from residential leasing and owner-occupancy
- **200–400 new local jobs** in property management, construction, eldercare, maintenance, and related services
- **HOA cost savings** through reduced turnover, less property damage, and lower security costs — some Associations of Apartment Owners could see **10–25% reductions** in monthly fees
- **Increased federal and state housing grants** tied to demonstrated local housing availability and stability

Building your revenue base on the stability of local tenants and working families, rather than the volatility of tourism and investment speculation, creates economic resilience and community wellbeing.

Investment Properties Are Not Homes. They Are Financial Instruments

The units in question are not family homes but business operations. Their owners:

- Use **1031 exchanges** to defer capital gains and cycle profits
- Claim full depreciation and tax write-offs on expenses
- Employ **hotel-like pricing software** to maximize nightly rates
- Pay management companies rather than local workers
- Sell properties rapidly when profits decline, as seen during **the 2008 foreclosure wave**

When the market dips — and it inevitably will — these units will not house your people. They will be **dumped, warehoused, or converted** to other non-residential uses until the next cycle.

That is not housing. That is extraction.

Maui's Housing Crisis Is a Direct Result of This Loophole

While these STVRs generated private wealth, Maui experienced:

- **A workforce exodus** of teachers, healthcare workers, public safety personnel, and other essential workers
- **Skyrocketing rents and near-zero vacancy rates**
- **Local families forced into overcrowding or forced off-island**
- **Critical job vacancies in sectors reliant on local workers**

Yet, thousands of units remain vacant, awaiting the next booking rather than a long-term tenant. How can you justify this when nurses commute from off-island, and families are displaced?

Rebutting Opposition Testimony

Some opposition testimony claims that removing STVR permissions in apartment zones will not improve affordability because HOA fees, property taxes, and insurance costs make units too expensive, costing \$25,000 to \$30,000 annually per unit.

This argument misses the fundamental point. Bill 9 is not about guaranteeing affordability at every price point. It is about **returning housing units to long-term residential use**, which reduces displacement and rent pressure. Having more units available for long-term residents—even if HOA fees remain high—helps stabilize your community.

Moreover, the claim that STVRs "feed the community" through tax revenue ignores that tax revenue cannot substitute for shelter. The current system benefits investors but **displaces residents**. Affordable housing requires prioritizing people over profits.

Why Are Bill 9 Supporters a Minority on Granicus?

The public testimony portal may reflect an outsized voice from opponents because:

- Opponents are often well-funded, highly organized investor groups with a direct financial stake in maintaining the loophole, motivating them to flood testimony opposing the bill.
- Supporters—including renters, local workers, and displaced families—are less organized, less vocal, and often unaware that Bill 9 protects their interests.

- Testimony volume does not equate to majority opinion; it reflects who has resources and incentives to participate.

You must look beyond online testimony volume to the lived realities of those suffering displacement and housing insecurity.

The World Is Warning You — Will You Listen?

Major cities worldwide—from **Barcelona to Amsterdam to Vancouver**—have faced political unrest and community backlash due to unchecked short-term rental markets causing displacement and eroding neighborhoods.

Maui is next unless you act decisively.

Bill 9 is not radical; it is the **bare minimum** necessary to preserve the fabric of your communities and safeguard the island’s unique environmental and cultural heritage.

Environmental and Infrastructure Impacts

The environmental consequences of allowing hotel-level intensity of use in residential zones are acute and well-documented:

- **Wastewater infrastructure is overwhelmed**, contributing to coastal pollution that harms Maui’s coral reefs and marine ecosystems, vital to tourism and community health.
- **Water resources are stressed**, with aquifers overdrawn and Upcountry rationing intensified by the water-intensive needs of transient guests in units designed for families.
- **Increased traffic, noise, and parking congestion** erode quality of life and neighborhood cohesion.
- The cumulative impact of STRs threatens Maui’s sustainability and natural beauty.

The County’s constitutional public trust obligations demand that you weigh environmental stewardship equally with economic interests.

Legally Defensible. Economically Justifiable. Morally Imperative

Bill 9 rests on firm legal foundations:

- **Act 17 (2024)** affirms the County’s local control over transient accommodations, reaffirming your right to enforce zoning consistent with community welfare.

- Hawai‘i courts have upheld phase-outs of non-conforming uses where consistent with public interest (e.g., cases in 1997 and 2016).
- The reasonable sunset period in Bill 9 respects procedural due process and balances fairness with urgency.
- Zoning enforcement aligned with public welfare is not a regulatory “taking” and will withstand legal challenges.

You are not discriminating; you are governing responsibly.

Do Not Be Intimidated by Investor Lobbying or Legal Threats

The proposed 5-year phase-out and rezoning plan from investor coalitions is a delay tactic. It will:

- Encourage costly lawsuits and internal AOA in-fighting
- Force apartment complexes to undertake rezoning for rights they have already enjoyed
- Reward those who have exploited the loophole while punishing the compliant

You cannot outsource your kuleana over land use to investor interests or wait for perfect consensus. **Act now, or lose what remains of your community’s housing stock and environmental legacy.**

PASS BILL 9 — PROTECT MAUI’S FUTURE

This is more than legislation. It is a declaration that:

- **Zoning is not for sale**
- **Communities come before cash flow**
- **Apartment units should house people — not portfolios**

Yes, the bill will face legal and political challenges. Yes, some will lose revenue. But **that burden is not yours to bear**. Your duty is to uphold the public trust, protect local families, and defend Maui’s future.

Maui is watching. Hawai‘i is watching. Your constituents stand ready to support you — in court, at the ballot box, and in the community.

FINAL MAHALO

Thank you for your strength, your vigilance, and your vision. Please vote **YES on Bill 9** — not for the few who profited from loopholes, but for the many who were left behind.

Respectfully submitted,

Edward Codelia

Maui Resident/Realtor



Kapalua Bay Villas
500 Bay Drive
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808.669.6767

June 23, 2025

The Honorable Richard T. Bissen, Jr.
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Dear Mayor, Council Members, Planning Director, Planning Commissioners, and HLU Committee Members:

Please accept this correspondence as a follow up to our June 24, 2024, and June 5, 2025, letters sent to you in our capacities as the presidents of the Kapalua Bay Villas, Kapalua Ridge Villas, and Kapalua Golf Villas. Our last correspondence asked you to clarify the proposed ordinance to unambiguously exempt the Kapalua Resort. This correspondence provides a further explanation of the reasons for our request.

Section 5 of Bill 9 (2025) amending 19.32.040 states:

SECTION 5. Section 19.32.040, Maui County Code, is amended by amending Subsection I to read as follows: "1. Transient vacation rentals are permitted in planned developments, except for developments that have been publicly funded, if: [1. The planned development received a planned development site plan approval that was lawfully issued by and valid on April 20, 1989, and the land is zoned A-1 or A-2 apartment district; or] [2.] .L The planned development meets all of the following: a. The planned development received final approval as provided in this chapter, and at least one unit in the planned development was operating as a vacation rental on or before April 20, 1981. - 4- b. The planned development is located on parcels with at least some residential district zoning. c. The planned development consists of only: i. Duplexes or [multi-family] multifamily dwelling units; or ii. A combination of single-family dwelling units and duplexes or [multi-family] multifamily dwelling units. (3.) 2. Existing transient vacation rentals may be reconstructed, renovated, or expanded if no new rooms or transient vacation rental units are added.

The proposed ordinance deletes a portion of this section while still exempting certain properties where a "planned development" received final approval and at least one unit was operating as a vacation rental on or before April 20, 1981; the planned development is located on parcels with at least some residential district zoning; and the planned development consists of only duplexes or multifamily dwelling units or a combination of single-family, duplexes, or multifamily dwellings. It is vague and ambiguous how this remaining exemption will apply to certain resort area properties, including properties in the Kapalua Resort, that were approved, built, and always used to include transient vacation rental.

The proposed ordinance seems to distinguish between certain properties without a public purpose for doing so. For example, there is no public purpose in differentiating between historical variations in the plan approval process or because a particular development plan includes residential zoning, or a hotel, while another does not. The review and approval process means that the proposed project uses were considered and determined to be appropriate for those parcels. As related to the Kapalua Resort, when approved for development approximately 50 years ago, the resort plan comprised a mix of uses including hotels, single family residences, and multifamily buildings approved for transient vacation rental.

Legislation needs to be appropriately tailored to advance a proper public purpose. Here, the stated public purpose is to increase affordable long-term family housing on Maui, however, this purpose is not achieved by banning short-term rentals in resort areas that are not suitable for affordable family housing. Resort properties have high purchase costs and homeowners' association fees, huge maintenance expenses, significant resort-area community use restrictions (no pets, parking restrictions, noise limitations, etc.), and vacation-oriented construction and amenities. This is certainly true in the Kapalua Resort where the Kapalua Villas were approved, built, sold, and continuously used for almost 50 years to include short-term rentals. Banning short-term rentals in the Kapalua Villas will not achieve any public purpose in providing affordable housing, because these properties are neither affordable nor suitable for long-term family housing.

Proposed legislation may impact multiple public purposes, and when it does, those competing public interests must be carefully balanced. Accordingly, our original correspondence encouraged the County to approach this legislation with a scalpel rather than an ax. Here, these interests include affordable housing availability, protecting Maui's tourism-based economy, and directing tourism to Maui's resort areas. If applied to resort areas like the Kapalua Resort, the proposed legislation will not advance the public purpose of increasing affordable housing and will only harm other important public interests such as protecting the tourism industry and directing tourism to Maui's resort areas.

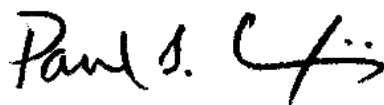
Maui has long recognized a public purpose of directing tourists to Maui's primary resort areas so other areas can remain more focused on local resident use. The Maui General Plan, the Community Plans, and the Maui Island Plan all work to direct short-term dwelling accommodations to the resort areas of Kapalua, Kaanapali, Wailea, and Makena. For obvious reasons, not each parcel within a resort area is zoned as hotel. Some parcels are zoned for multifamily use, some are zoned for commercial use, and some are zoned for single family use. This mixture of zoning supports a public purpose of providing a range of short-term vacation accommodations in these identified geographic areas. Modifying that planning determination to ban short-term rentals in these properties will only undermine the longstanding island-wide policy of consolidating tourism in Maui's resort areas.

For these obvious reasons, it has been widely recognized that short-term rentals are appropriate in resort areas. While the Mayor and certain Council Members have expressly acknowledged this, they have encouraged zoning changes to a "hotel" classification, which the County has not facilitated and at best is very slow to achieve, expensive, and uncertain. Also, not all property owners in resort areas participate in short-term rentals, and taxes on property classified "TVR-STRH" already significantly

exceed the “hotel” tax rate.¹ For these additional reasons, there is no public purpose in banning short-term rentals in resort areas.

The current proposed ordinance is not appropriately tailored to the stated public purpose of reducing the Maui housing shortage. Nor does it maintain Maui’s resort area status, value, and purpose. By all accounts, unless appropriately amended, the proposed ordinance will severely damage Maui’s tourism-based economy. As written, the proposed ordinance is unclear and inadequate in exempting short-term rentals in resort area properties. For these reasons, we ask that you either reject the legislation entirely or clarify it by amendment to expressly exempt resort areas such as the Kapalua Resort, including the Kapalua Bay, Ridge, and Golf Villas.

Respectfully submitted,



Paul G. Cereghini
President, Kapalua Bay Villas



Rodney C. Pranin
President, Kapalua Ridge Villas



Thomas J. Jinks
President, Kapalua Golf Villas

¹ For 2025-2026, the “Hotel and Resort” tax rate per \$1,000 of assessed value is \$11.25. The “TVR-STRH” rate ranges from \$12.50 to \$15.00



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June 5, 2025

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Dear Mayor, Council Members, Planning Director, and Planning Commissioners:

Please accept this letter as an update to our June 24, 2024, correspondence.

We are the presidents of the Kapalua Bay Villas, Kapalua Ridge Villas, and Kapalua Golf Villas Associations of Apartment Owners. Collectively, we represent the owners of 488 homes in the Kapalua Resort. We wrote to you last year to call attention to a serious problem with the proposed ordinance to ban short-term vacation rentals that had not as of then received the attention it merited. Specifically, the proposed ordinance painted with too broad a brush and, unless changed, may have been interpreted to ban short-term rentals in resort areas planned, approved, built, and always used inclusive of transient rentals. The Kapalua Resort is one such area. Since that time, several of you have clarified that it would not be appropriate to ban short-term rentals in resort areas such as the Kapalua Resort.

We write to encourage the County to adopt amendments to the ordinance that clearly and unequivocally exempt the Kapalua Resort from any short-term rental ban the County may enact. We note that Section 5 of Bill 9 (2025) amending 19.32.040 states:

SECTION 5. Section 19.32.040, Maui County Code, is amended by amending Subsection I to read as follows: "1. Transient vacation rentals are permitted in planned developments, except for developments that have been publicly funded, if: [1. The planned development received a planned development site plan approval that was lawfully issued by and valid on April 20, 1989, and the land is zoned A-1 or A-2 apartment district; or] [2.] .L The planned development meets all of the following: a. The planned development received final approval as provided in this chapter, and at least one unit in the planned development was operating as a vacation rental on or before April 20, 1981. - 4- b. The planned development is located on parcels with at least some residential district zoning. c. The planned development consists of only: i. Duplexes or [multi-family] multifamily dwelling units; or ii. A combination of single-family dwelling units and duplexes or [multi-family] multifamily dwelling units. (3.) 2. Existing transient vacation rentals may be reconstructed, renovated, or expanded if no new rooms or transient vacation rental units are added.

We trust this amendment is intended to exempt the Kapalua Resort from the proposed ban and to maintain the almost-50-year status quo and original purpose and approval of short-term rentals in the Kapalua Bay, Ridge, and Golf Villas. Accordingly, we ask that you acknowledge this intent and clarify Section 5, so it unambiguously achieves this exemption.

The Kapalua Resort is a master planned destination resort established by the Maui Land & Pineapple Company in the early to middle 1970s. Among the Kapalua Resort communities are the Kapalua Bay, Ridge, and Golf Villas which were built in 1977, 1978, and 1980 and comprise 141, 161, and 186 units, respectively. The Villas are an integral part of the Kapalua Resort with the Kapalua Bay Villas, for example, originally available

for short-term rental through the Kapalua Bay Hotel and Villas. Further history of the Resort is available at [Kapalua Maui Hawaii \(uli.org\)](http://Kapalua Maui Hawaii (uli.org)).

State and County records establish that the original Kapalua Resort plan included short-term rental use at the Kapalua Bay, Ridge, and Golf Villas. For example, a 1975 Hawaii Real Estate Commission report for the Kapalua Bay Villas states that the units will be used for “permanent or temporary residences, lodgings or rental”. https://hawaii.gov/dcca_condo/reports/0820P.pdf. In 1977 when the Bay Villas were built, transient rental use was specifically permitted, and therefore, short-term rentals in the Villas were a conforming and approved use. This chronology distinguishes the Kapalua Bay, Ridge, and Golf Villas from other transient rental properties and establishes rights and entitlements for continued use as planned, approved, built, sold, and used for over 45 years.

The Kapalua Bay, Ridge, and Golf Villas are neither affordable nor workforce housing; rather, they are resort properties with an “average value” of approximately \$1.68 million according to the Maui County Finance Department. These properties have always been expensive with high association dues that today can exceed \$30,000 a year. Mortgages, insurance, taxes, and maintenance are similarly expensive. Moreover, the Bay Villas, for example, have no garages, minimal parking, and limited if any storage. House rules prohibit pets, limit occupancy, restrict common area activities, and exclude work vehicles. The Kapalua Resort owners have an exclusive option to purchase Kapalua Club Resort memberships. In all respects, the Kapalua Bay, Ridge, and Golf Villas were planned, built, sold, and continuously used for over 45 years as destination resort properties. They are not now, nor have they ever been, workforce or affordable housing.

State and County records show that, while the Kapalua Resort was not intended or built as affordable or workforce housing, Maui Land & Pineapple built other affordable and workforce housing as a condition for approval of the Kapalua Resort master plan approximately 50 years ago. A December 2002 Planning Department environmental impact statement (at page 7) reported Maui Land & Pineapple had developed 450 affordable housing units on Maui and “also has complied with all requirements for affordable or employee housing previously imposed as *conditions* of developing the existing Kapalua Resort”. [2002-11-DD-MA-FEIS-Kapalua-Mauka-Resort-Expansion.pdf \(hawaii.gov\)](http://2002-11-DD-MA-FEIS-Kapalua-Mauka-Resort-Expansion.pdf(hawaii.gov)). Reportedly, Maui Land & Pineapple’s affordable and workforce housing initiatives included projects in Napili Hau as well as Pailolo Views, Kapua Views, and Pulelehua.¹

¹ The following environmental impact statements describe the Napili Hau project:

https://files.hawaii.gov/dbedt/erp/EA_EIS_Archive/1972-02-09-MA-FEIS-NapiliHau-Housing-Project.pdf.
https://files.hawaii.gov/dbedt/erp/EA_EIS_Archive/1971-11-30-MA-FEIS-NapiliHau-Housing-Project.pdf

Banning short-term rentals in the Kapalua Bay, Ridge, and Golf Villas will not achieve the stated purpose of the proposed ordinance. The original draft ordinance states: “The purpose of this ordinance is to *revert* all Apartment District properties to their *intended* long-term residential use.” Because affordable or workforce housing was never “intended” or existing in the Kapalua Bay, Ridge, and Golf Villas, banning rentals in the Kapalua Resort will not “revert” any such housing. And rental units in the Kapalua Bay, Ridge, and Golf Villas are required to be professionally run and legally conducted, so application of the proposed ordinance to the Kapalua Resort would serve no purpose in shutting down illegal rentals. In short, there is simply no justification for applying a rental ban to the Kapalua Resort, and doing so will only hurt the many local people who depend on the Resort for their jobs, customer bases, and economic opportunities.

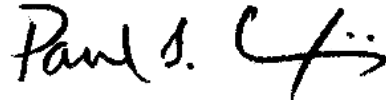
Owners of the Kapalua Bay, Ridge, and Golf Villas pay millions of dollars annually in taxes and provide enormous economic support for hundreds of local Maui residents who work for property management companies, for our associations, for the local golf courses and restaurants, for local shops and stores, for local artists and craftsman, for furniture and appliance stores across the island, for home remodelers and repair specialist, and for many other Maui-based businesses. Our owners and guests support a vast number of local businesses on west Maui. While you are likely familiar with studies showing the island-wide impact of a short-term rental ban², we can attest to the devastation that a ban on short-term rentals would have on the many employees, vendors, and businesses who depend on a healthy Resort community for their economic welfare as they have now done for almost 50 years.³

² An independent Kloninger & Sims study concluded the proposed bill would result in a \$1.3 billion hit to Maui’s economy and the loss of 7,800 jobs and up to \$91.8 million annually in tax revenue while another independent study by economist Paul Brewbaker found a short-term rental ban would cause the loss of 14,126 jobs and decrease tax revenues by \$137 million annually. The March 31, 2025, UHERO economic analysis predicts the proposed ordinance will cost Maui County \$900 million annually in lost tourist revenue, \$75 million a year in lost tax revenue, and the loss of 1,900 jobs.

³ Recognizing that short-term rentals are appropriate and beneficial to the community in resort areas Hawaii, Honolulu, and Kauai Counties have all excepted resort areas (called “Visitor Destination Areas” in Kauai) from their initiatives to scale back transient vacation rentals:

We pointed out last year that the proposed ordinance **wielded an ax where at most a scalpel is indicated**. We thank those of you who have now acknowledged this and encourage your efforts to unambiguously exempt resort areas like the Kapalua Resort which were planned, approved, built, and always used inclusive of short-term rentals.

Respectfully submitted,



Paul G. Cereghini
President, Kapalua Bay Villas



Rodney C. Pranin
President, Kapalua Ridge Villas



Thomas J. Jinks
President, Kapalua Golf Villas



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June 24, 2024

The Honorable Richard T. Bissen, Jr.
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problem with the proposed ordinance to ban short-term vacation rentals that has not yet received the attention it merits. Specifically, the proposed ordinance paints with too broad a brush and, unless changed, may be interpreted to ban short-term rentals in resort areas planned, approved, built, and always used inclusive of transient rentals. The Kapalua Resort is one such area.

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State and County records show that, while the Kapalua Resort was not intended or built as affordable or workforce housing, Maui Land & Pineapple built other affordable and workforce housing as a condition for approval of the Kapalua Resort master plan approximately 50 years ago. A December 2002 Planning Department environmental impact statement (at page 7) reported Maui Land & Pineapple had developed 450 affordable housing units on Maui and “also has complied with all requirements for affordable or employee housing previously imposed as *conditions* of developing the

existing Kapalua Resort". [2002-11-DD-MA-FEIS-Kapalua-Mauka-Resort-Expansion.pdf](https://files.hawaii.gov/dbedt/erp/EA_EIS_Archive/2002-11-DD-MA-FEIS-Kapalua-Mauka-Resort-Expansion.pdf) (hawaii.gov). Reportedly, Maui Land & Pineapple's affordable and workforce housing initiatives included projects in Napili Hau as well as Pailolo Views, Kapua Views, and Pulelehua.¹

Banning short-term rentals in the Kapalua Bay, Ridge, and Golf Villas will not achieve the stated purpose of the proposed ordinance. The draft ordinance states: "The purpose of this ordinance is to *revert* all Apartment District properties to their *intended* long-term residential use." Because affordable or workforce housing was never "intended" or existing in the Kapalua Bay, Ridge, and Golf Villas, banning rentals in the Kapalua Resort will not "revert" any such housing. And rental units in the Kapalua Bay, Ridge, and Golf Villas are required to be professionally run and legally conducted, so application of the proposed ordinance to the Kapalua Resort would serve no purpose in shutting down illegal rentals. In short, there is simply no justification for applying a rental ban to the Kapalua Resort, and doing so will only hurt the many local people who depend on the Resort for their jobs, customer bases, and economic opportunities.

Owners of the Kapalua Bay, Ridge, and Golf Villas pay millions of dollars annually in taxes and provide enormous economic support for hundreds of local Maui residents who work for property management companies, for our associations, for the local golf courses and restaurants, for local shops and stores, for local artists and craftsman, for furniture and appliance stores across the island, for home remodelers and repair specialist, and for many other Maui-based businesses. Our owners and guests support a vast number of local businesses on west Maui. While you are likely familiar with studies showing the island-wide impact of a short-term rental ban², we can attest to the devastation that a ban on short-term rentals would have on the many employees, vendors, and businesses who depend on a healthy Resort community for their economic welfare as they have now done for almost 50 years.³

¹ The following environmental impact statements describe the Napili Hau project:

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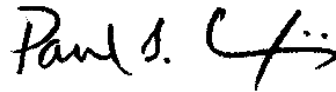
² An independent Kloninger & Sims study concluded the proposed bill would result in a \$1.3 billion hit to Maui's economy and the loss of 7,800 jobs and up to \$91.8 million annually in tax revenue while another independent study by economist Paul Brewbaker found a short-term rental ban would cause the loss of 14,126 jobs and decrease tax revenues by \$137 million annually.

³ Recognizing that short-term rentals are appropriate and beneficial to the community in resort areas Hawaii, Honolulu, and Kauai Counties have all excepted resort areas (called "Visitor Destination Areas" in Kauai) from their initiatives to scale back transient vacation rentals:

[Short-Term Vacation Rentals | Hawaii County, HI Planning](#)
[Short-Term Rentals \(honolulu.gov\)](#)
[Transient Vacation Rentals - Kauai County, HI](#)

The proposed ordinance wields an ax where at most a scalpel is indicated. We respectfully request that you reject the pending proposal and any other initiative that might ban short-term rentals in resort areas like the Kapalua Resort which were planned, approved, built, and always used inclusive of short-term rentals.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Paul G. Cereghini".

Paul G. Cereghini
President, Kapalua Bay Villas

Rodney C. Pranin

Rodney C. Pranin
President, Kapalua Ridge Villas

A handwritten signature in black ink, appearing to read "David J. Mitchell".

David J. Mitchell
President, Kapalua Golf Villas

Testimony in Strong Support of Bill 9 (2024)

Relating to the Reversion of Apartment District Properties to Long-Term Residential Use

Aloha Chair and Honorable Members of the Council,

My name is Toni Eaton, and I am a Native Hawaiian, and I am writing in strong support of Bill 9, which seeks to revert all Apartment District properties to long-term residential use and end the exception that has allowed transient vacation rentals (TVRs) in apartment buildings built or approved prior to 1989.

As a kānaka maoli who has witnessed firsthand the generational displacement of Native Hawaiians and working families from our own homeland, I see this bill as a crucial step toward restoring housing for local residents. It is unacceptable that, in the midst of a housing crisis, precious residential units in Apartment Districts are being taken off the market to serve the tourism industry—an industry that already occupies vast portions of our island.

This loophole, allowing TVRs to continue in pre-1989 buildings, has only served to commodify housing that should be for local families. These units should never have been treated as hotel rooms. For Native Hawaiians, the land and the homes upon it are not just real estate—they are ancestral spaces, places to raise families, perpetuate culture, and live with dignity. Every TVR in an apartment district is a home that could have sheltered a teacher, a kupuna, or a young family trying to stay in Hawai‘i.

Tourism must no longer be allowed to dictate the future of our housing policy. Bill 9 is a clear, decisive response to the community’s outcry for housing justice. We need to prioritize homes for people, not profits. This measure will not only help ease the burden on local renters but also send a strong message that our neighborhoods are meant for residents, not tourists.

I urge you to pass Bill 9 without delay or dilution. Our keiki deserve a future where they can afford to live in their homeland. Let us return our Apartment Districts to their original purpose: to house the people of Hawai‘i.

Mahalo for your time and for listening to the voice of the lāhui.