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TO: 2707686

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OFFICE OF THE
COUNTY COUNCIL

March 28, 2017

Chairperson Riki Hokama and
Members of the Budget and Finance Committee
of the Maui County Council
200 S. High Street
Wailuku, Maui, Hawaii 96732

TESTIMONY: Item BF – 129 RE: CONCESSIONS AND
SPONSORSHIPS IN COUNTY PARKS (CORRECTED)

Dear Chairperson Hokama and Members of the Committee,

In reviewing this proposed legislation I find the language defining “policy” to “provide for maximum programming opportunities...” both cold and misdirected See Section at 3 13.04A.410 Policy. Public Parks are public places for families, children to enjoy being with each other. They provide recreation and a passive refuge from the tedium and relentless pursuit by marketers of a citizen's attention and resource. Sadly under this proposal the intent appears for the Director of Parks to enjoy a maximization of programming opportunities. A park's ambiance and openness can disappear.

Under section 3 **Sponsorships** the director is given the discretion to “value” sponsorship agreements in an amount commensurate with the “relative” value of the benefit conferred upon the sponsor. This cost estimate needs guidelines set by the legislative act, or they will be inherently arbitrary. The Director should not possess this kind of power in our system. See Section 13.04A.430 (E) This section should not appear in this legislation. I ask that it be removed.

Finally, please consider that at Section 3 13.04A420 **Concessions A 2**. The term “Permanent refreshment concession facilities” is introduced and

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there is no definition for this term in the Definition section at Section 13.04A.030. If for example you designate half of the Haiku Community Center as a permanent refreshment concession facility what happens to the other half? Without a definition no one knows what is occurring or has occurred.

It has been my experience that Public Parks are for people not profit. They are not venues. I urge the Committee to take make a comprehensive review, to include number and length of leases now in existence; and in depth review and this takes time. This subject deserves your undivided attention.

Mahalo



Signed: Jim Smith

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