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COUNTY COUNCIL
COUNTY OF MAUI
200 S. HIGH STREET
WAILUKU, MAUI, HAWAII 96793
www.MauiCounty.us

May 19, 2020

Director of Council Services
Traci N. T. Fujita, Esq.

RECEIVED

2020 MAY 19 AM 11:33

OFFICE OF THE
COUNTY CLERK

The Honorable Alice L. Lee
Council Chair
County of Maui
Wailuku, Hawaii 96793

Dear Chair Lee:

**SUBJECT: ESTABLISHING THE MĀLAMA MAUI COUNTY
PLEDGE (PAF 19-209)**

May I request the attached proposed resolution, entitled "ESTABLISHING THE MĀLAMA MAUI COUNTY PLEDGE," be placed on the next Council meeting agenda.

Sincerely,

A handwritten signature in cursive script that reads "Keani Rawlins-Fernandez".

KEANI N.W. RAWLINS-FERNANDEZ
Council Vice-Chair

paf:kmat:19-209b

Attachment

COUNTY COMMUNICATION NO. 20-298

Resolution

No. _____

ESTABLISHING THE MĀLAMA MAUI COUNTY PLEDGE

WHEREAS, visitors to Maui County need clear guidance on appropriate, respectful, and safe behavior when visiting any of the islands within Maui County; and

WHEREAS, Maui County's visitors also need a mechanism to demonstrate their commitment to engaging in behavior that is safe to themselves and acknowledging our rich local history, culture, and environment; and

WHEREAS, the Republic of Palau and Hawai'i County have visitor pledges that outline a visitor's commitment to proper behavior while on vacation; and

WHEREAS, a visitor pledge would help Maui County's visitors understand how they are to behave now, therefore,

BE IT RESOLVED by the Council of the County of Maui:

1. That the following is established as the Mālama Maui County Pledge:

I pledge to be pono (to do what is right) while visiting the islands and waters of Maui County.

I will mindfully experience the breathtaking natural beauty of the 'āina (land) and the welcoming aloha spirit of its lāhui (people).

I will be ha'aha'a (humble) in my actions.

I will remember that each step I take is upon land that is someone else's home, sacred site, and living history.

If I do not know proper, respectful, or safe behavior, it is my kuleana (responsibility) to 'imi na'auao (seek knowledge) and ask before acting.

Resolution No. _____

I will be 'akamai (smart) while swimming and hiking, and I will respect the strength and power of ocean currents, rushing streams and the variable and unfamiliar terrain of these islands.

I will admire wildlife from a safe and respectful distance and shall not harm what does not harm me.

I will take nothing from this wahi (place) but memories and leave nothing but gratitude.

I pledge to mālama (take care of) Maui County, and remember that:

He ali'i ka 'āina; he kauā ke kanaka.
"The land is a chief; man is its servant."; and

2. That certified copies of this resolution be transmitted to Chris Tatum, President and Chief Executive Officer, Hawaii Tourism Authority; Keith Regan, Chief Executive Officer, Hawaii Tourism Authority; Sherry Duong, Executive Director, Maui County Visitors Association; Rod Antone, Executive Director, Maui Hotel & Lodging Association; Jen Russo, Executive Director, Maui Vacation Rental Association; Pamela Tumpap, President, Maui County Chamber of Commerce; Kay Fukumoto, Director, Office of Economic Development, County of Maui; and the Honorable Michael P. Victorino, Mayor, County of Maui.