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Jim Smith  
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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

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COUNTY COUNCIL

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

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Dear Chairperson Hokama and Members of the Committee,

In reviewing this proposed legislation I the language in the policy to “provide for maximum programming opportunities...” cold and misdirected See Section at 3 13.04A.410 Policy. We know 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. But, under this proposal the intent is to enjoy a maximization of programming opportunities. A park' ambiance and openness disappears.

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 reconsidered.

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

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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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