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COUNTY COUNCIL
COUNTY OF MAUI
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July 10, 2019

Ms. Terryl Vencl, Community Liaison
Office of the Mayor
County of Maui
Wailuku, Hawaii 96793

Dear Ms. Vencl:

**SUBJECT: VISITOR IMPACTS TO COUNTY ENVIRONMENTAL
AND INFRASTRUCTURAL RESOURCES (EACP-6)**

Thank you for your assistance at the Environmental, Agricultural, and Cultural Preservation Committee's July 2, 2019 meeting.

At the meeting, the Committee requested your comments and suggestions on the proposed resolution entitled "URGING THE ADMINISTRATION TO CONDUCT A SUSTAINABLE TOURISM ASSESSMENT AND REQUIRE GRANT RECIPIENTS TO INCORPORATE ENVIRONMENTAL AND INFRASTRUCTURAL ACTION STEPS INTO GRANT OBJECTIVES." The proposed resolution is attached for your reference.

I would appreciate receiving your written response by **Friday, July 26, 2019**. To ensure efficient processing, please include the relevant Committee item number in the subject line of your response.

Should you have any questions, please contact me or the Committee staff (Kasie Apo-Takayama at ext. 7665, or Nicole Siegel at ext. 8008).

Sincerely, 

SHANE M. SINENCI, Chair
Environmental, Agricultural, and
Cultural Preservation Committee

eacp:ltr:006aom01:kmat
Attachment

cc: Mayor Michael P. Victorino

Resolution

No. _____

URGING THE ADMINISTRATION TO CONDUCT
A SUSTAINABLE TOURISM ASSESSMENT AND
REQUIRE GRANT RECIPIENTS TO
INCORPORATE ENVIRONMENTAL AND
INFRASTRUCTURAL ACTION STEPS INTO
GRANT OBJECTIVES

WHEREAS, tourism is a vital part of Maui County's economy; and

WHEREAS, Maui Island visitor arrivals in 2018 increased by 6.2 percent to 2,914,144, a milestone that made last year the fourth consecutive record-breaking year, according to the Hawai'i Tourism Authority; and

WHEREAS, growth in the number of visitors is projected to continue in the next few years, and the Maui County Tourism Industry Strategic Plan 2017-2026 includes plans to "increase structural capacity to accommodate more visitors"; and

WHEREAS, to ensure economic and environmental sustainability, tourism-based economies need to "shift focus from promotion to broader planning and management challenges," according to a May 2018 paper entitled "Rethinking Hawaii Tourism: Time to Shift from Marketing to Managing Tourism?" by Professor Emeritus James Mak of the University of Hawai'i at Manoa;

WHEREAS, Policy 4.2.3.a of the Maui Island Plan is:

"Promote a desirable island population by striving not to exceed an island-wide visitor population of roughly 33 percent of the resident population"; and

WHEREAS, visitors should be provided information allowing them to engage in sustainable travel, including:

- how to identify companies that follow sustainable practices,
- how to minimize waste,

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- the importance of buying local, and
- reef-safe sunscreen; and

WHEREAS, a visitor guide should be distributed with existing Department of Agriculture forms on inbound flights, including:

- safety and environmental information,
- a directory of volunteer opportunities, and
- a pledge, to be signed and submitted, to enjoy Hawai'i while being mindful of the islands' sensitive environmental and cultural resources; and

WHEREAS, companies that train their employees and contractors on sustainable tourism should be supported by funding and marketing campaigns; and

WHEREAS, a sustainable tourism board should be established by the State, the County, or both to ensure policy and outreach efforts foster environmental protection, preservation, and enhancement; and

WHEREAS, the Countywide Policy Plan found Maui County too dependent on offshore sources for energy, food, construction materials, and common daily goods;

WHEREAS, the participants of Focus Maui Nui expressed a desire to retool the County's economy to be more self-reliant; and

WHEREAS, Maui County's economy could diversify and progress toward self-sufficiency by expanding the agriculture, aquaculture, manufacturing, and renewable-energy sectors; and

WHEREAS, the Countywide Policy Plan, at page 60, directs policy makers to:

- "Monitor the carrying capacity of the islands' social, ecological, and infrastructure systems with respect to the economy."

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- “Invest in infrastructure, facilities, and programs that foster economic diversification.”;

WHEREAS, though the 2018 Hawai'i Tourism Resident Sentiment Survey found the visitor industry is generally viewed favorably, residents also seek more than economic benefits, such as “having a voice in tourism development, presenting Native Hawaiian culture authentically. and preserving Native Hawaiian Culture”; now, therefore,

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

1. That it urges the Administration of Mayor Michael P. Victorino to conduct a sustainable tourism assessment for Maui County, giving due consideration to the factual and policy considerations listed above;
2. That it urges the Administration of Mayor Michael P. Victorino to require all grant applicants to incorporate environmental and infrastructural action steps into grant objectives, consistent with core principles and other elements of the Countywide Policy Plan and other General Plan ordinances;
3. That certified copies of this resolution be transmitted to the Honorable David Ige, Governor, State of Hawai'i; the Honorable Josh Green, M.D., Lieutenant Governor, State of Hawai'i; Phyllis Shimabukuro-Geiser, Chairperson, Board of Agriculture, State of Hawai'i; Suzanne Case, Chairperson, Board of Land and Natural Resources, State of Hawai'i; Chris Tatum, President and Chief Executive Officer, Hawai'i Tourism Authority; the Honorable Michael P. Victorino, Mayor, County of Maui; Sananda K. Baz, Managing Director, County of Maui; Michele Mclean, Planning Director; County of Maui; Kay Fukumoto, Economic Development Director, County of Maui; Sherry Duong, Executive Director, Maui Visitors Bureau; Lisa Paulson, Executive Director, Maui Hotel & Lodging Association; John Monahan, President & CEO, Hawai'i Visitors & Convention Bureau.