

HLU Committee

From: County Clerk
Sent: Monday, July 13, 2026 4:13 PM
To: HLU Committee
Subject: Fw: Bill 9, Resolution No. 26-111 - Testimony (Late Submission for Future Consideration)
Attachments: LSR County Council Testimony re STR Phase-Out 7-6-26.pdf

From: Maui Parkshore <mparkmanagement@gmail.com>
Sent: Monday, July 13, 2026 4:02 PM
To: County Clerk <County.Clerk@mauicounty.us>
Subject: Bill 9, Resolution No. 26-111 - Testimony (Late Submission for Future Consideration)

You don't often get email from mparkmanagement@gmail.com. [Learn why this is important](#)
Aloha Friends,

Because the Public Meeting in reference to Resolution No. 26-111 was continued to Monday, July 6, I attended that public meeting in hopes of providing testimony. I was, of course, informed that the testimony had been closed, and that I was welcome to sit in on the meeting. Even though the testimony period had already closed, I truly appreciated the opportunity to attend and it was a pleasure to meet both CM Cook and CM Sugimura in person.

After meeting them, I thought it might be helpful to submit my testimony. Since the online submission portal has closed, I would be so grateful if you could include my written testimony in the record and to have available for future reference

Please find my testimony attached. Thank you for your help, and I look forward to participating in our future public meetings.

Mahalo,

Lisa Sue

Lisa Sue Royer
Resident Manager
Office Cell: 808-736-4610
Call or Text

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Maui Parkshore Management
<https://mpsowners.com/>

July 6, 2026

Subject: TESTIMONY IN STRONG OPPOSITION TO UNMITIGATED STR PHASE-OUT /
URGING MAXIMUM H-3 & H-4 REZONING PROTECTIONS FOR MAUI PARKSHORE
(2653 S. KIHAI RD)

Aloha Chair and Members of the Committee,

My name is Lisa Sue Royer, and I am the Resident Manager at Maui Parkshore located at 2653 S. Kihei Road. I am submitting this testimony to voice my grave concerns over the catastrophic, unintended consequences of the Bill 9 short-term rental phase-out. I urge this council to protect our community by aggressively implementing broad H-3 and H-4 hotel rezoning protections under Bill 88 for traditional visitor-corridor properties like ours.

Personally, this ban represents an immediate existential crisis. The current political narrative claims that eliminating short-term rentals will create housing for local workers. In my case, it does the exact opposite. Because my housing is directly tied to my employment managing this property primarily as a short-term rental complex, the execution of this ban means I will lose both my job and my home simultaneously. This policy does not create local housing; it actively takes a local worker's housing away and throws me into unemployment.

I know there's a narrative that short-term rental units are owned by predatory corporations or faceless haole, and hurting them helps our kama'aina, but for most properties like ours this is simply false. They are owned by individual families and long-time visitors who purchased legally under a zoning framework that has been in place for more than 52 years. Several owners have held their units for decades, and one or two current owners purchased their condos new nearly 52 years ago. The Maui Parkshore was built, purchased, and operated for decades as a resort-style property, not as a standard residential subdivision. These owners are not faceless to me. I know each one of them, they all contribute to our local community, and I am fortunate to call many of them my friends. And there are also those we now consider 'Ohana.

These units also carry high fixed costs. Owners face rapidly rising insurance premiums, high property taxes, rising electricity costs, and substantial AOA maintenance fees. Eliminating short-term rentals may push down condo prices but will not make these units affordable for long-term workforce housing because the baseline operating costs alone exceed what many local workers can afford. Even if I found new employment, I would not be able to afford to live at Maui Parkshore for that reason alone.

The ban would also destabilize the broader AOA ecosystem. If owners begin defaulting on their mortgages, the financial impact could ripple across the broader Maui economy and, again, would hurt those Bill 9 claims to protect.

Situated just to the south of Keonekai Rd., Maui Parkshore is also located immediately below the extremely hazardous flood zone AE. Due to the catastrophic damage caused to the S. Kihei Rd corridor by the Kona Low Storm, we have been cut off from South Kihei below Kama'ole Sands Beach Park II. The major sinkhole repair in front of Fred's Mexican Cafe is expected to dictate

traffic patterns through the fall, while merchants in the area are actively pleading for residents and tourists to keep visiting them. Local business owners even launched a Change.org community petition to push for faster infrastructure repairs, warning that the lack of public access and parking could force permanent closures if foot traffic didn't return soon.

If enacted, Bill 9 will heavily burden local businesses and their workforces, who are already struggling to recover. The community is already facing a storm-damaged road, an uncertain repair timeline, disrupted beach access, a sluggish tourism recovery, and rising operational costs. The impact of a short-term rental phase-out will only compound these challenges.

Each year, I help direct hundreds of thousands of dollars in AOA funds to Maui businesses, including contractors, landscapers, tree trimmers, painters, paint suppliers, cleaners, irrigation specialists, HVAC technicians, fire protection companies, plumbers, appliance repair, maintenance specialists, and electricians. I could add to this list ad infinitum. These are local Maui businesses that rely heavily on this ongoing economic activity. Without short-term rentals to fund the AOA budget, we would have to let go of all of these services.

For the local Kihei community, I can't see how we can get away from the horrible ripple effects. Maui Parkshore sits directly in front of Kama'ole Sands Condominiums and across from Kama'ole Beach Park III, operating as a vital piece of South Maui's tourism ecosystem. While it is managed very much like a hotel, our guests prefer Maui Parkshore to the mega-resorts; and they spend their dollars directly in our neighborhood.

Our guests buy groceries at local stores, rent vehicles, and dine at mom-and-pop restaurants; have their nails done, enjoy an ice cream or cinnamon roll; buy handmade jewelry, wood carvings, and screen-printed t-shirts at the market, all made on Maui. Local bakeries, bicycle shops, snorkel stores, all relying upon this same economic activity.

Forcing these units out of the visitor market will destroy the local supply chain, concentrate wealth into out-of-state corporate hotel chains, and cost thousands of local hospitality and retail jobs.

We all agree that Maui needs affordable housing! But destroying the livelihoods of local workers while also pushing individual condo owners who support them into financial ruin cannot possibly be the right answer. Please protect Maui's small-business ecosystems, protect my home and job, and ensure Maui Parkshore is granted a swift and fair pathway to H-3/H-4 rezoning.

Mahalo for your time and consideration,

Lisa Sue Royer

Resident Manager, Maui Parkshore

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