

REQUEST FOR LEGAL SERVICES

Date: August 8, 2019
From: Shane M. Sinenci, Chair
Environmental, Agricultural, and Cultural Preservation Committee


TRANSMITTAL

Memo to: DEPARTMENT OF THE CORPORATION COUNSEL
Attention: Richelle Thomson, Esq.

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

Background Data: Please review the attached proposed resolution and, if appropriate, approve as to form and legality. Please provide a hard copy of the proposed resolution with your response.

Work Requested: FOR APPROVAL AS TO FORM AND LEGALITY
 OTHER:

Requestor's signature  Shane M. Sinenci	Contact Person <u>Kasie Apo Takayama</u> (Telephone Extension: <u>7665</u>)
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ROUTINE (WITHIN 15 WORKING DAYS) RUSH (WITHIN 5 WORKING DAYS)
 PRIORITY (WITHIN 10 WORKING DAYS) URGENT (WITHIN 3 WORKING DAYS)

SPECIFY DUE DATE (IF IMPOSED BY SPECIFIC CIRCUMSTANCES): _____
REASON: _____

FOR CORPORATION COUNSEL'S RESPONSE

ASSIGNED TO:	ASSIGNMENT NO.	BY:
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TO REQUESTOR: APPROVED DISAPPROVED OTHER (SEE COMMENTS BELOW)
 RETURNING--PLEASE EXPAND AND PROVIDE DETAILS REGARDING ITEMS AS NOTED

COMMENTS (NOTE - THIS SECTION NOT TO BE USED FOR LEGAL ADVICE): _____

DEPARTMENT OF THE CORPORATION COUNSEL

Date _____

By _____

(Rev. 7/03)

eacp:ltr:006acc01:kmatt

Attachment

Resolution

No. _____

URGING THE ADMINISTRATION TO CONDUCT A SUSTAINABLE TOURISM ASSESSMENT FOR MAUI COUNTY

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, continued growth in the number of visitors to Maui Island is projected for the next few years, and according to 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 must "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; and

WHEREAS, Policy 4.2.3.a of the Maui Island Plan is to "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, the importance of buying local, and reef-safe sunscreen; and

WHEREAS, the Administration is urged to work with the Airlines Committee of Hawaii and the Department of Business and Economic Development and Tourism, to develop a visitor guide to be distributed to tourists, including:

- safety and environmental information,

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- a directory of volunteer opportunities,
- a pledge, to be signed and submitted, to enjoy Hawai'i while being mindful of the islands' sensitive environmental and cultural resources, and
- information about ride share and public transportation opportunities to help mitigate vehicle congestion for purposes of safety, reduction of impacts to County infrastructure, and greenhouse gas emissions; and

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

WHEREAS, the State and County should establish a sustainable tourism board, modeling the work of Mayor Victorino's Tourism Group, to ensure policy and outreach efforts related to environmental, preservation, and enhancement issues continue and progress; and

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

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 agriculture, aquaculture, manufacturing, and renewable energy sectors; and

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

- "Monitor the carrying capacity of the islands' social, ecological, and infrastructure systems with respect to the economy",
- "Invest in infrastructure, facilities, and programs that foster economic diversification"; and

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WHEREAS, although the 2018 Hawai`i Tourism Resident Sentiment Survey found the visitor industry is generally viewed favorably, residents 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 to conduct a sustainable tourism assessment for Maui County, giving due consideration to the factual and policy considerations listed above; and
2. 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; and John Monahan, President & Chief Executive Officer, Hawai`i Visitors & Convention Bureau.

APPROVED AS TO FORM AND LEGALITY

RICHELLE THOMSON
Deputy Corporation Counsel
County of Maui

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