

AH Committee

From: Tile Setters Hawaii LLC <install@tilesettershawaii.com>
Sent: Saturday, August 31, 2019 8:12 PM
To: AH Committee
Subject: Affordable Housing Projects (Chapter 201H, Hawaii Revised Statutes) (Independent Development of the Makila Farms Project (Lahaina)) Agenda Item AH-1 (3)

Tasha Kama, Chair – Housing Committee
Maui County Council
Kalana O Maui Building, Eight Floor
200 South High Street
Wailuku, Hawaii 96793

RE: Support Makila Farms AH-1 (3)

Dear Tasha Kama, Chair - Housing Committee

My name is Kenneth Ginsberg, a former resident of Lahaina. My grandparents and parents moved here in 1968 and opened two restaurants in Lahaina. I attended Lahainaluna High School in 70's. After high school, I've worked as a tile setter in the Hawaii Masons Union and eventually started my own business on Maui working on many homes in Lahaina and around Maui. In the early 80's myself, my extended family, and many more former Lahaina residents were forced to move to Kahului, and beyond, being priced out of Lahaina's home market, to live and survive. Too many on this island take residence in towns far from where we work, and battle hours of daily traffic to and from central Maui where we can afford a home to live in. Makila Farms in Lahaina, would be a perfect workforce and market value priced development point, will relieve traffic congestion with working folks finally being able to afford a home in the same zip code that they work in.

I am fortunate to have been awarded a contract for the "Kaiaulu", Workforce Housing project in Kaanapali. It brings me great joy to see these fortunate new homeowners take up residency here in Lahaina where they now live and work in homes they can finally afford. It's evident, quality of life can dramatically improve with eliminating arduous daily hours of traffic. Talking to them they are HAPPY and LOVE living there and lucky to be amongst the fortunate few to call Lahaina (Kaanapali) home.

Kapalua's Pailolo Workforce Housing development has been approved, groundwork is started and construction is beginning next year, and I will be working there as well, albeit the arduous daily driving for myself and my crew, and a lesser quality of life with time lost in traffic away from our families and other commitments. Likely, many here testifying in favor of this Agricultural community also suffer the hardship of the average 10 - 12 hour weekly commutes to the West side due to where we have to live.

If there were more developers, like Greg Brown's Makila Farms project for both workforce and market value housing approvals for Lahaina area, the math would deduce eliminating traffic burdens, the reason for the traffic is because folks cannot afford to live where they work and because of this, they suffer the hardships of 10 – 12 hours a week in traffic going to where they can afford housing.

Makila Farms has gone beyond adequately addressed and alleviated all concerns raised during the Makila Kai project before the County Council and community at large, and I admire their tenacity to continue to fight for the workforce community on the west side of Maui in their pursuit of affordable housing.

Please vote unanimously to pass Makila Farms for all the hard working, weary traveling citizens of Maui County. We need this and must approve of it.

Can we look around, honestly asking ourselves and each other “Are we truly living the mantra of “Maui No Ka Oi slogan our entire island of residents has graciously adopted and perpetuated for over two centuries, or are we, the working class residents of Maui County (and Hawaii state) just surviving as best we can in the land of... Maui no ka oi? Lets take care of the decades of harm our hard workers have endured, doing their best to reside here and call Maui home. Its time we all realize that “Maui hiki ke hana maika’i” which loosely translates to “Maui can do better” and it should restore the “no ka oi” for all of us moving forward! Approving Makila Farms will restore faith in the work force residents here that our legislators really do care about us and want to secure a more fruitful and financially stable lifestyle by approving this as a victory for us all.

“Maui no ka oi” famed phrase we say so often and I’d like to share it’s history. The article is entitled: What’s in a Name

....In the 1800’s Maui became the first island to take this tradition in a new direction, when Reverends S. Pa’aluhi and Samuel Kapū Sr. of Ka’ahumanu Church in Wailuku began to write songs using the phrase Maui nō ka ‘oi. Here’s an excerpt from Kapū’s song “Ku’u Home ‘o Maui”:

Auē, ke aloha ē,

U’i roselani ē,

Nani Haleakalā,

Ku’u home ‘o Maui nō ka ‘oi,

Ku’u home ‘o Maui nō ka ‘oi.

Oh, the love [I feel]!

For the roselani beauty

So lovely is Haleakalā

My home, Maui is the best!

My home, Maui is the best!

“Maui nō ka ‘oi” resonated with the island’s people. Songwriters have had a near-obsession with the phrase, incorporating it in boasting songs that also praised Haleakalā and the roselani, Maui’s flower. Many of these songs were written anonymously, the poets humbly wanting to keep the name of their revered island foremost, rather than themselves. Know that when you repeat “Maui nō ka ‘oi,” you are continuing a tradition that began with ancient Hawaiian chant, and two centuries of Maui song. — Gail Ainsworth — Nov/Dec 2016
<https://www.mauimagazine.net/maui-no-ka-oi/> appeared in their last issue.

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“It always seems impossible until it's done.”

— [Nelson Mandela](#)

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