

## **EDB Committee**

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**From:** A.K. Russell <akrmaui@gmail.com>  
**Sent:** Wednesday, April 17, 2019 11:26 AM  
**To:** EDB Committee  
**Subject:** Kula park Playground

Dear EDB Committee Members,

I'm an upcountry mother of four ranging from 6 month to 6 years and spend almost daily time at parks and playground. With Keokea Park being closed (and somewhat dangerous right by the road) and Pukalani Playground being used by the Pukalani School and Summer Pals (which often scares my children) I'm kindly asking for your support for a play structure at Kula Park. The park is off the road, has trees for shade, bathrooms and would therefore be a great location.

Mahalo for your time and consideration!

Sincerely,

Anna Russell

## **EDB Committee**

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**From:** Alice L. Lee  
**Sent:** Wednesday, April 17, 2019 12:32 PM  
**To:** EDB Committee  
**Subject:** FW: Short Term Rental Proposed Tax Increase

Mahalo,  
Alice

**From:** carol carolan <carolanncarolan@yahoo.com>  
**Sent:** Wednesday, April 17, 2019 12:07 PM  
**To:** Alice L. Lee <Alice.Lee@mauicounty.us>  
**Subject:** Short Term Rental Proposed Tax Increase

Dear Councilmember Lee:

When the short term rental home (STRH) ordinance was passed several years ago, the newly permitted homes were placed in the Commercial tax classification. Within a couple of years, there was a push to include STRHs in the Hotel/Resort classification. Property owners who had opened their homes to vacationers fought valiantly to show government officials that a STRH was not a hotel. They had extensive restrictions placed on them, and had only one income stream, which was lodging. There were no restaurants, galleries, gift shops, clothing stores, bars, pool activities, beach activities, classes, concierge, room service, beach equipment rentals, snorkeling rentals, or anything else to generate revenue. Only lodging was offered. No weddings or other parties are allowed. In addition, the STRH functions under a temporary permit which is non-transferable, is costly and difficult to obtain.

Although government officials conceded that STRHs were not mini hotels, there was still a strong belief that STRHs needed to pay higher taxes. So, in October 2017, BF 79 was passed creating a new tax category, "Short Term Rentals." This new ruling lumped vacation rental homes and condos together and as a result, my property taxes rose significantly. In fact, I pay approximately 77% more in property taxes than my neighbors who do not live in their homes but who do not rent their homes on a short term basis.

Last week, I received an email from the MVRA stating the Budget Committee was exploring the idea of increasing our taxes again, this time to Time Share rates, which are the highest in the County. Reading these words, I honestly felt dizzy and sick to my stomach. I am a rule follower and did everything required to legally rent my three bedroom oceanfront home. Several years ago, when we lived in our home, we were taxed as a homeowner and our property taxes were \$5482 per year. Then when we moved back to California for my husband's health concerns (stroke, open heart surgery and cancer), our taxes increased to \$12,525. When we were granted our STRH permit and were taxed at the Commercial rate, our taxes went to \$16,624 and then last year, our tax classification changed to Short Term Rental and our tax bill increased to \$24,867. Now, under the proposal to charge Time Share rates to permit holders like us, our taxes would increase to \$41,404! This suggested \$36,000 increase in property taxes from the Homeowner rate is all to allow me to legally rent my home to a maximum of six guests! How could this possibly be considered to be reasonable, fair or just? There is no way we could sustain another 66.5% increase in property taxes and we would be forced to sell our home. The increase would mean we'd be paying 197.87% more in property taxes than our next-door neighbor!

As a permitted STRH owner, I worked hard to obtain my permit, I religiously follow ALL the rules, I pay exceedingly high property taxes, I pay monthly TA and GE taxes, I employ half of Maui to maintain my small home, I am professionally managed, and the families who stay in my home spend vigorously while on island. This rental home is a valuable asset to Maui. Yes, my husband and I make a modest living from this small enterprise but Maui benefits much more. Yet, we feel that we are continually being punished by Maui County officials who seem to hate the vacation rental industry no matter how beneficial it is to the County and no matter how smoothly it runs.

Those of us who did the right thing, jumped through all the hoops, continue to follow all the rules, and pay all our taxes feel like scapegoats, easy targets. It is a different story for the many unpermitted property owners who rent their homes illegally, avoiding high property taxes, as well as GE and TAT taxes. Rather than continually penalizing honest, hardworking people who follow the rules, I would suggest the County vet out those people who follow none of the rules.

Sincerely,

Carol A. Carolan, Ph.D.

## **EDB Committee**

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**From:** Casandra Plester <cas.plester@gmail.com>  
**Sent:** Wednesday, April 17, 2019 11:51 AM  
**To:** EDB Committee  
**Subject:** Statement of Support for MHS

Aloha,

I'm writing this email in support of the Maui Humane Society. I feel that their work in the communities surrounding Maui is invaluable to people and animals. I have visited Maui many times and each time I make sure to visit the Humane Society. The staff are absolutely incredible, they work so hard to take care of the animals, they are always super helpful and welcoming, and they are genuinely ecstatic for each adoption even though it's a bittersweet experience for them.

The Beach Buddies program is one of my favourite things to take part in when I visit Maui. Though I've only done it twice so far each dog was adopted the very next day after I got to take them out of the shelter to tour around the place they call home. I feel the work they do is so incredibly important to the island of Maui - they help control pet populations with spay/neuter clinics, they give visitors the opportunity to give back to the island and give an animal a break for the day, plus all the events they have year round to help educate people and find pets loving homes.

Please take their important work into consideration & I thank you very much for your time.

Cas

## **EDB Committee**

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**From:** Dawn Acpal <imma92914@gmail.com>  
**Sent:** Wednesday, April 17, 2019 10:20 AM  
**To:** EDB Committee  
**Subject:** Kula Park Platground

Dear EDB Committee Members,

I am writing in support of the proposed Kula playground. My son and his family live in Waiohuli Hawaiian Homes and they have two very active little boys ages 5 and 3 that would greatly benefit from having a safe and appropriate play structure at Kula park.

The only other play structure in the area, Keokea, is currently closed for repair with an undetermined reopen date. However, even this play structure is small and my grandsons have already outgrown it.

The proposed playground structure at Kula Park is safe and appropriate and I know my grandsons will enjoy it for years to come.

Mahalo for your time and consideration.

Sincerely,  
Dawn Acpal

Sent from my iPhone

## **EDB Committee**

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**From:** Denise Tjarks <tjarksdenise@gmail.com>  
**Sent:** Wednesday, April 17, 2019 9:44 AM  
**To:** EDB Committee  
**Subject:** Third Saturday Recycling Funding

I am writing in support of the Lahaina Sunset Rotary Club's **Third Saturday Recycling** going every month next fiscal year.

It is a demonstrated successful program.

\* Third Saturday Recycling is successful: they've collected over 500 tons since the program began in July 2015.

\* With funding in the mayor's proposed budget, the monthly Third Saturday Recycling program will only be held every other month next fiscal year.

\* If Third Saturday Recycling isn't held every month, we expect to see an increase in illegal dumping of appliances, electronics, scrap metal and vehicle tires in West Maui.

\* Third Saturday Recycling is cost-effective: according to Malama Maui Nui, it costs three times as much to collect illegally dumped items as it does to receive them at Third Saturday Recycling.

\* Please increase the budget for Third Saturday Recycling to the full amount

Sincerely,  
Denise Tjarks, MBA  
530 Luawai St.  
Lahaina, HI 96761

808-868-9721

**Activator** | Strategic | **Learner** | **Woo** | **Communication**

## EDB Committee

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**From:** Donna Clayton <donnajclayton@hawaii.rr.com>  
**Sent:** Wednesday, April 17, 2019 9:24 AM  
**To:** EDB Committee  
**Cc:** Yukilei Sugimura  
**Subject:** Testimony for Budget Hearing Tonight  
**Attachments:** 2nd Fair Request to County.docx

Aloha,

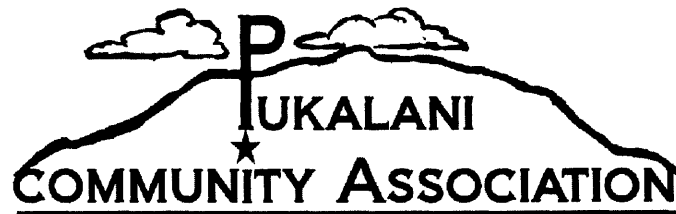
Please provide the attached testimony to the committee members for tonight's meeting.

Thank you very much,

Donna Clayton



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255 KAUALANI DRIVE, PUKALANI, HI 96768

(808) 344-7134

April 17, 2019

Aloha,

I apologize for not coming before you in person. Our quarterly Pukalani Community Association meeting is this evening and Mayor Victorino and Charlene Shibuya are speaking with us. Our membership will be attending this meeting.

We are requesting your support for the proposed \$15,000 for the 2<sup>nd</sup> Annual Pukalani Christmas Fair and Electric Golf Cart Parade to be held December 7, 2019. At our first event, we learned a lot including we need much better event lighting, more banners, marketing, programs, etc. to make this a wonderful annual event. It is such a great opportunity for businesses to profit from the craft vendors, food vendors, entertainers, lighting, Teens on Call, porta pottie suppliers, to the Pukalani Country Club, Pukalani Clubhouse, etc. plus it brings pride to our Pukalani residents and a real sense of community. We are excited to move forward with the second event and with County funding assistance we can greatly enhance the experience for all.

Thank you for considering this request from our Pukalani Community Association. We very much appreciate the support of Councilwoman Sugimura who has heard our plea for financial help.

Mahalo,

Donna Clayton, President



## EDB Committee

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**From:** Edde Kanai <edde.kanai@gmail.com>  
**Sent:** Wednesday, April 17, 2019 12:59 PM  
**To:** EDB Committee  
**Cc:** Gerry Smith  
**Subject:** EDB-1 Support for Maui Economic Development Board

Aloha Mayor Victorino and Maui County Council,

I am writing to show support of Maui Economic Development Board's Business Development team and AMOS Conference team. With the help of their Director of Business Development, Gerry Smith, I was able to perform a cost analysis for my community group's food booth at the Maui County Fair. This assistance has helped my organization better determine the feasibility of our efforts, ultimately resulting in maximum profitability for our community-based causes.

MEDB has also benefited my professional development. Through their AMOS Conference, I have had numerous opportunities to network with industry professionals and attend technical sessions that have benefited my systems engineering career path. Without the AMOS Conference, I would not have these opportunities to further my career on Maui or showcase the important Space Situational Awareness work that is being done in our County since travel costs to mainland conferences prohibit my attendance. The AMOS conference also brings in over 800 attendees from 22 different countries (plus their family and friends), helping out the economy with their hotel stay and car rental, visits to restaurants, and participation in different tourist activities.

Lastly, I have been able to support the STEM education efforts of MEDB by participating as a mentor for the STEMworks program. Working with students has enabled me to give back to our community and to ensure that the work my professional team accomplishes can continue to benefit Maui County and our nation by reinforcing Maui's STEM workforce pipeline.

Please continue to support the work of MEDB.

Mahalo for your time and consideration,

Edde Kanai  
Maui County Resident

## **EDB Committee**

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**From:** Gabriel Hoeffken <gabehoeffken@gmail.com>  
**Sent:** Wednesday, April 17, 2019 12:07 PM  
**To:** EDB Committee  
**Subject:** KULA PARK PLAYGROUND Testimony

Dear EDB Committee Members,

As a Kula resident and a parent of young children, I would like to extend my sincere gratitude for your time and consideration for a Kula Park playground structure. Our community is far removed from any town or city center, making a simple trip to a children's park a considerable undertaking. The play structure in Keokea is not convenient for many Kula residents and is also inadequate for children over the age of 5. The park in Pukalani is often overcrowded, and still not conveniently located. Kula Park would be an ideal setting for a playground structure, and also a convenient gathering spot for our Kula Ohana.

Mahalo for your time and consideration!

Sincerely,  
Gabriel Hoeffken  
Kula Resident

## **EDB Committee**

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**From:** Gerald Lauther <bigbeachbbq@hotmail.com>  
**Sent:** Wednesday, April 17, 2019 12:10 PM  
**To:** EDB Committee  
**Subject:** EDB-1 Support for Maui Food Technology Center

To whom it may concern,

My name is Gerald Lauther and I am writing to express my sincere gratitude to Luana Mahi the MFTC. I am a small business owner here on Maui. I own Big Beach BBQ, and have been in business for over 10 years now. We were contacted by Luana Mahi and MFTC to participate in a new Sunday event called the Maui Sunday Market. We participated in the very first event and have seen how it had grown to such a fantastic community event. We have heard and continue to hear numerous testimonies from the community on what a terrific this event is from the people of Maui, visitors, as well as from all the participating Food Trucks and vendors on how this effects the community and small business here on Maui in such a positive way! The response is absolutely amazing. Since we have had the pleasure to meet Luana and the people of MFTC we have noticed how it has impacted our business as a source of knowledge...community support...and learning how to expand in areas with the right guidance.

We were honored to have participated in The Made On Maui event as well thanks to Luana Mahi and MFTC. This particular event is one that is looked forward to and talked about by the community and vendors all year long.

As a small business owner I know the struggles first hand, but with MFTC the struggle becomes more manageable because of what we have learned and will continue to learn.

Luana Mahi and (MFTC) are incredible resources for small business start ups, as well as established business wanting to grow and learn about all the new technologies and modern marketing such as social media. MFTC has been an invaluable resource for us as well as many others here on Maui and we are very grateful. Without them many small business may not survive or even have the knowledge on how to get started.

I would also like to reiterate that these community events that we have participated in are loved by the community! The feedback we get is unbelievable. People look forward to going to these events for good family fun, but not only that, it bring a sense of togetherness in the community. It's just all around awesome.

Please consider this program to be an extremely important one! It is not only a way of valuable education, but it is so positive for all involved!

Thank you for taking the time to read this letter and please continue to back Luana Mahi and the MFTC's amazing program.

Mahalo,  
Jerry Lauther  
Big Beach BBQ  
808-214-8739

## **EDB Committee**

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**From:** Henry Hammond <hkh1474@yahoo.com>  
**Sent:** Wednesday, April 17, 2019 11:35 AM  
**To:** EDB Committee  
**Subject:** Tax increase

Dear committee members,

As owners of a condominium that we rent short term for visitors to Maui we feel strongly that such a drastic rate increase for the short term rentals would be quite detrimental as fewer people would be likely to come to Maui where they not only spend money for the rental but all other related industries as well.

It is very likely that an economic slow down is on it's way and higher taxes will only speed up it's arrival to the Hawaiian Islands. We ask that consider all ramifications when voting on this increase.

Mahalo, Henry and Della Hammond,  
Owners, Kihei Alii Kai, D-207

Sent from my iPad

## EDB Committee

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**From:** Israel Enriquez <israele@pukalanies.k12.hi.us>  
**Sent:** Wednesday, April 17, 2019 9:54 AM  
**To:** EDB Committee  
**Subject:** EDB-1

To Whom It May Concern

The STEMworks program has made a huge impact in my life. I have been taking STEMworks classes for three years, since second grade. I have learned how to work with others, how to build new things, how to problem solve, how to code (which includes moving forward backward, and side to side), and I got to be a part of our Pukalani STEM Imagineers Robotics Team. I am on the research team. We researched aquaponics. We learned all about it and even built our own aquaponics system. We just came back from the National Robotics Competition in Iowa where our research project won 1st place! I think we did so well because of what the STEMworks program has taught us. STEMworks has also helped many families by giving the kids something good to do after school so their parents can finish their jobs. I hope STEMworks will continue to be offered to more kids every year.

Sincerely,  
Iz Enriquez  
Pukalani student - 4th grade

## **EDB Committee**

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**From:** Jennifer Owen <jowen@hawaii.edu>  
**Sent:** Wednesday, April 17, 2019 9:11 AM  
**To:** EDB Committee  
**Subject:** MISC and Coqui frogs

I live on Kokomo Rd between Haiku town and Giggle Hill and for the last two years, I've been battling coqui frogs on my own half acre home, and working with MISC to try to keep the frogs at bay. MISC workers initially came to my property when I called and reported frogs and trained me in how to find and spray citric acid solution to kill them. Without their help, my property would have been overrun by frogs several times. Now I know how to control them and have my own spray equipment and supply of citric acid for mixing the solution. But the problem has gotten so much worse in the last two years, and the frogs are spreading further from Maliko Gulch, and in danger of not being able to be controlled. If we don't give the maximum financial support to MISC and it's operations, coqui frogs will not be controlled and they will spread to all the gulches in Haiku, and then to vast areas of Maui. We are at a critical stage, where MISC needs support to organize neighborhoods like mine. At the moment, my neighbors have coqui on their properties, and they need help from MISC to learn how to control the frogs. But MISC is stretched too thin and needs more staff to control this growing coqui infestation. My neighborhood has just started to talk about grouping together to buy our own spray equipment and control the frogs amongst ourselves, but we will need MISC to help train us and organize us. If they have enough resources to organize the many neighborhoods fighting the coqui, perhaps Haiku can stop the spread of these noisy frogs before they are completely out of control. Please fund MISC to the maximum level possible, as their services are critical. Believe me, when a frog is near your bedroom, you will not be able to sleep until you kill it!

My husband donated many hours to fixing four broken sprayers owned by MISC, so that they could remain in service for spraying citric on the coqui. But we need maximum financial support for MISC from the county, so that they can continue to purchase supplies, hire new workers, and organize Haiku communities like mine to fight off this horrible coqui infestation.

Mahalo,

Jennifer Owen

1051 Kokomo Rd

Haiku, HI

## **EDB Committee**

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**From:** Kathy Davey <kathymaui@outlook.com>  
**Sent:** Wednesday, April 17, 2019 10:40 AM  
**To:** EDB Committee  
**Subject:** Recycling in Lahaina

Aloha,

Please increase funding for Third Saturday Recycling in Lahaina!! This recycling helps prevent dumping in the remote areas of our beautiful island. And it helps prevent landfills from filling up with valuable recyclable items. PLEASE Protect the aina!

With warmest aloha,  
Kathy and Chris Davey  
2950 Aina Mahi'ai Place  
Lahaina, HI 96761

## EDB Committee

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**From:** Alice L. Lee  
**Sent:** Wednesday, April 17, 2019 9:02 AM  
**To:** EDB Committee  
**Subject:** FW: Short Term Rental Property Tax Rates

**From:** lchapmansd@gmail.com <lchapmansd@gmail.com>  
**Sent:** Saturday, April 13, 2019 7:47 AM  
**To:** Kelly King <Kelly.King@mauicounty.us>; Keani N. Rawlins <Keani.Rawlins@mauicounty.us>; Tasha A. Kama <Tasha.Kama@mauicounty.us>; Riki Hokama <Riki.Hokama@mauicounty.us>; Alice L. Lee <Alice.Lee@mauicounty.us>; Mike J. Molina <Mike.Molina@mauicounty.us>; Yukilei Sugimura <Yukilei.Sugimura@mauicounty.us>; Shane M. Sinenci <Shane.Sinenci@mauicounty.us>; Tamara A. Paltin <Tamara.Paltin@mauicounty.us>; Riki Hokama <Riki.Hokama@mauicounty.us>  
**Subject:** Short Term Rental Property Tax Rates

Dear Council Member,

I was pleased to see that your council is seeking input from taxpayers concerning future property taxes for short term rental properties. I am an owner of a property which I use personally for a significant part of the year, but also rent out when I am not occupying the unit.

I understand you are considering increasing the short term rental property tax rate. I would remind the council that short term renters bring significantly more economic activity to Maui than I do when I stay in my unit. If the tax rate is too high, I will reclassify my condominium to Apartment and cease renting.

Not only will this reduce my property taxes, it will reduce the economic activity brought by my renters.

Please do not increase the short term rental property tax rate.

Sincerely

Laurence Chapman



## **EDB Committee**

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**From:** Libby Pannwitt <libbypannwitt24@gmail.com>  
**Sent:** Wednesday, April 17, 2019 10:24 AM  
**To:** EDB Committee  
**Subject:** Fully Support Funding Third Saturday Recycling in West Maui

My name is Libby Pannwitt, and I have lived in Ka'anapali for nearly seven years. I have been and continue to be a strong advocate for recycling efforts that have made a huge difference in the past four years through the 3rd Saturday Recycling program sponsored by The Rotary Club of Lahaina Sunset and Malama Maui Nui.

This program has helped our aina and the communities on the West Side by removing tons of waste material that otherwise wind up in the streams or dumped by the road. People have increasingly responded positively to this program, and every third Saturday there are lines of cars bringing in their recyclables for this event. It is making a difference. Our island is too small to ignore this process, and cutting the program back to every other month as proposed in the new budget will likely have serious consequences of illegal dumping resuming again in West Maui.

I ask you to please fund the program to the full extent requested so that it will operate monthly and continue to benefit our beautiful home of Maui.

Aloha!  
Libby Pannwitt  
146 Kualapa Place  
Lahaina

## **EDB Committee**

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**From:** Luana Mahi <kismetbrokerage@yahoo.com>  
**Sent:** Wednesday, April 17, 2019 10:28 AM  
**To:** EDB Committee  
**Subject:** EDB-1 Support for Maui Economic Development Board

Aloha

My name is Luana Mahi and I am a small business owner working in the wholesale/retail business, as well as, President of Maui Food Technology Center.

I've been working with different individuals over the years at Maui Economic Development Board, most recently with Gerry Smith and Frank DeRego as we all sit on the core committee for the Made in Maui County Festival, Gerry Smith is also on the board of MFTC and Frank DeRego sits on the board of Native Hawaiian Chamber of Commerce. Our organizations have a synergistic relationship for small businesses in the County of Maui. MEDB steers food entrepreneurs who need MFTC's expertise to MFTC for help with things like UPC codes, nutritional fact panels, and food product testing, which is very specialized help that all growing food entrepreneurs will one day face. MEDB collaborates so well with other organizations because they realize that it takes a village to raise a business on Maui. They help people get started with Startup weekends, and gather so many people to help entrepreneurs. I've been honored to participate as a judge and coach at several of their Startup Weekends and Ka Ipu Kukui Program.

MEDB helps identify roadblocks that they know early stage food entrepreneurs will run into and can better prepare them for the harsh realities of owning a small business. MFTC identifies businesses who need assistance and steers them to MEDB, where they have gotten help with financials, cash flow, marketing and even odd requests like helping the Maui Cookie Lady set up an electronic data exchange with Sak's Fifth Avenue.

MEDB is a very integral part of the food technology ecosystem that exists on Maui. MFTC and MEDB combined create a powerful team that food entrepreneurs go to for assistance. I support continued funding for MEDB because they help small businesses grow, which creates jobs in Maui. Small business is the backbone of Maui's economy and without the support of the county, many small businesses that had a chance will not make it. Please continue support for MEDB.

Mahalo...*Luana Mahi*

**Hawaiian Isles Unlimited LLC**  
**dba Kismet Natural Foods Brokerage**  
**481 Pueo Drive**  
**Kula, Hawaii 96790**  
**Phone: 808-878-3652**  
**FAX: 808-878-3651**  
**Web: [www.kismetbrokerage.com](http://www.kismetbrokerage.com)**

## EDB Committee

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**From:** Meaghan Copley <meaghancopley@gmail.com>  
**Sent:** Wednesday, April 17, 2019 8:51 AM  
**To:** EDB Committee  
**Subject:** Kula Park Playground

Dear EDB Committee Members,

I am writing in support of the proposed Kula Park Playground. I am a former Maui resident but we have relocated because my husband is in the military.

During my time on Maui, my young daughter and I developed many close relationships with other Maui families, many of which live upcountry. One thing that became apparent to me and my friends as our children grew was the lack of a safe and appropriate play space in Kula. This proposed play structure would be greatly appreciated by all of my upcountry friends who need a safe place to play in their community.

Mahalo for your time and consideration.

Sincerely,

Meaghan Copley

## EDB Committee

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**From:** Alice L. Lee  
**Sent:** Wednesday, April 17, 2019 9:39 AM  
**To:** EDB Committee  
**Subject:** FW: Proposed Property Tax Increase

**From:** Mike & Kathleen Donnelly <mkbdonnelly@gmail.com>  
**Sent:** Wednesday, April 17, 2019 9:32 AM  
**To:** Kelly King <Kelly.King@mauicounty.us>; Keani N. Rawlins <Keani.Rawlins@mauicounty.us>; Tasha A. Kama <Tasha.Kama@mauicounty.us>; Riki Hokama <Riki.Hokama@mauicounty.us>; Alice L. Lee <Alice.Lee@mauicounty.us>; Mike J. Molina <Mike.Molina@mauicounty.us>; Tamara A. Paltin <Tamara.Paltin@mauicounty.us>; Shane M. Sinenci <Shane.Sinenci@mauicounty.us>; Yukilei Sugimura <Yukilei.Sugimura@mauicounty.us>  
**Subject:** Proposed Property Tax Increase

Dear Committee Members,

I write to you all today to express my opposition to the proposed property tax increase being imposed for hotels and condos that are used for short term rentals.

This proposal to increase our property tax by 64% would have, in my opinion, a devastating effect on one of Hawaii's largest industries—**Tourism!** I have been a condo owner on Maui for over 30 years. I have experienced first hand how fragile it is to maintain a good occupancy percentage. Increasing room rates has an immediate negative effect on bookings.

An increase of this nature would have an immediate negative impact on peoples decision to vacation on Maui.

Like any tax increase (and there have been many over the years) Lessors/Owners would have to recapture this increase through higher room rates. It would also have an effect on our ability to reinvest profits back into our properties in order to maintain a high quality room that ensures our guests are pleased with their accommodations and desire to return.

I ask that you please consider ALL of these consequences (and many others) which would result from such an enormous tax increase. Why would we want to hurt the industry that brings people to Maui to vacation and enjoy our great restaurants, shop our stores, participate in our Island activities etc?

When you look around the world at destination resorts, such as Maui, once an **event** (ie; a venue becomes too expensive) occurs that forces people to look elsewhere to vacation you run the risk of losing them forever. An increase like the one you are proposing would likely be one of those **events**.

Appreciate your consideration regarding this upcoming vote for the preservation of our Island in keeping our guests/visitors coming back.

Thank you in advance,

Michael Donnelly

The Mahana at Kaanapali  
Unit #812

## EDB Committee

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**From:** Nancy and Stafford Lombard <stafford\_nancy@hotmail.com>  
**Sent:** Wednesday, April 17, 2019 12:41 PM  
**To:** EDB Committee  
**Subject:** Testimony concerning the proposed property tax increase for hotels, resorts, and short term rentals  
**Attachments:** Maui Property tax increase testimony.docx

April 17, 2019

Council Member Keani Rawlins-Fernandez  
Chairman, Budget & Finance Committee Maui County Council  
200 South High Street, 8<sup>th</sup> Floor Wailuku, Hawaii 96793

Dear Chair Rawlins-Fernandez and Members of the Committee:

My name is Nancy Lombard. My husband and I own a vacation rental unit in the Maui Vista in Kihei. We have owned the unit since 2002. We live in Kea'au on Hawaii Island.

I am writing to you today to express my strong disagreement with the proposal to increase the property tax on short term vacation rentals and hotels and resorts.

My mother had a favorite adage: Don't bite the hand that feeds you. As I'm sure you know, the hospitality industry is the largest employer on the island, employing 40% of the island's residents directly and as many 75% indirectly. Tourism and hospitality is the hand that feeds most of Maui's residents.

It may seem like the easiest way to raise revenues is to let the tourists pay the cost. Historically, Hawaii has been a destination of choice for tourists not only from the United States but also from Canada, Europe, and Asia. We can fool ourselves into thinking that they will continue to come even when faced with the additional cost, which will surely be passed on to them, resulting from a 64.5% property tax increase. After all, they have continued to come as we have raised the TAT tax over the past several years.

All I can say is good luck with that thinking.

My husband and I have chosen a business model that emphasizes value and values. We have continued to keep our rates as low as we possibly can because we do value our guests and we value being able to share our islands with them. We have loyal guests who return again and again and who tell their friends about our condo. They care for our Maui home as if it were theirs because – and many have told us this – they don't feel ripped off.

This decision has not been without cost to us; last year, we actually lost \$359.18 (not including depreciation) even though we were booked at 92%. But, we provided our guests with an exceptional value and we contributed to the economy on Maui.

How much did we contribute? Here's a breakdown on monies we paid to Maui residents/businesses:

Housecleaners (we pay for housecleaning):	\$3,304.35
Maintenance and repair people:	\$2,617.13
Utilities:	\$3,125.87
On-island managers:	\$3,182.12
Property taxes:	\$2,900.92

This does not include costs of improvements to the condo (new closet sliding doors last year) or supplies we provide (Long's is the primary beneficiary of the supply budget) or paid by our guests to local restaurants, grocery stores (Foodland and Hawaiian Moons are within walking distance) car rentals (we recommend No Ka Oi for value and to keep it local), tourist activities, and stuff to take home. And we can't forget Hawaiian Air.

Our managers have told us that last February, usually the month with the highest occupancy rate, was down in occupancy. They are concerned for what this decline portends for the future. We were 100% booked. We have fewer than 20 days open for the remainder of the year and are booked through May, 2020. Why? We provide the best value at the most reasonable cost. If you increase the taxes as you propose, we won't go back to those who have already reserved and paid a down payment – that's not within our values, but we will have to increase our rates for open days in the future. That increase will no doubt impact our ability to attract guests and the trickle down will affect all of the people and organizations who benefit from us and our guests.

I humbly ask that you find other sources to fund needed county projects and balance the budget.

Mahalo for listening,

Nancy Lombard

## **EDB Committee**

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**From:** Sequoya <energysavant@yahoo.com>  
**Sent:** Wednesday, April 17, 2019 10:02 AM  
**To:** EDB Committee  
**Cc:** Zhantell K. Lindo  
**Subject:** Budget testimony

Aloha,

I live on Molokai and would like to testify as follows:

1 - I support the \$500,000 proposal to create a climate adaptation plan for Molokai. The introduction of this request was made by our Molokai councilperson, for whom this is a priority. By focusing the plan on this island, with our smaller population and simpler infrastructure, we can be a pilot program for the county.

Due to our topography, a significant percentage of our population and infrastructure are at or near the shoreline, thus we need to proactively address moving and cleaning up homesites, roads, utilities and our wastewater treatment plant. This is not a simple problem and requires immediate attention.

2 - I do not support the \$200,000 allocated for the landfill scale house. This money can best be put toward a comprehensive plan for both the landfill and recycling, including that they must be sited on county-owned land above long-term seal level rise.

3 - I do not support the allocation for repaving Mitchell Pauole parking lot. We have much higher priorities for such funds.

Respectfully, Sequoya



## **EDB Committee**

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**From:** Shay Chan Hodges <shay.chanhodges@gmail.com>  
**Sent:** Wednesday, April 17, 2019 10:33 AM  
**To:** Tasha A. Kama; Tamara A. Paltin; Kelly King; Mike J. Molina; Yukilei Sugimura; Riki Hokama; Keani N. Rawlins; Shane M. Sinenci; Alice L. Lee  
**Cc:** EDB Committee  
**Subject:** Maui ESG Investment Project - Matrix of Activities, Outputs, and Outcomes  
**Attachments:** ESG\_ Project Matrix 2019-2020.pdf

Aloha Members of the EDB Committee:

Please find attached a matrix providing detailed information about the Maui ESG Investment Project in a 2-page outcomes matrix.

We hope that this will provide additional clarification about the project.

—shay

Shay Chan Hodges  
Responsible Markets  
(808) 573-1000

## The Maui ESG Investment Project

<b>Activities</b> What will we do?	<b>Outputs</b> How much will we do?	<b>Outcomes</b> What difference will we make?	<b>Measurement of Results</b> How will we know?
<b>Broadening Community Investment Acumen (Education &amp; Relationship Building): July 1, 2019 to December 31, 2019</b>			
<p>For approximately six months, the ESG Project will host Maui community events, workshops, and discussions with ESG practitioners to build community knowledge around the role of institutional capital in the local and global economy, including how institutional investors make decisions, and how environmental care, social responsibility and good governance standards can impact those decisions.</p> <p>Local participants will include council members, state legislators, ERS (Employees' Retirement System of Hawaii) beneficiaries, nonprofit staff, community advocates, professors, teachers, students, representatives of Maui businesses, Hawaiian cultural practitioners, and Hawaiian Homesteaders. The ESG Project will also engage with the community through social media, traditional media, and community tv.</p>	<p>The ESG Project will provide in-person and video conference opportunities for at least 250 community members, including, but not limited to 30 ERS beneficiaries, 10 cultural practitioners, 35 homesteaders, 10 elected representatives, 50 UHMC students and faculty, 25 nonprofit staff, 50 high school students, 40 private sector representatives, and an additional 1,000 community members via social media to:</p> <p>1) Learn about the <b>investors</b> affecting and affected by environment/climate, social responsibility, and good governance on Maui and worldwide, including their specific or potential relationship to Maui as a community.</p> <p>2) Learn about the <b>innovators</b> utilizing our communities as a test bed for new ventures and inventions and how these innovators can positively affect environment/climate, social responsibility, and good governance in Maui County.</p>	<p>At least 50 Maui community members will have engaged with the ESG Project and increased their knowledge about institutional investors, impact investing, and local innovators to such an extent that they will commit to continuing to engage regularly as a member of an ESG social media community, the members of which will interact directly with ESG investment practitioners.</p> <p>At least 20 community members will participate in meetings arranged for building relationships between them and investment practitioners.</p> <p>A total of 1,250 community members from Maui County will participate in the ESG Project's Broadening Community Investment Acumen phase in-person, via video conference and through social media platforms.</p>	<p>The ESG Project will know if outputs are being met by:</p> <p>Recording attendance at classes, workshops, and meetings, as well as contact information for community members and investment practitioners and innovators, and dates/times of meetings and the specific subject matter.</p> <p>Recording contact information for members of the ESG social media community.</p> <p>Recording the linkages and engagement between community members and investors/impact investors/innovators including who was involved, date/time of meeting, and specific topics discussed.</p> <p>Social Media metrics.</p>
<b>The Ahupua`a Values Investment Summit: January, 2020</b>			
<p>The ESG Project will host a two-day Ahupua`a Values Investment Summit, where investors, ESG leaders, and community members who have engaged with the ESG Investment Project during the preceding six months will work together to develop the key components of a blueprint for next generation ESG Impact investing in Maui County and Hawaii.</p> <p>The event will be free and accessible to community members.</p>	<p>The summit will bring together 100 highly-engaged stakeholders, from community advocates to institutional asset owners, in a format designed to break down silos and facilitate a productive, generative discussion about how our islands can serve as a center for engaging, maximizing, modeling, measuring and teaching investment that incorporates Ahupua`a Values into investment.</p> <p>Example topics include:</p> <ul style="list-style-type: none"> <li>• Institutional investment for the benefit of Kupuna and Mo`opuna</li> <li>• Maui based investment opportunities for community benefit &amp; market transformation</li> <li>• Making Maui a Financial Center for ESG Investment</li> <li>• Municipal bonds: the original impact investment</li> <li>• Creating ESG impact gauges</li> <li>• Global ESG Data Sharing</li> </ul>	<p>Key components of the ESG investment blueprint that incorporates Ahupua`a Values into ESG Impact investment that will be developed include, for example:</p> <p><b>Climate:</b> A framework for policies that discourage externalization and "flipping" of climate risk, and encourage investment vehicles that recognize and benefit from the isolated systems of islands in the low-carbon economic transition.</p> <p><b>Social Responsibility:</b> A menu of draft financial vehicles for municipalities to recapture local funds and channel them toward equitable &amp; environmentally sound local investments in affordable housing.</p> <p><b>Good Governance:</b> ESG impact gauges and ESG data sharing for creating transparent and clearly articulated standards enforcement framework for investors and stakeholders.</p>	<p>All components of the work-in-progress blueprint will be published online as part of an Ahupua`a Values Investment Report, publicized through social media, shared with the press (both local and national) and via stakeholders, including:</p> <ul style="list-style-type: none"> <li>• Principals of Institutional Investment with Ahupua`a Values.</li> <li>• Climate policy framework.</li> <li>• Menu of financial vehicles.</li> <li>• Description of ESG impact gauges and data-sharing policies.</li> <li>• Draft 3-year blueprint for UH Maui College educational center for ESG Impact investment.</li> <li>• Other data about the Summit including names of attendees and their expertise, the agenda, video or written transcript, other Summit conclusions, including identification of challenges and opportunities, as well as commitments by participants, innovations presented and discussed.</li> </ul>

*Building and Growing the Impact Economy (Evolution of Capital Deployment): January to June, 2019*

<p>Expand the key components of the Ahupua'a Values Investment Summit into a blueprint for a community-owned future that includes enforceable ESG investment standards that produce a reasonable profit for investors, sustainability practices, educational opportunities, and corollary benefits.</p>	<p>The ESG Project will begin finalizing the ESG framework for maximizing, measuring and modeling positive investment impacts, with at least three ESG impact gauges that enable institutional asset owners to independently verify ESG impact of asset managers completed by April 30, 2020.</p> <p>The outputs below will also be completed.</p>	<p>By June 30, 2020, at least three existing Maui County investors will have begun to utilize the Ahupua'a Values ESG Investment gauges, and all new investors (see below) will adopt the gauges at the outset of any Maui County deal.</p>	<p>All investors who have adopted the Ahupua'a Values ESG Investment gauges will sign an agreement to adopt standards, which will be approved by their board, and will be listed on their own website. The adoption of ESG gauges will also be amplified in traditional and social media.</p>
<p>The ESG Project will refine and finalize policies initially developed at the Ahupua'a Summit so that they can be implemented on a county and state level in order to address environmental, social, and governance issues.</p>	<p>At least three new policies will be in process on a county and state level by December 31, 2020, and implemented in 2021 based on the ESG framework.</p>	<p>One of the primary results of upfront engagement will be transparency in private/public relationships, resulting in less divisiveness in the community and more effective collaboration to the benefit of Maui County residents as a whole.</p>	<p>Evidence that this action step has been successful will be the adoption of ESG policies, combined with higher satisfaction with government, as measured by surveys taken throughout the project period.</p>
<p>The ESG Project will focus on building on the relationships and Ahupua'a Values Investment framework developed during the previous seven months to create investment deal flow focused on creating affordable/sustainable communities, food security, and the innovations necessary to transition from a carbon-based economy with an emphasis on the creation of good jobs for Maui County residents.</p>	<p>Between January 1 and December 31, 2020, the ESG Project will identify at least seven Maui County based investment opportunities that meet preliminary Ahupua'a Values Investment standards, and have the potential for creating significant community benefit and market transformation. The ESG Project will further identify at least two local opportunities to utilize municipal financial instruments to create positive ESG impact in Maui County.</p>	<p>These ESG deals will measurably benefit the people of Maui County by:</p> <ul style="list-style-type: none"> <li>• Providing a financial residual if the innovation is ultimately successful (the specifics of which will have been determined at the Ahupua'a Summit),</li> <li>• Providing at least 25 jobs for Maui County residents, and</li> <li>• Creating vehicles for community ownership of ESG investments.</li> </ul>	<p>While both outcomes are long-term, the short term measurable results will be:</p> <ul style="list-style-type: none"> <li>• Drafting community benefits agreement that include financial residuals for communities within Maui County as well as the number of employees and types of jobs.</li> <li>• Creation of investment vehicles for community ownership.</li> </ul>
<p>Community nonprofits will be included in all aspects of this project, from learning about investment practitioners to participating in development of Ahupua'a Values Investment principles that support the community.</p>	<p>Besides participating in many of the outputs above, Maui nonprofits will make a minimum of a 25 connections with investors, foundations, and donors that they would otherwise not meet.</p>	<p>The outcome of those connections will be increased revenues to those nonprofits through new grants and donations, with an estimated \$125,000 in contributions to Maui nonprofits by December 31, 2020.</p>	<p>Maui United Way affiliated nonprofits will report whether any new donors met through the ESG Investment Project provided them with funding.</p>
<p>The ESG Project and Ahupua'a Summit participants will work with UHMC as a whole, as well as UHMC programs such as Sustainable Science Management, Sustainability Committee, Sustainable Living Institute of Maui (SLIM), Energy Lab, Sustainable Construction, Hawaiian Studies, and Food Innovation Center, as well as the Hawaii DOE and specific high schools to begin of developing impact investing education programs.</p>	<p>By the fall of 2020, the ESG project will collaborate with existing programs and build on established relationships and partnerships to create at least one new ESG investing class or workshop at UHMC. The ESG project will also work with at least three Maui County high schools to begin informing students of this field of study and of the career opportunities related to ESG investment such as in engineering, law, ag, social sciences, finance and skilled trades.</p>	<p>The outcomes will be at least 100 high school students learning about the concept of ESG investment and related career opportunities as well as having an awareness of ongoing and potential ESG related ventures within Maui County. At least 15 UH Maui College students will complete an ESG Investment course or workshop by the end of the fall 2020 semester. A minimum of 75 Maui County students join Maui ESG LinkedIn group.</p>	<p>The ESG Project will know if outputs are being met by:</p> <p>Recording attendance at high school presentations and enrollment at the UHMC course/workshop'</p> <p>Tracking the number of students joining Maui ESG LinkedIn group.</p> <p>Tracking umber of ESG Impact related jobs that students go into as tracked by LinkedIn.</p>

## **EDB Committee**

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**From:** Theodore Wolfberg <tedwolfberg@gmail.com>  
**Sent:** Wednesday, April 17, 2019 10:36 AM  
**To:** EDB Committee  
**Subject:** Short Term Rental Property Tax Increase

So because we cannot vote, you are embolden to raise our property taxes?

Right now we pay the GET that everyone in Maui pays. We pay TAT of 10.25%. Our condo is appraised at at least 100% of its value. You are killing the goose that lays the golden egg and helps sustain the economy of this county.

You are not too concerned about coming up with accurate appraisals of homes throughout the county. Take a look at any real estate sale website and compare what home owners are asking for their homes with the assessor's values. Very significant differences. That would make up probably all your shortfall.

Let the homeowners who live on island pay their fair share. Or are you more concerned about getting re-elected?

What say you?

## **EDB Committee**

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**From:** Tiare lawrence <tiare.lawrence@mahipono.com>  
**Sent:** Wednesday, April 17, 2019 8:50 AM  
**To:** EDB Committee  
**Subject:** Recycled wastewater projects  
**Attachments:** Untitled.pdf

Sent from my iPhone



April 17, 2019

Testimony to the Economic and Budget Committee

Aloha Chair Rawlins and the Economic Development and Budget Committee,

Mahi Pono respectfully submits testimony in support of the following recycled water project proposals:

- Wailuku-Kahului recycled water pump station: \$600,000 for design in fiscal 2020 and \$6 million for construction in fiscal 2022. This project would design and construct a station to pump recycled water to potential agricultural and other users in the Central Valley.
- Wailuku-Kahului recycled water force main: \$600,000 for design in fiscal 2018, \$500,000 for land acquisition in fiscal 2020 and \$13.5 million for construction in fiscal 2021. This project would design and construct a recycled water force main to convey water from the Wailuku-Kahului Wastewater Reclamation Facility to the Central Maui/Waikapu area for agricultural or landscape irrigation use or deposit in soil aquifer treatment basins to eliminate injection well usage at the Kahului reclamation facility.

Converting Maui's wastewater to R-1 water will help the county meet our island's needs and at the same time help us protect our precious surface water resources and recharge our groundwater supply. As we develop our farm plan, we recognize the value of R-1 water for renewable energy and biomass crops. At Mahi Pono we want to steward our lands from mauka to makai responsibly. Allowing us to access R-1 water will not only benefit the future of agriculture but will also avoid the continuation of injecting wastewater in to our oceans and allow us to be less dependent on surface water from east Maui and Na Wai 'Eha.

We appreciate this opportunity to testify in support of the mayor's recycled water project proposals.

Mahalo,

Shan Tsutsui  
VP of operations

orig. ✓



ADVERTISEMENT

VACATION DESTINATIONS · Published March 21

# Hawaii at a 'tipping point' of overtourism, travel experts claim

By Janine Puhak | Fox News



Trending in Travel

Paradise may soon have no vacancies, if some Hawaiian travel experts are to be believed.

In a paper published by the University of Hawaii (UH), researchers claim that tourism in Hawaii has hit a so-called "tipping point" of overtourism as increasing numbers of annual visitors are reportedly on the brink of overwhelming the island state's resources, damaging the quality of life for residents and negatively impacting general economic vitality.

The experts claim that the problem will continue to escalate with potentially dangerous consequences unless tourism management officials intervene to initiate change.

"We're not at a crisis point yet. We're at a tipping point. We have so many visitors, we need to get serious about creating management programs," Frank Haas, an author of the paper, told WFAA. The former Hawaii Tourism Authority exec and UH Assistant Dean penned the report with James Mak, UH professor of economics emeritus, and Paul Brewbaker, a veteran economist for the Bank of Hawaii.

"Despite a string of record visitor arrivals now totaling almost ten million annually, Hawai'i tourism shows signs of trouble," the paper begins. "Inflation-adjusted spending per visitor has trended downward. Diminishing economic contribution, eroding resident sentiment, and increasing congestion and stress on sites and attractions provide evidence that the current governance model is inadequate for effectively managing the increasingly complex issues facing Hawai'i tourism."

The researchers note that Hawaii has long been a "dream destination" for millions, with tourism serving as a "key economic engine for the state's economy," but the Aloha State is currently at risk of being deluged by "overtourism" if nothing stands to change.

submitted by Autumn Ness

4-17-19

EDB-1

APR 17 2019

RECEIVED AT \_\_\_\_\_ MEETING ON \_\_\_\_\_

RECEIVED AT EDB MEETING ON \_\_\_\_\_

"Hawai'i tourism has been negatively affected by rapid growth, diminishing economic contributions, and the lack of a comprehensive tourism management plan," the report claims.

As noted by the [Honolulu Star-Advertiser](#), Hawaii welcomed a record-breaking 9.9 million tourists in 2018.

Though visitor spending rose to a whopping \$17.8 billion last year, creating over \$2 billion in tax revenue, it remains to be seen how [Southwest Airlines'](#) new plan to fly over 4,000 people daily to Hawaii will affect overtourism concerns, WFAA reports.

Business

## Don't Visit Hawaii - It's Suffering From Overtourism

By: Fox News



Posted Mar 22, 2019 07:51 AM CDT  
Updated Mar 22, 2019 07:51 AM CDT

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Travel & Tourism · [tourism talk](#)

### Experts tackle difficult question: "How Much Tourism Is Too Much?"



**Rethinking Hawaii Tourism:  
Time to Shift from Marketing to Managing Tourism?**

Revised version of a paper presented at the Hawaii Economic Association  
Luncheon, May 3, 2018

James Mak  
Research Fellow, UHERO  
and  
Professor Emeritus, University of Hawaii at Manoa  
May 9, 2018

While there are remarkable economic benefits from  
tourism generating significant revenues, governments  
largely do not invest in managing environmental,  
social, or cultural environmental impacts as  
part of the cost of doing business in destinations  
around the world.

Megan Epler Wood, Director  
International Sustainable Tourism Initiative  
Harvard University

I. The Case for Better Management of Tourism

In 2000, Frances Brown published a book with an intriguing title, *Tourism Reassessed: Blight or Blessing?* The title presents a false choice because it requires the reader to choose between one or the other. Tourism is both.

Hawaii Tourism Authority's (HTA) resident surveys find that Hawaii residents perceive tourism is our economic lifeline, but it is also a cause of significant number of problems in our lives.<sup>1</sup> Even though most respondents still think tourism brings more benefits than costs to the

<sup>1</sup> <http://www.hawaiitourismauthority.org/research/reports/evaluation-performance-measures/>

submitted by Autumn Ness

4-17-19 EDB-1

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Islands, the percent of those who think otherwise has been rising for some time. That perception is supported by Paul Brewbaker’s presentation today. Paul’s main point is that tourism’s economic benefits have not risen while its negative social costs to residents have been rising steadily. Hawaii received 2.9 million more tourists in 2017 than in 1989 while real (inflation-adjusted) tourism receipts were \$2.0 billion less.<sup>2</sup> Real visitor spending *per resident* declined from \$17,195 (2017 dollars) in 1989 to \$11,752 in 2017. I made the same observation in my UHERO Brief, “Sustainable Tourism Development and Overtourism,” November 15, 2017. As tourism continues to set “records”—six consecutive years so far, according to HTA--the negative social costs of tourism will become more burdensome relative to tourism’s benefits.

HTA’s resident surveys also find that the majority of Hawaii’s residents today feel that tourism is being run more for the industry than it is for them.<sup>3</sup> That is most disturbing for those of us who believe that residents’ wellbeing should come first. Dina Ruden, senior vice president of Travel Leaders Group —America’s largest travel agency company with more than 7,000 agencies—said at the recent (May 2, 2018) Travel Weekly’s Hawaii Leadership Forum: “Lots of sun and fun destinations have beautiful beaches, but none have the combination of attributes Hawaii does...Most importantly, it has the Aloha spirit.”<sup>4</sup> What if residents begin to lose the Aloha spirit and turn against tourism?

In her January 11, 2017 *Honolulu Star Advertiser* column Lee Cataluna opined that Hawaii has too many tourists: “...we’re getting all the tourism problems without the tourism

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<sup>2</sup> Paul H. Brewbaker. *Longer-term trends in Hawaii tourism performance*, Kailua, Hawaii: TZ Economics, May 3, 2018.

<sup>3</sup> <http://www.hawaiitourismauthority.org/research/reports/evaluation-performance-measures/>

<sup>4</sup> <http://www.travelweekly.com/Hawaii-Travel/Insights/Insights-and-optimism-at-Hawaii-Leadership-Forum>

benefits.”<sup>5</sup> She was too harsh as I suggested in my UHERO blog post.<sup>6</sup> In 2017, Hawaii’s geographic isolation and high cost of visitation kept our tourist count to 9.4 million; by comparison, a more accessible Florida had 116 million.<sup>7</sup> Admittedly it is absurd, but imagine what Hawaii would be like with 116 million visitors per year. In this presentation, I raise the question: Is it time for Hawaii to shift from marketing tourism to managing tourism?

**Star Advertiser**  
The Pulse of Honolulu  
KIAI O KAUAI

**VISITOR ARRIVALS**  
**THEY KEEP KEEP COMING!**  
Hawaii tourism hunting toward 10 million-arrivals benchmark this year

**SPENDING**

**ARRIVALS**

**PICKS FIX**

**House, Senate fail to reach agreement on short-term rentals**

Source: *Honolulu Star Advertiser*, April 27, 2018.

<sup>5</sup> *Honolulu Star Advertiser*, “Foundering canoe is full already, yet more get in,” January 11, 2017.

<sup>6</sup> <http://uhero.hawaii.edu/news/view/317>

<sup>7</sup> <https://www.visitflorida.org/resources/research/>

While misbehaving tourists can be very annoying, it is unfortunate that all of tourism's "problems" are frequently blamed on tourists, when the finger should be pointed at local governments and residents for allowing them to happen. In her much praised 2013 book, *Overbooked, The Exploding Business of Travel and Tourism*, Elizabeth Becker writes, "The best and worst of tourism have governments at the center." Megan Epler Wood writes in her just published book, *Sustainable Tourism on a Finite Planet* (p. 264), "local authorities hold the key to the future of tourism destinations and planning." Hawaii state lawmakers did fund a pricey statewide sustainable tourism study in 2000. The study was completed in 2005.<sup>8</sup> No plan emerged and no one seems to have paid any attention to it.

Elsewhere, even those in the travel industry are getting on the tourism sustainability bandwagon. As Darrell Wade, CEO of the Australia-based Intrepid Travel, said recently, "[Managing tourism] is a good thing to be talking about because our industry is good at selling the virtues of tourism, but we're not very good at being honest with ourselves about what we do well and what we don't."<sup>9</sup>

Around the world, tourism's negative impacts, or at least people's response to them, are getting a lot of attention lately. Shortly after her appointment as the CEO of the prestigious World Travel and Tourism Council (WTTC), an organization whose members include about 150 CEOs of the world's largest travel companies, Gloria Guevera and her staff had one-on-one

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<sup>8</sup> <http://dbedt.hawaii.gov/visitor/sustainable-tourism-project/>

<sup>9</sup> <https://skift.com/2017/10/23/proposing-solutions-to-overtourism-in-popular-destinations-a-skift-framework/> See, also, <http://www.travelweekly.com.au/article/exclusive-intrepid-co-founder-darrell-wade-talks-overtourism/>

meetings with 80% of the members; she asked them: What are your needs, challenges and priorities. She noted that three priorities were repeated over and over: security and travel facilitation; crisis management in the event of natural disasters, terrorism or outbreak of diseases; and sustainability.<sup>10</sup>

One area of particular concern to the global tourism CEOs is overcrowding and overtourism to certain destinations and visitor sites. “Overtourism”, a new word in tourism that has gone viral since 2012, occurs where locals (or tourists) believe that visitor numbers have reached levels that reduce their quality of life (or the quality of the tourist experience) unacceptably.<sup>11</sup> What is acceptable or unacceptable is subjective. Overtourism is the opposite of sustainable tourism.

One might think that overtourism and overcrowding are important mainly to residents of tourist destinations, not so much to travel companies. Not so. As Ninan Chaco, CEO of Travel Leaders Group noted recently: “Not many tourists want to be where it is crowded, expensive and there’s nothing local or authentic.”<sup>12</sup>

According to a special survey conducted by the World Travel Monitor in September 2017 of 29,000 international travelers in 24 countries in Europe, Asia and the Americas, around 25 percent of all international tourists felt that their destination had been “overcrowded.”<sup>13</sup> Nearly

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<sup>10</sup> <http://www.travelweekly.com/Travel-News/Government/WTTC-First-tango-Buenos-Aires>

<sup>11</sup> <http://responsibletourismpartnership.org/overtourism/>

<sup>12</sup> <http://www.travelweekly.com/Travel-News/Government/WTTC-First-tango-Buenos-Aires>

<sup>13</sup> <https://www.hospitalitynet.org/performance/4086031.html>

one in ten of international travelers said overcrowding had affected the quality of their travel experience.

A recent *New York Times* story described the experience of one tourist at the Louvre where the world's most famous painting, Leonardo da Vinci's Mona Lisa, was on display. Surrounded by nearly 150 people, the young woman from Shanghai commented that "It's too small, and it's too crowded to get close to look at the detail. I can see it better in a book or on the internet." Instead of admiring the iconic artwork, she took a selfie. Then more photos with her husband. The *Times* reporter wrote, "the Mona Lisa has, to all meaningful intents and purposes, ceased to exist as an original work of art. It has become an idea — and a photo opportunity."

Reviewing responses from the last three HTA visitor satisfaction surveys, John Knox noted that for Hawaii's visitors, the things most likely to make or mar a trip to Hawaii were weather/climate; scenery, natural environment; congestion/crowding; and friendly or unfriendly people.

In the 2017 HTA resident survey, the top three problems cited by respondents who view tourism as creating more problems than benefits in Hawaii were traffic congestion, higher prices and cost of living, and overcrowding.<sup>14</sup> The survey should have asked all respondents, not just those who see tourism in a negative way. But the point is made; overcrowding is bad for travel businesses and locals. And it isn't going to get better. As both international and domestic travel continue to rise faster than economic and population growth, overtourism will become a growing

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<sup>14</sup> <http://www.hawaiiitourismauthority.org/research/reports/evaluation-performance-measures/>

problem. With the spread of social media, no hidden attractions/destinations will remain undiscovered.

In Venice, Barcelona, and Ibiza citizens marched in the streets to protest against too many tourists. A Google-search of “Too many tourists” turns up a long list of places where residents don’t want to have more visitors. Governments are beginning to respond to citizen demands. Venice and Dobrovnik are placing restrictions on cruise ships. In Dubrovnik, cruise lines have agreed to co-ordinate their scheduling this summer to reduce overcrowding. Barcelona is cracking down on the proliferation of illegal short-term vacation rentals which residents blame for disrupting their neighborhood life. City officials have also agreed to curb the number of tourist accommodations in the center of the city but allow a limited number of licenses in the outskirts of the city. Last year, the city produced a detailed strategic plan for sustainable tourism development with specific action plans.<sup>15</sup> Putting residents first, Venice restricted tourists from visiting some popular landmarks during the busy Festa del Lavoro (Labor Day/May Day) 4-day celebration this year; local IDs were required to gain access.<sup>16</sup> In Ibiza, a new law was passed this year banning Airbnb and other accommodation rental platforms from listing rooms in private homes and apartments in Ibiza Town; other areas in Ibiza have implemented similar bans.<sup>17</sup>

Elsewhere, in the Galapagos Islands, Ecuador has imposed a 100,000 annual limit on visitors. At Taj Mahal visitors are told to leave within 3 hours. Two prefectures in Japan seek to reduce congestion on Mount Fuji by reducing the number of climbers allowed to use two of the

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<sup>15</sup>[https://ajuntament.barcelona.cat/turisme/sites/default/files/barcelona\\_tourism\\_for\\_2020.pdf](https://ajuntament.barcelona.cat/turisme/sites/default/files/barcelona_tourism_for_2020.pdf)

<sup>16</sup> <https://www.cntraveler.com/story/venice-is-banning-tourists-from-some-parts-of-the-city>; also [http://www.travelweekly.com/Europe-Travel/Venice-ready-to-turn-back-tourists-if-too-many-come?utm\\_source=eNewsletter&utm\\_medium=Email&utm\\_campaign=eltrdb&cid=eltrdb](http://www.travelweekly.com/Europe-Travel/Venice-ready-to-turn-back-tourists-if-too-many-come?utm_source=eNewsletter&utm_medium=Email&utm_campaign=eltrdb&cid=eltrdb)

<sup>17</sup> <https://www.telegraph.co.uk/travel/news/ibiza-tourism-protest/>

mountain trails to the summit. Destinations are also turning to technology for help. Last year, the two prefectures began to use apps to advise Mt. Fuji climbers to avoid busy days. Likewise, Amsterdam is using technology to inform visitors in real time on the best time and day to visit popular attractions. The city is also encouraging visitors to visit outlying areas. The Philippine government is taking the drastic step of closing the popular—two million annual visitors--island destination of Boracay to tourists for six months to fix its overloaded infrastructure and clean up the island. The government is sending hundreds of riot police to keep tourists out.<sup>18</sup>

Hawaii should take a look at what other destinations are doing to cope with potential overtourism and perhaps learn which best practices employed elsewhere—especially in the adoption of technology-- might work here. For too long, we have deceived ourselves into believing that we are the best in every aspect of tourism and hence need not look at what's happening in the rest of the world. It is time for us to emerge from our insularity.

Hawaii's residents are not yet marching in the streets to protest the presence of too many tourists. But when I concluded in my UHERO brief that Hawaii does not yet have overtourism, I received emails from two retired UH Maui College professors telling me what a terrible essay I had written. One of them suggested that I was not deserving of the title of professor emeritus, and invited (at my own expense) to come to Maui to see evidence of overtourism for myself.

John Knox pointed out to me in a recent email exchange, that what we have in Hawaii—and indeed in the most popular tourist destinations around the world—is overcrowding at some popular tourist sites and during peak travel periods of the year. Prof. Alexis Papathanassis, director of the Institute of Maritime Tourism in Bremerhaven, Germany, explained:

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<sup>18</sup> <https://www.npr.org/sections/parallels/2018/04/25/604933436/as-philippines-shuts-down-a-popular-tourist-island-residents-fear-for-their-futu>



"Overtourism is a very localised problem at certain times in certain places, and is not always a problem in the surrounding area. The problem is not overtourism in general, but under-management of tourism."<sup>19</sup> Taleb Rifai, Secretary General of the United Nations World Tourism Organization (UNWTO) agrees: "What is required is the need to manage tourism in a sustainable and responsible way that benefits the local community".<sup>20</sup>



Climbing Diamond Head at 7:00 a.m. (Photo by PingSun Leung)

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<sup>19</sup> <https://hotelandtourisonline.com/2018/02/15/analysing-overtourism/>

<sup>20</sup> <https://skift.com/2017/11/18/destinations-around-the-world-search-for-overtourism-solutions/>

What to do? WTTC CEO Guevera recalls that “We had two options: do nothing or be part of the solution.” So WTTC partnered with the consulting firm McKinsey & Co. to develop strategies and work with destinations to cope with this growing problem. A 64-page report—*Coping with Success, Managing Overcrowding in Tourism Destinations*—was published in December, 2017.<sup>21</sup> I picked a few conclusions from that report to share with you. First, overcrowding “alienates local residents, a degraded tourist experience, overloaded infrastructure, damage to nature, and threats to culture and heritage.” Second, “overcrowding is easier to prevent than to recover from.” Third, “destinations need to shift their focus from promotion to broader planning and management challenges.”

It is the third point that I would like for us to think about: *To shift focus from tourism promotion to broader planning and management challenges.* And this is endorsed by the CEOs from the top tourism businesses around the world!<sup>22</sup> Is it time for our lawmakers to do the same?

Some state lawmakers think so. Bills introduced in the 2018 legislative session proposed to drastically cut HTA’s annual funding.<sup>23</sup> *Honolulu Star Advertiser* editors opined (May 9, 2018 editorial) that “...it seems sensible that state lawmakers this year authorized less money for HTA marketing efforts; more, indeed, should be available for stewardship of resources.” HTA’s *Resident Sentiment Survey 2017* finds that statewide only 23% of the respondents agreed that

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<sup>21</sup> <https://www.wttc.org/-/media/files/reports/policy-research/coping-with-success---managing-overcrowding-in-tourism-destinations-2017.pdf>

<sup>22</sup> See also Megan Epler Wood (2017) who writes (pp. 266-267): “The reallocation of such [marketing] funds is one of the most important dialogs that should transpire to ensure that global destinations are not focused only on marketing but rather on protecting their destinations from overuse and a lack of planning.”

<sup>23</sup> *Honolulu Star Advertiser*, April 15, 2018, pp. B1 and B3. At session’s end the cut was not as drastic.

“funds should be spent to promote tourism in Hawaii.”<sup>24</sup> It is noteworthy that HTA’s annual appropriations for marketing and promotion in recent years actually have declined in inflation-adjusted dollars.

From what I observe, HTA tries to lure as many visitors to come to Hawaii as it can from whatever source and opposes measures (e.g. taxes) that would increase the cost of visits. HTA’s *Resident Sentiment Survey 2017* finds that most Hawaii residents are aware of HTA’s role in marketing and promoting Hawaii tourism but believe that HTA is less effective in “communicating with and listening to Hawaii residents concerning tourism-related issues and concerns.” The report concludes: “Moving forward, the opportunity exists to deepen awareness and satisfaction with HTA beyond its role in marketing and promoting Hawaii tourism—an opportunity to move beyond destination marketing to destination management in the minds of Hawaii residents.” In other words, Hawaii residents want HTA to also mind the store.

## II. Solution(s) to Overtourism:

The key challenge facing the travel industry and destinations is how to manage overcrowding, now and in the future, without restricting growth. Not everyone agrees that growth should not be restricted. One community activist argued that Hawaii should cap its tourist numbers at 7 million per year without stating how that could be done.<sup>25</sup> Hawaii cannot, in ways that are constitutionally legal and politically acceptable. Policies have to achieve political equilibrium.

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<sup>24</sup> It was 21% in 2015 and 27% in 2014, the first year the question was asked.

<sup>25</sup> *Honolulu Star Advertiser*, April 15, 2018, pp. B1 and B3.

If we accept the idea that overtourism is a localized and not a general problem, the challenge becomes one of managing space and time. Solutions include spreading visitors across sites, smoothing visitors over time, and creating new visitor attractions and destinations. This is accomplished by using market mechanisms (i.e. adjusting prices to balance demand and supply; make it more expensive; provide incentives) and non-market mechanisms (e.g. limit access).<sup>26</sup> Economists tend to favor market mechanisms while public officials tend to favor non-market solutions. There are limitations to both approaches.

Hanauma Bay Nature Preserve provides important lessons on the efficacy of market versus non-market rationing. It employs both an admission fee (i.e. user charge) *and* limits access using non-price rationing (e.g. when the 300 parking spaces are filled, barricades are set up at the entrance to prevent more cars from entering).<sup>27</sup> User charges are most effective when demand is price sensitive, and those who don't pay can be excluded from using the service at reasonable administrative cost.<sup>28</sup> At extremely popular sites like Hanauma Bay demand for visits is price insensitive unless the admission fee is raised to very high levels, which may not be politically acceptable.

To illustrate, when the National Park Service first announced that admission fees would be raised steeply to fund a backlog of maintenance projects estimated at more than \$11.6 billion,

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<sup>26</sup> See, for example, <https://skift.com/2017/10/23/proposing-solutions-to-overtourism-in-popular-destinations-a-skift-framework/>; <https://www.wttc.org/-/media/files/reports/policy-research/coping-with-success---managing-overcrowding-in-tourism-destinations-2017.pdf>; and <http://uhero.hawaii.edu/assets/SustainableTourismDevelopmentOvertourism.pdf>

<sup>27</sup> See James Mak. *Developing a Dream Destination, Tourism and Tourism Policy Planning in Hawaii*, Honolulu: University of Hawaii Press, 2008, Chapter 6.

<sup>28</sup> Ronald C. Fisher. *State and Local Public Finance*, 3<sup>rd</sup> edition, Thomson South-Western, 2007, Chapter 8.

there was a huge public backlash against the idea. During the month-long comment period last year, park officials received 109,000 comments. Last month the Park Service came up with a proposal for more modest increases.<sup>29</sup>

When the idea of an admission fee was first proposed for Hanauma Bay, I suggested that locals should also pay (if the purpose was to reduce overcrowding), someone left a threatening message on my office voice mail.<sup>30</sup> The initial fee of \$5 for tourists only was subsequently reduced to \$3 due to objections by some County Council members to an admission fee.<sup>31</sup> Today, locals don't have to pay the \$7.50 admission fee at Hanauma Bay but still have to pay \$1 per car for parking.<sup>32</sup> A modest admission fee still serves an important purpose as it provides funding for maintenance and management of the Reserve.

Hanauma Bay shows that sound policy is often not about choosing between price versus non-price rationing; at popular attractions both are necessary to ration access, raise revenue, and achieve political equilibrium. Achieving political equilibrium requires the collaboration of all the stakeholders in decision-making, though not everyone gets what he/she wants. Hanauma Bay is generally regarded as a success story in resource management even though tour operators

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<sup>29</sup> <https://www.nytimes.com/2018/04/05/us/national-parks-fee-increase.html>

<sup>30</sup> A survey conducted by University of Hawaii students found that residents strongly preferred the first-come, first-served system. James Mak. *Developing a Dream Destination...* p. 149.

<sup>31</sup> For the full story, see James Mak. *Developing a Dream Destination...* pp. 149-150.

<sup>32</sup> During the summer, Reserve hours are 6 a.m. to 7 p.m., but the ticket and parking booths are not open the entire time, so entrance is free for everyone before the ticket booths open and again after they are closed. Thus, the Reserve effectively has a two-tier price system for nonresident tourists: \$7.50 during peak hours and \$0 when the Reserve is uncongested. One problem with ticket booths is that they also cause delays, especially since residence status has to be verified.

were big losers because they were largely prohibited from discharging their customers onto the beach.

Who should be tasked with managing tourism in Hawaii? Not HTA, although it can help, especially by providing tourism data, and perhaps acting as the point/coordinating agency in identifying potential problems that other government agencies must fix. Before HTA was created, there was much public discussion about the need for a tourism czar for Hawaii. For a while we got a less intimidating “tourism liaison.” Act 156 created HTA, signed into law on July 9, 1998. Act 143 passed by the Legislature in 2002 requires HTA to “have a permanent, strong focus on marketing and promotion”; it also requires HTA (among other things) to “coordinate all agencies and advise the private sector in the development of tourism-related activities and resources,” and “establish a program to monitor, investigate, and respond to complaints about problems resulting directly or indirectly from the tourism industry and taking appropriate action as necessary.”<sup>33</sup> That is a tall order. As it turned out, HTA has been better at tourism promotion and marketing than in minding the store.

At the recent Travel Weekly’s Hawaii Leadership Forum HTA CEO George Szigeti said “HTA is strongly committed to sustainability of Hawaii’s core qualities that distinguish these islands from every other destination in the world. Today Hawaii has seen such an influx of tourists that residents are expressing concerns about quality of life...”<sup>34</sup>

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<sup>33</sup> [https://www.capitol.hawaii.gov/session2002/bills/HB2192\\_cd1\\_.htm](https://www.capitol.hawaii.gov/session2002/bills/HB2192_cd1_.htm)

<sup>34</sup> <http://www.travelweekly.com/Hawaii-Travel/Insights/Insights-and-optimism-at-Hawaii-Leadership-Forum>

Action speaks louder than words. Hawaii has not had a stellar record of planning and managing sustainable development. In 2008, the *Hawaii 2050 Sustainability Plan* for the state (not just tourism) was completed and submitted to the Legislature. State law required the plan to be updated every 10 years, but insufficient funding made it impossible to update the plan. In a March 2018 report, the State Auditor “found that through the course of the past ten years, the *Hawaii 2050 Sustainability Plan* was disregarded.” Recommendations and steps to implementing sustainability statewide “either only partially implemented or not implemented at all.”<sup>35</sup> Hawaii’s lawmakers must make a stronger commitment, including funding, to do better in the future.

### III. Funding Tourism Management

Nearly 50 years ago in 1970 when Hawaii hosted a relatively paltry 1.7 million visitors, Princeton University economist, William Baumol, authored a report, *The Visitor Industry and Hawaii’s Economy: A Cost-Benefit Analysis*, in which he advised Hawaii to implement provisions “capable of discouraging the visitor’s contribution to the problems of pollution, crowding, waste removal, and misuse of the land”; if not, tourism will decline.<sup>36</sup> He wrote (p. 9): “Since the visitor to the Islands unquestionably contributes significantly to the State’s environmental problems, he will no doubt have to bear a substantial portion of the outlays needed for their solution.” He suggested (p 13) a “system of taxes” to address these problems.

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<sup>35</sup> State of Hawaii, the Office of the Auditor, *Hawaii 2050 Sustainability Plan, Ten Year Measurement Update (2008-2017)*, March, 2018, p.4.

<sup>36</sup> Mathematica, *The Visitor Industry and Hawaii’s Economy: A Cost-Benefit Analysis*, Princeton, N.J.: February 20, 1970. p.9.

Hawaii's visitors account for sizable state and county tax revenues. In fiscal year (FY) 2014, tourist expenditures generated \$395 million (directly) in transient accommodation tax revenues (TAT).<sup>37</sup> They also contributed 18% of total general excise tax revenues (GET), or \$522 million (directly).<sup>38</sup> TAT and GET revenues are state taxes.<sup>39</sup>

At the county level, property taxes are the biggest source of own-source revenues. In FY2014, property taxes collected from hotels and resorts, timeshares, and vacation rentals totaled \$238 million. The \$238 million figure is an underestimate of tourism generated property taxes because it does not include property tax revenues collected from non-lodging tourism businesses (e.g. restaurants, shops, etc.) Thus, in FY 2014, tourism directly accounted for, at least, \$1.155 billion in State and county tax revenues.

State and county governments spend a lot of money to provide public services directly consumed by tourists. My calculations indicate that in FY 2014, *net* state and county expenditures on services consumed directly by visitors totaled \$348 million; the counties spent \$127.5 million and the State spent \$126.6 million plus another \$94 million was spent by the Hawaii Tourism Authority. (Net expenditures are gross expenditures minus revenues from user charges and operating grants and contributions. These are amounts that have to be funded by

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<sup>37</sup> State of Hawaii Department of Taxation.

<sup>38</sup> The 18% figure came from Dr. Eugene Tian, Research and Economic Analysis Division, Department of Business, Economic Development and Tourism (DBEDT) in a private email on April 27, 2017.

<sup>39</sup> \$93 million of the TAT revenues were allocated to the counties.



taxes.)<sup>40</sup> Thus, direct State and county expenditures on tourism (\$348 million) were significantly less than (direct) tourism generated tax revenues (at least \$1.155 billion).

My public expenditure estimates are probably too low because they were calculated using the same average cost per person per day for both tourists and residents. There is evidence that tourists use Hawaii's resources and generate waste/ discharges in greater amounts per day than residents.<sup>41</sup> Suppose my estimates are off by 100%, the corrected net state and county operating expenditures on tourism would rise to around \$500 million plus another \$94 for HTA. In other words, there is still plenty of money left to provide more funding to manage tourism. How the extra money is spent depends on lawmakers' priorities.

Hawaii Governor David Ige recently said at the Travel Weekly's Hawaii Leadership Forum, "We know it's the people, place and culture that make Hawaii the best destination in the world."<sup>42</sup> In FY 2014, the state government spent \$9.5 billion dollars (gross) on operating expenses (referred to as "primary government activities"); it spent \$101.6 million (=1%) on "conservation of natural resources" and \$104.3 million (=1.1%) on "culture and recreation." The percentages rise to around 3% if we take out lower and higher education and welfare (=\$6.2 billion). Looking only at *net* expenditures, the State spent \$14.4 million (=2%) and \$87 million

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<sup>40</sup> James Mak. *State Aid to Local Governments: How Hawaii's State Government Shares Transient Accommodation Tax Revenues With Its Local Governments*, University of Hawaii at Manoa Department of Economics Working Paper No. 16-5, Appendix at [http://www.economics.hawaii.edu/research/workingpapers/WP\\_16-05.pdf](http://www.economics.hawaii.edu/research/workingpapers/WP_16-05.pdf)

<sup>41</sup> James Mak, *Developing a Dream Destination...* p.145.

<sup>42</sup> <http://www.travelweekly.com/Hawaii-Travel/Insights/Insights-and-optimism-at-Hawaii-Leadership-Forum>

(=1.4%) respectively on the two programs, out of total net expenditures of \$6.1 billion.<sup>43</sup> These are, arguably, modest sums.

Interest in sustainable development in Hawaii rises and ebbs in tandem with fluctuations in the broader economy. When the economy is doing poorly, interest wanes. Hawaii's economy and tourism are booming right now (the state's unemployment rate is below 3 percent), and the state government enjoys a \$1 billion fiscal surplus. New tourist taxes levied by the 2018 state legislature to tax markups by online travel agencies on accommodation bookings (SB2868) and mandatory resort fees (SB2699), and an increase in the car rental tax (only on non-resident renters) (HB2601)<sup>44</sup> will generate even more tax revenue.<sup>45</sup> This is a good time to renew effort to manage tourism in a sustainable way. Indeed, it might not be necessary to take money away from tourism marketing to fund stewardship of Hawaii's precious resources.

Finally, without sound tourism management, will tourist arrivals grow unabated? Not necessarily. The life cycle of tourist destinations suggests that tourism growth inevitably slows down.<sup>46</sup> It already has in Hawaii.<sup>47</sup> Tourism may even decline as the destination becomes less

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<sup>43</sup> <http://ags.hawaii.gov/wp-content/uploads/2012/09/soh-cafr-20140630.pdf>

<sup>44</sup> The State Attorney General's office testified that HB 2601 "may be challenged as violating the Equal Protection and Privileges and Immunities Clause of the United States Constitution." At [https://www.capitol.hawaii.gov/Session2018/Testimony/HB2601\\_SD1\\_TESTIMONY\\_WAM\\_04-04-18\\_LATE.PDF](https://www.capitol.hawaii.gov/Session2018/Testimony/HB2601_SD1_TESTIMONY_WAM_04-04-18_LATE.PDF)

<sup>45</sup> Effective January 1, 2018 the transient accommodation tax was raised by 1% from 9.25% to 10.25% to fund the Honolulu rail transit system.

<sup>46</sup> Andrew Kato and James Mak, "Technical Progress in Transport and the Tourism Area Life Cycle," in Clem Tisdell, ed., *Handbook of Tourism Economics—Analysis, New Applications and Case Studies*, London: World Scientific Publishing, 2013. pp. 225-255; or [http://uhero.hawaii.edu/assets/WP\\_2010-13.pdf](http://uhero.hawaii.edu/assets/WP_2010-13.pdf) For a different approach, see Stanley Plog, "Why Destination Areas Rise and Fall in Popularity, An Update of a Cornell Quarterly Classic," *Cornell Hotel and Restaurant Administration Quarterly*, June, 2001, pp. 13-24.

<sup>47</sup> See James Mak. *Developing a Dream Destination....* 2008, Chapter 2.

attractive if not properly managed. The destination will be less crowded, but it is not a winning situation for residents. One can see that in declining tourist destinations. The worst-case scenario is when even the locals want to leave.

**To: Economic Development and Budget Committee  
Maui County Council**

**From: Bevanne J. Bowers, Executive Director  
Mediation Services of Maui, Inc.**

**Testimony in support of continued funding for Mediation Services of Maui, Inc**

My name is Bevanne Bowers, and I serve as Executive Director of Mediations Services of Maui, Inc, doing business as Maui Mediation Services. I first want to thank you for the financial support you have given us in the past for our Mediation and Conflict Resolution Services and Education Program and ask for your continued support.

Maui Mediation Services was established in 1982 as the Neighborhood Justice Center, a small organization founded to help residents address their community disagreements. Today we handle on average close to 500 cases a year with all mediations facilitated by our pool of volunteers who have all undergone intensive training as well as an apprentice period. We provide mediations for all of Maui County, including Hana, Lanai, and Molokai. Our mediations take place at the courthouses in Hana, Lahaina, Molokai, and Wailuku, and also at our offices in the J. Walter Cameron Center. Last year, our agency diverted or dismissed 290 cases from Courts here in the Second Circuit of the Judiciary. Cases are not only referred by the Courts but also attorneys, social service agencies, and previous participants. Two of the statistics that I am most proud of are that among those giving feedback, consistently at least 90% of participants report they were satisfied with the mediation process and consistently at least 90% report that they would recommend mediation to others with problems.

Our most requested case type involves parents needing help with custody disagreements, followed by landlord/tenant conflicts and consumer/merchant disputes. It's our position that just about any conflict can be mediated as long as the disputants are willing to participate in the confidential process.

But it is not just the participants who benefit from our mediation services. According to a recent Social Return on Investment survey conducted by Community Services Analysis, LLC, for every \$1 spent on Maui Mediation Services, during the year, the State of Hawaii community receives \$7.15 of immediate and long-term financial benefits. These benefits include but are not limited to savings in court and legal fees, community health costs, and law enforcement costs.

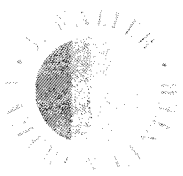
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A significant part of our mission involves teaching dispute resolution skills for those of all ages. Our newly revamped youth program has worked with students in both public and private schools, elementary and high school, and we have collaborated with other community youth organizations.

These days, conflict seems to be escalating in just about every area of life. Our agency is seeing a great increase in the demand for workplace mediations, as well as for trainings for supervisors and managers who deal with employee disputes. These are areas where we plan to expand in order to better serve Maui County.

Again, I thank you for your previous support and ask that your assistance continue.

Bevanne J. Bowers, Esq.



Mission: The J. Walter Cameron Center serves to incubate, support, and accelerate social good in our community

## TESTIMONY TO MAUI COUNTY COUNCIL BUDGET HEARING

Wednesday April 17, 2019

Good morning Maui County Council Budget Chair and Council Members! My name is Cesar Gaxiola, Executive Director of the Cameron Center.

I am here today to ask for your support of an allocation of a Maui County line item funds to help us accomplish improvements that are necessary to protect the health and safety of facility users.

Cameron Center request is for \$169,000 to help support repairs and replacements that are necessary to protect the health and safety of Cameron Center users...specifically infants and toddlers participating in early childhood education program at the Kahi Kamali'i Infant and Toddler Center...and adults and children at Cameron Center's Therapy Pool.

Thank you!

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Since opening its doors in 1973 the J. Walter Cameron Center has earned a special place in the Maui community by furnishing low-cost program and office space for non-profit agencies that provide health and social service support to Maui's low-income and special needs residents. The Cameron Center facility, which consists of six separate buildings with a total of over 48,000 s.f. of interior space, is centrally located in Wailuku and provides a "one-stop" community service facility that benefits as many as 30,000 Maui residents each year. Operated as a 501(c) (3) non-profit organization, the Cameron Center currently provides appropriate office and program space for 16 non-profit health and social service provider agencies. Over its 45 year history the Cameron Center has developed management systems and operational policies and procedures that have provided sufficient revenue to sustain the daily operation of the facility while maintaining Resident Agency fees at levels that are 30% lower than prevailing market rents. The low-cost program and office space provided by Cameron Center has enabled dozens of local non-profit health and social service agencies to reduce their operating expenses and allocate more resources to needed programs and direct services.

**J. Walter Cameron Center Resident Agencies:** Alu Like, American Cancer Society, American Red Cross, Best Buddies International, Hui No Ke Ola Pono, Inc., Ka Lima O Maui, Maui Chamber of Commerce, Maui Community Mental Health, Maui County Office on Aging, Maui Mediation Services, Maui Pops Orchestra, Maui United Way, Mental Health Association of America, MEO Kāhi Kamali'i, Na Keiki O Emalia and Pacific Cancer Foundation.

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mentalhealthhawaii.org

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Helping Hawaii Live Well

**Mental Health Association in Hawaii- Maui County**  
**Budget Committee Testimony 4/17/2019**

Dear Budget Committee Chair and Budget Council Members,

I am Danielle Bergan, Community Coordinator, Mental Health America of Hawaii Maui.

Mental Health America of Hawaii, formerly known as the Mental Health Association of Maui has been Maui's leading mental health education and advocacy organization since 1972. Our mission is to promote mental wellness through education, advocacy and service. We endeavor to reduce the stigma of mental illness and improve the over care, treatment and empowerment of those affected by mental illness, children, adults, elders and their families.

During these past months, I have met with many of you in person to share with you our mission and goals for the next budget year. You have heard in regional meetings from some of our volunteers and members of the public about the importance of what we do here. I am pleased to report that during the first 3 quarters of the current grant year, we have already exceeded our proposed totals of folks served in Maui County.

Chair and Council members, let me provide you some information on the state of mental health in Maui County.

Our challenges in Maui County include:

- A lack of psychiatrists (in general) and those who will treat low income Medicaid (Quest) patients
- Lack of psychiatric hospital beds, especially for youth but also for adults.
- Overall lack of treatment providers and facilities, which contributes to the homelessness and incarceration of people suffering from mental illness
- The stigma of mental illness, which prevents people from seeking treatment.

Data from the Hawaii Department of Health EMS and Injury Prevention System Branch show that:

- From 2012-2016, suicide was the leading cause of injury death for age groups 15-29 years old, statewide.
- Of suicide victims in 2015 statewide, 39% were known to have a mental health problem but less than a third of those were in treatment.
- Of violent deaths in Maui County in 2015, 74% were due to suicide, the remainder were homicides or undetermined intent.

The 2017 Youth Risk Behavioral Survey for the State of Hawaii showed that:

- 1 in 3 High School students reported feeling depressed in the past 12 months. (Maui County, 30%)
- 1 in 6 High School Students made a suicide plan in the past 12 months (Maui County, 14.8%)
- 1 in 10 High School Students made a suicide attempt in the past 12 months (Maui County 11.1%)
- Rates of suicidal thoughts have risen among youth in Maui County in recent years.

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To target solutions for these areas, we will continue our focus on a Mental Health Education, Advocacy, and Support Program during the next grant period. Our aim is to promote mental wellness while alleviating the challenges of mental health concerns among the residents of all parts of Maui County.

The Goals of this program and examples of activities are:

1. Provide training and education to the community that will help attendees increase their knowledge of specific mental health issues, including suicide and crisis response, and their capacity to seek help for themselves or others. These trainings will include:

- **Youth Suicide and Bullying Prevention**, an evidence-informed curriculum developed by our agency. The two hour class for middle and high school students and the adults who work with them, focuses on understanding bullying, how to cope, how to help a friend, and the unique risk factors and warning signs of suicide along with resources for prevention. Since the grant year began, we have trained over 1000 Maui County students with this program. By the end of the grant year, we will have reached every area of Maui County including Hana, Molokai and Lanai.
- **Youth Mental Health First Aid (YMHFA)**, an 8-hour curriculum designed to instruct those who work with or come into contact with youth about mental health problems in adolescents, building understanding of the importance of early intervention, and teaching individuals how to help adolescents experiencing a mental health challenge.
- **Maui Police Department** Crisis Intervention Training, YMHFA for Recruits, and monthly mental health Recall Training
- **Monthly "Brown Bag" Trainings** on specific mental health and wellness topics for the community.

2. Connect help-seeking individuals through our Help Call phone line and support group presentations to appropriate community resources so that they receive the support they need. We collaborate with NAMI Hawaii and the Mankind Project on their support groups.

3. Decrease the stigma of mental health issues through educational community and media outreach so that it doesn't stop people from getting help. We continue to educate our community through health fairs, radio interviews and collaboration with fellow agencies and alliances such as the Prevent Suicide Maui County Task Force, The Ho'oikaika Partnership, The Maui Homeless Alliance and The Maui Non-profit Directors Association.

In conclusion, Mental Health America of Hawaii continues to be a genuine resource for those suffering from mental illness, to provide advocacy and family support wherever possible. We provide community leadership regarding suicide prevention. Our trainings create awareness and offer hope as well as strengthen a broader range of residents to be able to step up and assist those with mental illness across our county. We constantly seek collaboration with other human service agencies through ongoing communication, facilitation and participation in community meetings, networking events and the linking of different agencies to engage in collaborative efforts.

It is with this in mind that we humbly request your support to provide these necessary services to our Maui County Community.

Sincerely,

Danielle M. Bergan  
Community Coordinator  
Mental Health America of Hawai'i  
95 Mahalani Street, Suite 5  
Wailuku, HI 96793



## 2019 Advocacy Priorities for Mental Health America of Hawaii

### Access to Care

- **Prescriptive Authority for Advanced Trained Clinical Psychologists (RxP)**, to improve and increase access to comprehensive mental health services, particularly in rural and medically underserved areas and for people with low-income.
- Increased funding and improved funding stability for **Homelessness Services** by the addition of \$15 million to the base budget for homelessness programs as detailed by Partners in Care.
- Improved implementation of **Assisted Community Treatment (ACT)** by funding dedicated positions, clarifying that the Office of Public Guardian has the right to consent to treatment that includes psychiatric medication and funding a pilot program providing housing and treatment to homeless individuals with ACT or Guardianship orders.

### Healthy and supported Families

- **The Hawai'i Dependent Care Tax Credit** update that will raise the amount of the credit and increase the income limits used to calculate a family's benefit amount so that low-income families can receive a more meaningful benefit.
- **Continue funding for the Kupuna Caregivers Program** to support respite for family caregivers.
- **Payday Loan Reform** that will eliminate payday loans that trap families in stressful cycles of debt at unfairly high interest rates.
- **Bail Reform** that will decrease family stress and the incarceration of people who are awaiting trial.

### Suicide Prevention

- Establishment of a **Suicide Prevention Commission** to examine, evaluate, and determine methods to prevent suicide in Hawai'i's correctional facilities.
- Designating **September as Suicide Prevention and Awareness Month** to increase awareness of suicide prevention education, resources, and available support.



**'Ao'ao O Nā Loko I'a O Maui**  
(Association of the Fishponds of Maui)

P.O. Box 1371  
Kīhei, Hawai'i 96753

Phone: (808) 359-1172  
Fax: (808) 573-5696  
Website: [www.mauifishpond.com](http://www.mauifishpond.com)  
E-mail: [koieie@mauifishpond.com](mailto:koieie@mauifishpond.com)

April 17, 2019

County of Maui Budget and Finance Committee  
200 S. High Street  
Wailuku, Hawai'i 96793

**RE: Testimony in Support of Maui Visitors & Conventions Bureau Budget Request**

Aloha kakahiaka e Councilmember Keani Rawlins Fernandez, Budget and Finance Committee Chair and our Maui County Council,

My name is Joylynn Paman and I am a member of the newly formed Maui Cultural Advisory Group by the Maui Visitors & Conventions Bureau. I am also the Executive Director of 'Ao'ao O Nā Loko I'a O Maui, a 21 year old non-profit organization, which specializes in revitalizing an ancient Hawaiian fishpond in Kīhei and educating our community, students and visitors about the importance of caring for our fishpond, our Hawaiian culture as well as our environment.

For nearly two years, our non-profit has been a member of MVCB and we have seen how this partnership has greatly enhanced our relationship with the visitor industry and how this it has also helped us in meeting our goals of educating our site visitors.

As you may know, Kō'ie'ie Fishpond is located along the shores of NOAA's Hawaiian Islands Humpback Whale National Marine Sanctuary, the County's Kalepolepo Park and Menehune Shores Condominium in North Kīhei. Each week hundreds of people enjoy our fishpond and take advantage of its breathtaking ocean views, the shallow waters for our keiki to swim in and enjoy seeing green sea turtles basking on our fishpond's walls. Being that we are located at such a public site, we have taken on the kuleana of educating visitors about the importance of this ancient Hawaiian fishpond, how it is an integral part of our Hawaiian culture, traditions and practices and how we need to care for our environment, from ma uka to ma kai, so that future generations may also enjoy Maui's cultural treasures.

With MVCB's help, we have been able to host many blog, magazine and freelance writers as well as top-notch travel agents from across the nation to experience Kō'ie'ie Fishpond, our unique culture and our beautiful marine environment first hand. With their expertise, they have greatly expanded our media exposure in sharing our overall message of raising awareness and appreciation amongst visitors about our fishpond site, Hawaiian culture and island so that they in turn, will become better stewards of our land and sea while visiting Maui. In addition, I was also very

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We value the importance of traditional Hawaiian fishponds. We believe in revitalizing and preserving Kō'ie'ie Fishpond for future generations to enjoy its historical, cultural, archeological, educational and recreational purposes.

Mission Statement of 'Ao'ao O Nā Loko I'a O Maui

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fortunate to recently travel abroad with MVCB to Philadelphia to share our Hawaiian cultural site with others and explain why we are a unique destination and what they can experience once they visit our island.

Please join me in supporting the Maui Visitors & Conventions Bureau budget request so that we can continue to enhance visitors' experiences on Maui and showcase our culture in a positive authentic way.

Mahalo,

A handwritten signature in black ink that reads "Joylynn JM Paman". The signature is written in a cursive style with a large, stylized initial "J".

Joylynn Paman  
Executive Director

ong



# HALE MAHAOLU

MAUI COUNTY DEPARTMENT OF HUMAN SERVICES

COMMUNITY DEVELOPMENT  
1000 KAHULUOUE AVENUE  
SUITE 100  
HALE MAHAOLU, HI 96721  
PHONE: (808) 241-1234  
FAX: (808) 241-1235

April 17, 2019

To: Budget and Finance Chair Keani Rawlins-Fernandez  
Council Chair Kelly King  
Council Members

From: Kathy Louis, Personal Care Program Director

*Kathy Louis*

Re: Testimony – Hale Mahaolu Adult Personal Care Program

We humbly ask for your support in funding Hale Mahaolu Adult Personal Care Program from July 1, 2019– June 30, 2020.

This Program has been serving Maui County’s frail elderly and chronically ill/disabled adult residents 18 years and older since 1985. Our in-home personal care services help our clients to safely maintain an independent lifestyle in their own residence and prevent premature or unnecessary institutionalization. Our services may include bathing, grooming, hygiene, toileting, ambulation, transfers, medication reminders, meal prep, feeding, and other services related to personal care such as light housekeeping, laundry, and errands.

The clients we serve on Maui (including Hana), Molokai and Lanai are not eligible for or do not meet the criteria for Medicaid services. These clients however, need personal care services to help them maintain a safe and independent lifestyle. Our clients may be subject to falls, skin breakdown, self-neglect, and potential long term care placement without the daily personal care services they receive.

Granting our request for \$103,000 will provide a minimum of 4,680 subsidized hours of personal care services to approximately 20 unduplicated clients. These clients may receive up to four hours of personal care on a daily basis. We also service approximately 100 clients in the community who receive affordable personal care attendant referrals.

On behalf of Hale Mahaolu and the personal care clients we serve, we sincerely appreciate your support of our Personal Care Program.

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# HALE MAHAOLU

April 16, 2019

Aloha,

I am here in support of the Hale Mahaolu Homeownership and Housing Counseling Program. I have been a housing counselor with this program for 10 years. During this time, I have assisted families in purchasing their first home, helped families remain in their homes when faced with the possibility of foreclosure and spoken to high school students about the importance of saving and building their credit score as they enter adulthood.

I would like to speak not just as a housing counselor, but as a first time homebuyer, in a few weeks, my family is scheduled to move into our new home after living in rental properties for my entire life. It is through my education as a housing counselor that I organized my finances to be able to purchase a new home, I do not know if it wasn't for my work through the homeownership and housing counseling program that I would be in this position today. We will be moving into a workforce housing development along with 31 other Lahaina families who have taken Hale Mahaolu's Homebuyers education class. I look forward to continuing to help families and individuals to prepare themselves for homeownership and being a more educated consumer.

Thank you Council Members and the Department of Housing and Human Concerns for your past support of our program and your role in creating workforce housing so families like mine are able to "Realize the American Dream".

Mahalo,

Keri Kalilikane  
Housing Counselor  
Hale Mahaolu Homeownership  
And Housing Counseling Program

APR 17 2019

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**HALE MAHAOLU**

WHERE ALOHA LIVES

*Homeownership/Housing Counseling Program*

*200 Hina Avenue, Kahului, HI 96732*

*Phone: 808-242-7027 Fax: 1-808-442-0740*

April 16, 2019

Honorable Keani N.W. Rawlins-Fernandez  
Economic Development and Budget Committee Chair  
And Members of the County Council  
200 South High Street  
Wailuku, HI 96793

Subject: Hale Mahaolu Homeownership / Housing Counseling Program

Aloha Chair Rawlins-Fernandez and Council Members:

Hale Mahaolu's Homeownership/Housing Counseling Program would like to thank you for your continued support for our Housing Counseling Program. Hale Mahaolu is a private non-profit corporation, which develops, owns and manages 15 properties with approximately 1060 rental units in Maui County including on the islands of Lanai and Molokai. Hale Mahaolu also consists of its supportive service programs such as the Personal Care and Kupuna Care Program, the CHSP and Meals Programs and its Homeownership/Housing Counseling Program.

Hale Mahaolu's Homeownership/Housing Counseling program has been a HUD-approved Comprehensive Housing Counseling Agency for the State of Hawaii since 1989. The program has provided counseling and educational services in areas such as first Time Homebuyer Educational classes, mortgage delinquency and default counseling, Financial Literacy, Pre-Purchase, Post Purchase, and Rental counseling.

The Homeownership/Housing Counseling program consists of one Full-time Program Director/Counselor and two Part-time Counselors. The staff of three conducts the individualized counseling sessions, conducts the educational classes, networks, seeks grant opportunity etc. to help individuals and families living in the community.

One area in high demand is for Homebuyer Education information. Participants may choose to attend an In-person Class or take an Online course. Both the In-person class and the online course costs \$75.00 per household. The HUD-approved In-person 1<sup>st</sup> Time Homebuyer Education class uses the Realizing the American Dream curriculum created by NeighborWorks, a national organization working in the field of affordable housing and community development. Classes are held in a group setting, which teaches and provides information that helps the potential first time homebuyer to understand the mortgage process. Topics covered in the

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class includes goal setting, budgeting and savings, the importance of maintaining a good credit, how to work with a realtor, the mortgage process, maintaining the home after moving in and where to look for help in difficult times. This is an 8-hour class divided into two 4-hour sessions, twice a month at various Hale Mahaolu locations.

Hale Mahaolu's Homeownership / Housing Counseling Program has collaborated with Framework a HUD approved online Homebuyer Education course that fulfills many First-Time Homebuyer mortgages. Each student has a year to complete the course, and to meet with one of Hale Mahaolu's HUD approved housing counselors before the online certification of completion is issued. The cost to attend either the 8-hour class or the online course is \$75.00 per household. Many attendees consider this a proactive investment as part of their home purchase.

Another area that counselors receive request for help in is in the mortgage delinquency/default arena. Counselors work to help homeowners to try to save their home from foreclosure, which may take 4 – 5 months to resolve. Homeowners often find out that it is too late where "time" is no longer on their side and it may be too late to save their home. The counselors' role is to help the homeowner see what options are available to them so that they can make an informed decision in trying to save their home from foreclosure.

For the Maui County grant year 2019-2020, the program is looking at expanding its Housing Counseling program and has asked to increase the grant award to \$150,000 to help with adding additional Credit Classes and starting a "Homebuyers Club" which will focus on a long-term goal of homeownership.

The Homeownership / Housing Counseling Program fully supports the Council's idea of starting an Individualized Development Account (IDA) to match the savings of potential homebuyers. This will give many Maui County residents the opportunity to become potential homebuyers where currently they are unable to get a mortgage due to low credit scores and a lack of monetary savings to qualify for a down payment.

Counselors of the Homebuyers Club will work club members over a two-year period with financial classes and counseling. During the first year, club members will focus on setting on financial goals while also improving their credit scores. Members will open a savings account then add monthly earnings to the savings as a commitment to reaching their financial goal of homeownership. During the second year, members will continue to save and monitor their credit scores to become mortgage ready. IDA funds used will come in as a matching to the savings to help members meet the down payment requirements for a First-Time Homebuyer mortgage. This process will give hope and an incentive to help many more non-potential homebuyers to become active potential homeowners.

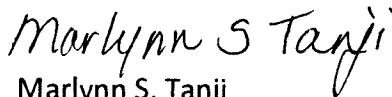
From 2009 To date, Hale Mahaolu's Homeownership / Housing Counseling Program has:

Educated Potential Homebuyer Households	750
Individualized Counseling Households (including Foreclosures)	789
Total Households Served	<hr/> 1,539
Homes Purchased	140
Homes Saved from Foreclosures	155

Hale Mahaolu has provided several hundred thousands of in-kind and actual dollars to its Homeownership & Housing Counseling Program and Personal Care program whenever there have been any funding shortfalls during the past 30 years. All funding received by the programs are used within the programs and none of it goes to the Executive Director's salary.

We thank you for your continued support of our company and programs. Should you have any questions or would like additional information; please call me at (808) 242-7027.

Sincerely,



Marlynn S. Tanji  
Program Director  
Homeownership/Housing Counseling Program

Copies: G. Chun, Executive Director  
K. Kalilikane, R. Balinbin, Counselors





**MAUI FOOD BANK**  
*Helping the Hungry*

April 17, 2019

Maui Food Bank – Line Item Request for Support

Aloha Council Chair and Council member's,

My name is Richard Yust and I am the executive director of the Maui Food Bank.

I am here today to respectfully ask for your support in continuing a Line Item appropriation grant to the Maui Food Bank for \$400,000 in the County Budget for Fiscal Year 2020.

This Line Item appropriation grant from the County makes a significant difference in our ability to provide hunger relief.

The Maui Food Bank is the only non-profit agency in Maui County that collects, warehouses and distributes mass quantities of both perishable and non-perishable food to the needy. The Maui Food Bank coordinates service delivery of donated food to needy individuals and families through a network of over 120 agencies and programs that are part of the food bank network. We also ship food to Molokai and Lanai agencies each month. These efforts provide a charitable safety net that literally thousands of Maui County residents rely on to make it through each month.

Many struggle with food insecurity and sadly buying food drops as a priority in order to keep up with the rent, electricity, gas, insurance, medical expenses, etc. During an average month, 10,000 people in Maui County access food at various distribution points. For the past several years the demand for emergency food has continued to increase, most notably with our homeless population and an alarming 25% increase in the number of seniors turning to the food bank. We have established the objective of collecting and distributing 2.5 million pounds of food including 500,000 pounds of fresh produce over the next one year period.

The Line Item appropriation in the amount of \$400,000 allows us to not only help thousands of people each month put food on the family table, it allows us to continue our efforts at increasing our capacity to make even more of an impact throughout our tri-isle county. Additionally it also allows us to implement new programs and expand existing programs throughout the county that specifically target collecting and distributing more food and healthier food.

We could not accomplish all that we have in the past without the important support given to us through the County. We have aggressive plans to continue our efforts in the coming fiscal year. We have a lot to do, and we couldn't do it without folks like you – who share and support our mission of Helping the Hungry.

I have included in my submitted testimony a current list of our partnering agencies and programs. Mahalo for your support and helping ensure that no person has to go to bed hungry or wonder where their next meal is coming from.

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## MAUI FOOD BANK MEMBER AGENCIES AND PROGRAMS

Alano Club	Hana Youth Center	Made in Hope Maui
Aloha House – Adult Mental Health	HAIOP	Malama Family Recovery
Arc of Maui County	Hope Chapel North Shore	Marshallese New Life Church
Arc of Maui – Kahului	Hospice Maui	Maui Aids Foundation
Arc of Maui – Kihei	Iao Congregational UCC	Maui Church of Christ
Arc of Maui – Lahaina	Ka Hale A Ke Ola – Central	Maui Family Support Services
Arc of Maui - Wailuku	Ka Hale A Ke Ola – West Maui	Maui Intersection Church
Big Brothers Big Sisters	Ka Lima O Maui	Maui Ministry on the Move (M.O.M)
Boys & Girls Club – Central	Kahului Baptist	Maui Rugby Organization
Boys & Girls Club – Haiku	Kahului Nazarene	MYFS – Ho’ala Mai
Boys & Girls Club – Paukukalo	Kahului Seventh Day Adventist	MYFS – IOP/OP
Boys & Girls Club – Upcountry	Keiki O Ka `Aina	MYFS – Intervention
Boys & Girls Club – S. Maui	Keolahou Church	MYFS – Prevention
Calvary Chapel – Central	Kihei Baptist Church	MYFS – School Based
Calvary Chapel – South Maui	Kihei Lutheran	Mental Health Kokua (PSR)
Caregivers	Kihei Youth Center	Na Aikane O Maui, Inc.
Child & Family Service	King’s Cathedral – Hana Transformations	New Hope Church
Chilis On Wheels – Maui Chapter	King’s Cathedral – Kahului	Ohana Makamae
Christ the King	King’s Cathedral – Lahaina	Ohana Makamae – School Based
Compassion in Action	King’s Cathedral – Preschool Ministry	Parents and Children Together
Faith Family Fellowship	King’s Cathedral – Polynesian Ministry	Pentecostal Missionary Church of Christ
Family Life Center	King’s Cathedral - Transformations	Salvation Army Kah. Fam. Services
Friends of Children’s Justice Center	La’a Kea Foundation	Salvation Army Homeless Outreach
Good Shepherd	Labor’s Comm. Services	Salvation Army Lah. Fam. Services
Grace Church	Lahaina Baptist	Salvation Army Lah. Hale Palekana
Hale Hulu Mamo	Lanakila Club	St. John’s Episcopal
Hale Kau Kau	Living Pono Project	St. Joseph Church
Hana Arts Center	Living Way Church Maui	
Ma Ka Hana Ka `Ike (Hana Building Program)		

# MAUI FOOD BANK MEMBER AGENCIES AND PROGRAMS

Tongan Assembly of God –  
Homeless Program

Tongan Assembly of God – Church

Wailuku Union Church

Wisdom Center for Autism

Women Helping Women Shelter

Youth With A Mission

## **Molokai Member Agencies**

All God's Children Preschool

Aloha Friendship Club

Alu Like Hoala Hou – Youth

Arc of Maui – Hale Maunaloa

Auntie Jan's House of Blessings

Child & Family Service

Church of the Living God

Grace Episcopal Church

Gospel Shoes of Jesus Christ

Hale Hoomalu – Shelter/Pantry

Hale Pomaikai – Recovery

Kaunakakai Baptist Church

King's Chapel – Molokai

King's Chapel – Love in Motion

MEO – Molokai

MFSS – Healthy Families in  
America

Moloka'i Baptist

Molokai Youth Center

Salvation Army – Molokai

St. Damien Church

Waialua Congregational Church

## **Lanai Member Agencies**

Lanai – Sacred Hearts

Lanai – Women Helping Women

Lanai – MEO

Lanai Youth Center

## **Aloha Backpack Buddies Program**

ABB Haiku Elementary

ABB Kahului Elementary

ABB Kamali'i Elementary

ABB Kihei Elementary

ABB Kula Elementary

ABB Lokelani Intermediate

ABB Makawao Elementary

ABB Paia Elementary

ABB Pomaikai Elementary

ABB Pukalani Elementary

ABB Princess Nāhi'ena'ena

ABB Pu'u Kukui Elementary

ABB Waihe'e Elementary

ABB Wailuku Elementary

## **Molokai Backpack Buddies**

ABB Aka Ula Charter School

ABB Kaunakakai Elementary

ABB Kilohana Elementary

ABB Kualapuu Elementary

ABB Maunaloa Elementary

ABB Molokai Middle School

## **Senior Mobile Pantry Program**

HM Akahi

HM Elua

HM Ekolu

HM Eha

HM Elima

HM Eono

HM Ehiku

HM Lokenani Hale

HM Luana Gardens

West Maui Sr. Center

HM Home Pumehana – Molokai

## **MFB Direct Distribution**

Ohana Drop Hale Makana

Ohana Drop KHAKO Lahaina

Ohana Drop Kahekili Terrace

Ohana Drop Piihana

Ohana Drop Makani Kai

Ohana Drop Piilani Lahaina

Ohana Drop Hana – Ohana  
Makamae

Ohana Drop Keanae – Kihei Baptist

MFB Walk-In



## Homeownership/Housing Counseling Program

615 West Papa Avenue, Kahului, HI 96732

Phone: 808-242-7027 Fax: 1-808-442-0740

April 17, 2019

Honorable Keani Rawlins-Fernandez, Chair  
Economic Development and Budget Committee  
Maui County Council  
200 S. High St., 7<sup>th</sup> Floor  
Wailuku, Maui, Hawaii 96793

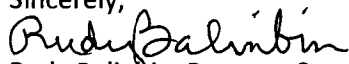
Subject: Hale Mahaolu Homeownership/Housing Counseling –  
Topic : Foreclosures

Another area of Hale Mahaolu Homeownership/Housing Counseling is our Foreclosure section.

As counselors, we are liaison between Borrowers and Lender to find an alternative to a Foreclosure.

Our goal is to help borrowers to keep their homes. Referrals are from word of mouth, judicial court, and from lenders. In interviewing borrowers, we would know the cause of the foreclosure (loss of job, reduction in work hours, medical reasons, loss of co-borrower's income). In turn, we would help borrowers complete the loan application package to request for a loan modification. We do most of the discussions with the Lender, while keeping the Borrowers in the loop. Some files will take up to 90 to 120 days for Lender's to approve or reject the request. The federal government's HAMP (Making Home Affordable Modification Program) ended December 31, 2016. Modifications are still possible. However, lenders are very strict in issuing Modifications or other mortgage assistance programs. As you read the Maui News daily, there's always foreclosure notices.

We ask the Maui County Council for their continued support to provide the necessary services to homeowners and future prospective homeowners of Maui County.

Sincerely,  
  
Rudy Balinbin, Program Specialist  
Updated 170103

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April 17, 2019

Testimony to the Economic and Budget Committee

Aloha Chair Rawlins and the Economic Development and Budget Committee,

Mahi Pono respectfully submits testimony in support of the following recycled water project proposals:

- Wailuku-Kahului recycled water pump station: \$600,000 for design in fiscal 2020 and \$6 million for construction in fiscal 2022. This project would design and construct a station to pump recycled water to potential agricultural and other users in the Central Valley.
- Wailuku-Kahului recycled water force main: \$600,000 for design in fiscal 2018, \$500,000 for land acquisition in fiscal 2020 and \$13.5 million for construction in fiscal 2021. This project would design and construct a recycled water force main to convey water from the Wailuku-Kahului Wastewater Reclamation Facility to the Central Maui/Waikapu area for agricultural or landscape irrigation use or deposit in soil aquifer treatment basins to eliminate injection well usage at the Kahului reclamation facility.

Converting Maui's wastewater to R-1 water will help the county meet our island's needs and at the same time help us protect our precious surface water resources and recharge our groundwater supply. As we develop our farm plan, we recognize the value of R-1 water for renewable energy and biomass crops. At Mahi Pono we want to steward our lands from mauka to makai responsibly. Allowing us to access R-1 water will not only benefit the future of agriculture but will also avoid the continuation of injecting wastewater in to our oceans and allow us to be less dependent on surface water from east Maui and Na Wai 'Eha.

We appreciate this opportunity to testify in support of the mayor's recycled water project proposals.

Mahalo,

Shan Tsutsui  
VP of operations



orig. ✓

Aloha,

The Maui Visitors Bureau, Maui VASH and Hawai'i Tourism Authority would like to invite members of your staff that are the frontline employees with the visitors i.e. bellman, valet, concierge, front desk, and activities desk to a safety seminar. The purpose of the seminar is to provide your employees more insight on the various places' visitors go and their safety. We have some great presentations as well as panel experts for discussions, questions and concerns. Here are some of the agencies that will be participating:

- ❖ Ocean Safety
- ❖ Haleakala National Park
- ❖ Hana Drive Group
- ❖ Maui Nui Marine Resource
- ❖ Maui Police Department
- ❖ Cultural Advisor/Activity Desks

***Sign up today for one of the safety seminars!***

***Fairmont Kea Lani, Maui***

***Tuesday, April 23, 2019***

***8 am – 12 pm***

***<http://mvbsafetyseminarsouth.eventbrite.com/>***

***Hyatt Regency Maui Resort and Spa***

***Friday, April 26, 2019***

***12:30 – 4:30 pm***

***<http://mvbsafetyseminarwest.eventbrite.com/>***

If you are able to attend, please be considerate and RSVP so we will have enough seats for everyone.

RECEIVED AT EDB MEETING ON APR 17 2018  
*Submitted by Sherry*



# HAWAII TOURISM

AUTHORITY

Hawai'i Convention Center  
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
kelepona tel 808 973 2255  
kelepona fax 808 973 2253  
kahua pa'a web hawaii tourism authority org

David Y. Ige  
Governor

Chris Tatum  
President and Chief Executive Officer

## A New Vision for the Hawai'i Tourism Authority

### Our Kuleana

- As a state-funded entity, our kuleana is to manage tourism for the State of Hawai'i in a way that helps improve the quality of life for residents, families and communities on all islands.
- The welfare of the Hawaiian Islands, both for today – and especially for the future – is what matters most in how we fulfill HTA's mission. Our overriding objective is for HTA to make a positive, lasting impact for Hawai'i through the tourism industry.
- We are responsible, first and foremost, for protecting the iconic brand of the Hawaiian Islands. This includes perpetuating Hawaiian culture, preserving Hawai'i's natural environment, and strengthening communities by supporting programs kama'āina treasure and visitors enjoy.
- We are also responsible for guiding the direction of Hawai'i tourism to support the economic vitality of the state, and each individual island. Tourism's revenue provides jobs, supports businesses and creates opportunities for kama'āina of all generations to grow and prosper.

### Fulfilling Our Mandate

- Hawai'i's tourism industry generates the funding for HTA, which is allocated by the state legislature. HTA works closely with our partners in the legislature, as well as the tourism industry, to ensure our mission is being fulfilled with the state's best interests in mind.
- Enhancing resident sentiment is dependent on kama'āina appreciating the connection between tourism and how we live in Hawai'i. Ensuring that the community understands how tourism is funded and ultimately supports programs and services that affect their quality of life is critical to our mission.
- Kama'āina are vital to the quality of the visitor experience.
- We are implementing new communication strategies to bring greater awareness to the projects, individuals and organizations supported in communities statewide through our Kūkulu Ola, Aloha 'Āina and Community Enrichment programs.
- We are completely transparent with how our budget is being utilized and will provide clear information to lawmakers, industry partners, media and the general public as to our funding allocation. Allocations are made only after a rigorous vetting process of each line item.
- Our marketing efforts are focused on working with contractors in key markets worldwide who share our commitment to attract high-value visitors while staying true to Hawai'i's brand. All contractors are retained after going through a detailed RFP process to ensure the marketing

Feb. 2019

of Hawai'i's brand is being handled by effective, experienced experts whose strategies, tactics and mindset are aligned with HTA's kuleana.

- We are assessing the review process, accountability and value of our sports sponsorships, as well as our support of major festivals and signature events to ensure they are producing results benefiting our communities while also supporting tourism.
- We are examining the sales process to market the Hawai'i Convention Center with the goal of hosting more city-wide conventions, which will strengthen tourism's base of business on a broad scale. Our new sales and marketing process will be a centralized and collaborative effort with the industry and hotel partners.
- We are placing added emphasis on key initiatives where support is needed most. For example:
  - Helping the island of Hawai'i to recover from the ongoing downturn in visitors and travel demand due to the Kilauea volcano eruption last summer
  - Reinvigorating the travel market from Japan and other high value markets.
  - Stepping forward to help keep the Pearl Harbor Historic Sites open during the five-week partial government shutdown by encouraging industry partners to fund daily operations of these sites.

#### Our Importance to Hawai'i

- Hawai'i represents many qualities to many people – both kama'āina and visitors. Within the global travel community, Hawai'i's brand is strong, appealing and widely recognized, and is the biggest reason why the Hawaiian Islands are in such great demand by travelers worldwide.
- The strength of Hawai'i's brand is weighed differently by different audiences, often depending on a personal experience with the destination or particular point of interest, such as culture, the environment, diversity or social relationships.
- To kama'āina, the significance of Hawai'i's brand is summed up in four words: "This is our home."
- That's why HTA's effort to holistically manage tourism (our kuleana) is so important to Hawai'i's future.



Maui County Healthcare Partnership Testimony-Suzanne Antounian  
Maui Economic Development Board-Maui Healthcare Partnership

I was honored to be asked to serve as one of the panelists for Maui County Healthcare Partnership almost two years ago.

At the time, I didn't realize how invaluable the services would be until I became one of the recipients of needing healthcare services on our beautiful island.

As Director of Maui Adult Day Care Centers, we already had internship opportunities in place, our talented program coordinator was already giving talks throughout the community and we recruited many of the students from UHMC to volunteer, provide community service and we provided job shadowing at our centers.

I want you to know how imperative it is to have MEDB in the Maui County budget for their Maui County Health Care Partnership. First of all we need this for all of us. We are all going to need healthcare at some point or another and we need to be competitive with what we can offer our graduating college students and make sure they are able to stay home in Hawaii and not be swayed to the leave our islands.

Secondly, it's a more selfish reason. Over the last year and a half, my husband became very ill with aggressive Prostate Cancer. We were forced to go off island because Maui didn't have the available equipment, technology or treatments available. I had to take a leave of absence from my job. Thank goodness for Maui Adult Day Care Centers Board and my supportive staff members. I would have liked to remain right here on Maui for my husband to receive the care he needed. We will be going back to California again in June.

Maui Economic Development Board and the Maui Healthcare Talent Committee and association is doing their best to keep our college students in Hawaii, primarily Maui, and make sure when our family members, friends or even our clients needing health care are able to remain on the island.

Please support Maui Economic Development Board and the Maui Healthcare Partnership for their endeavors. Our life is depending on it.

Mahalo,  
Suzanne Antounian  
Executive Director  
Maui Adult Day care Centers  
(808)871-5804

## Maui County Budget Testifying Bullets

- Good Morning to our Maui County Council Members and I would like to once again thank you for your continued support and thank Mayor Victorino for continuing the County's support for our aging Community.
- My name is Suzanne Antounian and I am the Executive Director for Maui Adult Day Care Centers with 5 locations throughout Maui County. I am so honored to represent our aging community this morning.
- Congratulations Yuki for your appointment to serve on the County of Maui's Council on Aging.
- Maui Adult Day care Centers just celebrated our 45<sup>th</sup> Anniversary in February 2019. We are the most cost effective long term care program on Maui offering day care from \$58 to \$67. We provide a safe, loving environment that embraces the needs of our aging population and we provide caregiver support to our families, as well as offering Quarterly Workshops.
- We have five centers throughout Maui County to include:
  - Ocean View Center located at the Nisei Veteran's memorial Center with our high functioning clients and our intergenerational program.
  - Kahului is our moderate to low functioning Center and is home to our main office
  - Our Kihei Center is our newest Center and we also have our Lahaina Center with trained staff who cares for clients with a variety of challenges
  - We have at least one center open 7 days a week and our hours are in place for our client's caregivers who need to leave for work early in the morning and return late. We are open Monday-Friday from 6:30AM-6PM with our Kahului Center open until 9PM on Fridays to give our caregivers some time off after working all week.
  - And we are so proud of our Hale Hulu Mamo Center in Hana who serves as a drop-in center for our Hana Kupuna. We served

over 450 seniors last year. Our Hana Center is in the Hub of Hana and provides as a referral source, as well as the a location for Maui Hospice for distribution of hospital beds, walkers, wheelchairs and so much more. They also offer caregivers a safe haven to drop off their loved ones if they need to go to town. We distribute the Maui Food Bank boxes, offer laundry facilities for those who don't have a washer or dryer in their home, use of computer with internet, massage services, haircuts and so much more. We also do family centered events such as the Christmas Fun Fair, the Stroll in the Park (coming up on May 3<sup>rd</sup>) and Movie in the park.

- None of this would be possible without the support of Maui's Mayor and County Council. We also need to thank Roy Katsuda who is now retired, Grant Chun and his dedicated staff at Hale Mahaolu Senior Housing for their partnership, as well as Kaunoa Senior Center and the schools and Hale Mahaolu who provide meals for our lunch program, MEO for their excellent transportation services (even in times when they are short staffed, they transport out clients safely).
- As the silver Tsunami approaches, we need to ride the wave and thank goodness for our County Government who continues to realize how important Maui Adult Day Care Services are and our Community Partners. Mahalo for all of your support!

To: Maui County Council Members  
 From: Suzanne Antounian, Maui Adult Day Care Centers  
 Executive Director  
 Re: Maui Adult Day Care Centers

February 2019

The following is a "Did You Know" summary of facts that might be helpful to you as you are making very difficult budget decisions.

**DID YOU KNOW...**

For the current fiscal year **2018-2019**, MADCC is receiving **\$358,440**

- **\$90,000 designated for Hale Hulu Mamo-Hana Senior Center**
- **\$268,440 Maui Adult Day Care Centers**

**For the coming fiscal year 2019-2020, MADCC line-item request is for \$358,440 ...No Increase...**

- **\$90,000 designated for Hana**
- **\$268,440 Maui Adult Day Care Centers**

- Maui Adult Day Care Centers has **4 centers** which provides service to the frail elderly and individuals who are physically and mentally impaired...and...**1 Senior Center in Hana Hale Hulu Mamo** which provides a drop in activity program for senior.

- **Program Location and Hours**

*\*\*We are open 7 days a week at the Kahului Facility.*

**Weekday Program**

Kahului	Hale Mahaolu Elima	6:30am-6:00pm
Kihei	Hale Mahaolu Ehiku	6:30am-6:00pm
Ocean View (Wailuku)	Nisei Veterans Memorial Center	6:30am-6:00pm
West Maui	Hale Mahaolu Eono	6:30am-6:00pm

**Special Programs**

Sun Downing Program	Kahului Facility	4:00pm until 9:00pm
Friday Night		
Saturday Respite Program	Kahului, Lahaina, Kihei	7:30am- 4:30pm
Sunday Respite Program	Kahului	8:30am- 4:30pm

**Senior Center**

Hale Hulu Mamo- Senior Center Hana		8:00am-4:30pm
------------------------------------	--	---------------

- **90% of day care clients have Alzheimer's disease** and or some form of dementia.
- there is **no other program on Maui** that provides such services.
- we **serviced 352 clients last fiscal year** (not including Hana)
- **Hana Senior Center (Hale Hulu Mamo)** is a drop-in senior center serving 492 Kupuna and families. Hale Hulu Mamo is the "hub" of the community.
- in January 2017 the Board developed adopted a new Five Year Strategic Plan which will 2021.

- day care is the most **cost effective long term care program**. i.e. Hale Makua approximate cost is \$355 per day (\$10,650 per month) as opposed to our cost of \$58 to \$67 per day (approx.. \$2000 per month)) per client. We also accept quest and offer scholarships
- 100% of our clients and families are **residents of Maui** with 90% being local and having paid taxes into the system over the years.
- of the 2.3 million dollars in the MADCC 2017-2018 budget (which includes Hana) **14%** is designated for **administrative costs** and **86%** for direct services to the clients and families.
- of the **County Line Item funding 10%** goes to **administrative costs** and **90%** goes to **direct services**.
- one concern we do have is that **we keep our private fees as low as possible** so it is affordable to the clients and their families.
- annually we have **one major fundraiser, The Family Caregiver Walk**. which; this past year grossed **\$57,000** with a net of over **\$47,000**. We also have small fundraisers throughout the year.
- MADCC has a strong, involved **board of directors** that meets monthly and a **finance committee** that monitors the budget and programs carefully prior to the board meeting each month.
- because of our licensing requirements we need to keep the program staff **ratio 1 staff to 6 clients**. For those clients requiring more care the ratio is less... 1:5 down to 1:3 for low functioning.
- the clients are coming to us at a later age and are **requiring more care**. Because of the client level of care our staff to client ratio must decrease the number of clients to each staff member .
- the private fee for service is \$57 per day for high functioning clients, \$59 for moderate functioning clients, and \$65 for low functioning clients. The actual cost per client per day is \$85.00.
- 50% of the day care clients are receiving at least one day of service paid through **scholarships** (HCF, MUW, Hotel Association) per week. MCOA alone is providing 40% of the total number of clients receiving the scholarships.
- we base the scholarships given on MADCC **policy guidelines**.
- Maui Adult Day Care Centers could not provide the programs and services without the **collaboration** of Hale Mahaolu and the Nisei Veterans Memorial Center for the leases (\$1.00 per year); MEO for their bus service (donations); Kaunoa and Hale Mahaolu Food Service (donations) for the lunch programs, the financial assistance of the County line item, MCOA and other sources, i.e. Maui United Way, Hawaii Community Foundation, Hotel Association.
- our population is living longer and the first "wave" of baby boomers are coming to us and with this longer life and the increase in numbers of elder individuals the **need** for adult day care services and programs will be increasing.
- 2017 was an exciting year for Maui Adult Day Care Centers. We hired a full time activity coordinator to implement fun & exciting activities to promote wellness emotionally, mentally, physically and socially. MADCC also upgraded our website. Our website is more interactive. MADCC now has a "Donate" button. We are changing our interior look upgrading our furnishings and our staff will be wearing Polo shirts vs medical scrubs to entice our clients to come to an activity center vs a medical facility where our aging kupuna are hesitant or don't want to come to day care...and this is working!

We also provide 6 monthly support groups throughout the Island, 6 quarterly workshops, and support counseling all free to charge to the public.

**Maui Adult Day Care Centers  
& Maui County Office on Aging**  
Invite You to a Free Caregiver Workshop

**"Community Resources To Help  
Caregivers "**



*Kathleen Couch - Caregiver/Program Coordinator*

Maui Adult Day Care Centers

*Sharon Nobriga - Aging & Disability Program Specialist*

Maui County Office on Aging

*Ashley Naone, RN*

Maui Public Health Nursing

**Wailuku**

**Saturday, May 4th , 9:30 - 11:00am**

**Nisei Veterans Memorial Center**

**Lower Main St. Wailuku**

**Open to the public – No reservations needed**

Light refreshments provided for attendees

Certificates of Attendance available for professionals

**For more information call Kathleen 808-871-5804**





# 2019 CAREGIVER SUPPORT GROUP SCHEDULE

Provided by Maui County Office on Aging & Maui Adult Day Care Centers

**Facilitator for Caregiver Support Groups Kathleen Couch 871-5804**

**Facilitators for Hana Timmy Satot 248-8833 & Annie Gilbert 248-8970**

## KAHULUI SUPPORT GROUP

**Location & Time: Maui Adult Day Care Center Board Room, 11 Mahaolu St. Kahului - 2:00pm**

**When: 1st Thursday of each month**

<b>Dates:</b>	January 3	April 4	July 3 (1st Wed)	October 3
	February 7	May 2	August 1	November 7
	March 7	June 6	September 5	December 5

## UPCOUNTRY SUPPORT GROUP

**Location & Time: Pukalani Baptist Church Hall, 4 Loha Ave. Pukalani - 5:30pm**

**When: 2nd Monday of each month**

<b>Dates:</b>	January 14	April 8	July 8	October 14
	February 11	May 13	August 12	November 4 (1st Mon)
	March 11	June 10	September 9	December 9

## LAHAINA SUPPORT GROUP

**Location & Time: West Maui Senior Center - Rm 115, 788 Pauoa St. Lahaina - 2:00pm**

**When: 2nd Thursday of each month**

<b>Dates:</b>	January 10	April 11	July 11	October 10
	February 14	May 9	August 8	November 14
	March 14	June 13	September 12	December 12

## HANA SUPPORT GROUP

**Location & Time: Hale Hulu Mamo - Hana Senior Center - 4pm**

**When: 2nd Wednesday of each month**

<b>Dates:</b>	January 9	April 10	July 10	October 9
	February 13	May 8	August 14	November 13
	March 13	June 12	September 11	December 11

## KIHEI SUPPORT GROUP

**Location: South Maui Adult Day Care Center, 16 Ehiku St.- 4:00pm**

**When: Last Monday of each month**

<b>Dates:</b>	January 28	April 29	July 29	October 28
	February 25	May 20 (3rd Mon)	August 26	Nov 25
	March 25	June 24	September 30	Dec 23 (4th Mon)

## WAILUKU SUPPORT GROUP

**Location: Ocean View Center, Nisei Veterans Site, 665 Kahului Bch Rd - 4:00pm**

**When: Last Thursday of each month**

<b>Dates:</b>	January 31	April 25	July 25	October 24(4th Wed)
	February 28	May 30	August 29	November 21(3rd Thur)
	March 28	June 27	September 26	Dec 19 (3rd Thur)

April 17, 2019

To: Economic Development and Budget Committee

My name is Trish Loughran. I am here to address funding for the Maui Mediation Services. I am a recent graduate of the Basic Mediation Training and the Domestic Mediation Training. Both courses were so informative that I now have a clear understanding of how the process of mediation works.

There is such a need in the Maui Community to have alternatives to the courts and lawyers. That is where the mediators step in. They help both parties resolve conflict and find solutions that all can agree on. Mediators are a neutral 3<sup>rd</sup> party who does not advise or make decisions. We are here to help guide the process.

I am so impressed with the Maui Mediation Services, that I am currently working on my apprenticeship to become a Mediator. I am also a newly elected board member. I am throwing my heart and soul into this program because it works.

Sincerely,

Trish Loughran

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RECEIVED AT EDB MEETING ON 4/17/19



## EDB Committee

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**From:** Justin Hanks <jhanks0225@gmail.com>  
**Sent:** Wednesday, April 17, 2019 2:39 PM  
**To:** EDB Committee  
**Cc:** Madison Pasion  
**Subject:** ATTN: EDB-1 – Testimony for Maui Economic Development Board  
**Attachments:** JustinHanksSTEMLetter2.pdf

Aloha,

I have attached my testimony to this email. Thank you for your time.

Sincerely,  
Justin Hanks

To whom it may concern,

My name is Justin Hanks. I am student currently enrolled at the DigiPen Institute of technology, studying for a Bachelor's of Science in Computer Engineering. I can confidently say that I would not be where I am today if it wasn't for MEDB and the STEM program.

I grew up poor. My parents suffered from drug addiction and could not support a family of eight. I would not have had the opportunities opened to me if I hadn't been able to attend a middle school outreach program that was hosted by MEDB, introducing students to STEM careers.

The next year I enrolled in my high schools STEM class and was introduced to many extremely useful programs in today's fast paced work environment. I learned how to use photoshop, google sketchup, and 3-D design along with soft skills like teamwork, problem-solving, and self directed learning. I have also had the opportunity to attend the STEM conference for all four years of my high school education to further my technical education, learn about different career paths, and befriend people who have the same interests as me.

My freshman year I also joined my school's VexRobotics team which was fully funded by the MEDB Ke Alahele education fund. Throughout my four years in robotics I learned about the different stages of design and programming. I also gained real world experience on working on a project with time constraints and budgets. My senior year I was even able to travel to Oahu to compete in the state championship with my dearest friends and it is still one of my most treasured high school memories.

My senior project was to host a STEM camp during the fall break and introduce young students to new technologies that I did not have the opportunity to be introduced to when I was growing up. I was able to use the resources in my schools STEM lab and MEBD's loaning program. Through these resources over 50 students were able to be introduced to many concepts like programming, design, and the principles of electricity.

MEDB has also given me the opportunity to participate in two paid STEM based internships. While enrolled in these internships the weekly webinars taught me things like: how to apply for college, figure out a fair salary in the future, and create a linkedin account. My actual internship introduced me to a professional work environment and the arduino ecosystem. During that time I was able to design a temperature sensor and, working with my mentor, a moisture sensor to save water. My second year I was able to participate in the testing of the developed moisture sensor along with develop a front end SCADA system to deploy state wide across the company. I was able to enter these project accomplishments and win the Daniel K. Inouye Innovation award which has allowed me to buy a laptop, books, and see my family during breaks.

I am currently still pursuing my education and I apologize for my inattendance but I would also like to stress the importance that STEM has had in my life and the lives of others that I know. Thank you for your time.

Sincerely,

Justin Hanks

## EDB Committee

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**From:** Howard MacPherson <macphersonhoward@gmail.com>  
**Sent:** Wednesday, April 17, 2019 3:52 PM  
**To:** EDB Committee  
**Subject:** Budget Hearing  
**Attachments:** wsocon15a.pdf

Aloha Council Members,

My name is Howard MacPherson, and I'm and Ocean Safety Officer and the HGEA Unit 14 Chairperson for the County of Maui.

I am writing in support of Council Member Paltin's proposal to increase funding for Ocean Safety.

I am planning on submitting testimony this evening, and would like to reference the attached study by the State DOH.

Please make the attached document available for the committee to reference during my testimony.

Thank you,

Howard MacPherson

Sent from my iPhone

# Water Safety and Drownings in Hawaii

*Dan Galanis  
Epidemiologist*

*Injury Prevention and Control Section,  
EMS & Injury Prevention Systems Branch,  
Hawaii Department of Health*

*ph: 733-9236*

*E-mail: [daniel.galanis@doh.Hawaii.gov](mailto:daniel.galanis@doh.Hawaii.gov)*

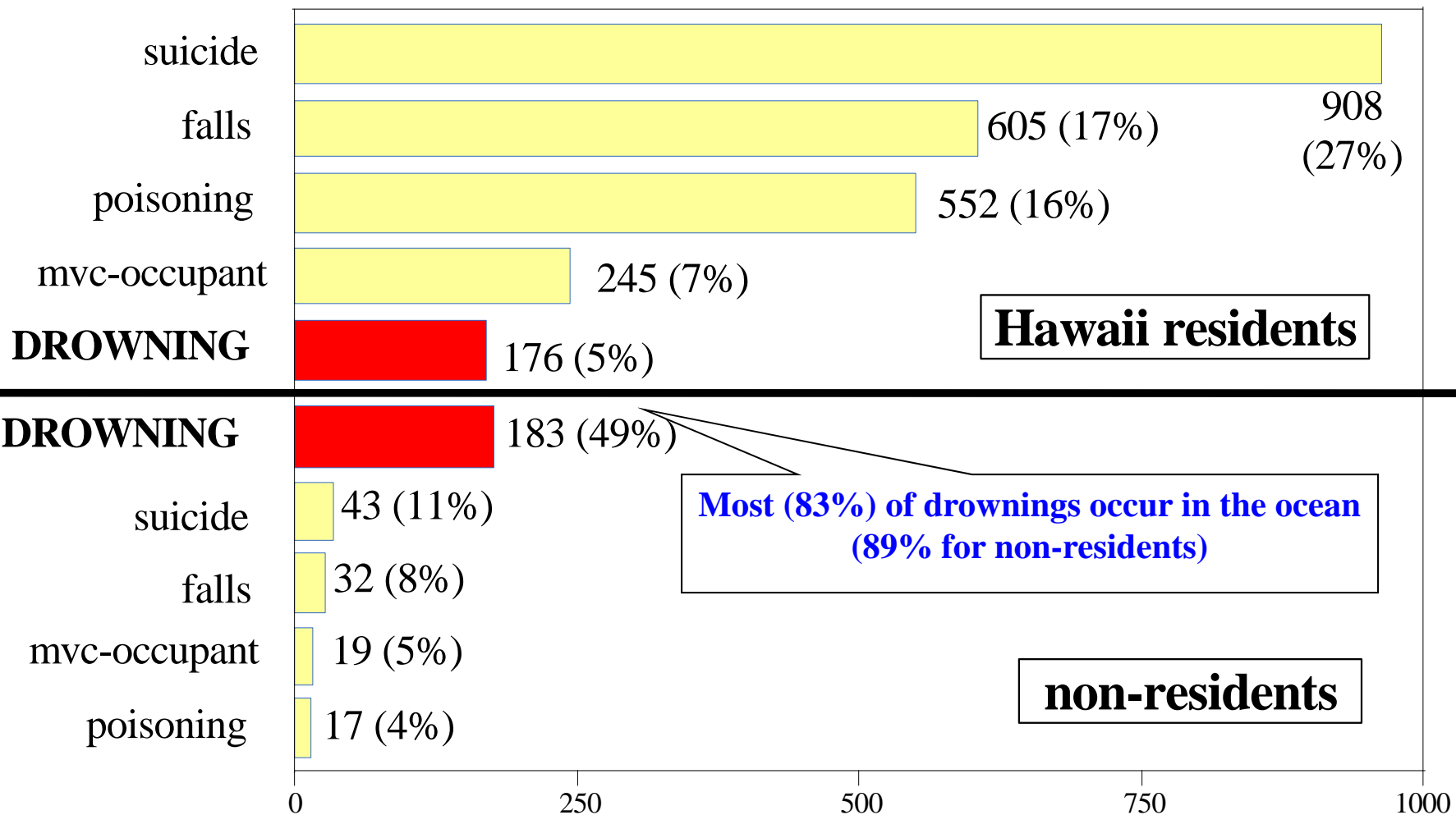
# Overview of presentation

- **Part 1: Ocean drownings**
  - *Rate comparisons*
  - *County specific trends, data, and maps*
    - *Locations, victim residence, and seasonality (October-March vs. April-September)*
- **Part 2: Nonfatal drownings in ocean**
  - *Survival, related to EMS response times*
- **Part 3: Spinal cord injuries**
  - *Injuries related to ocean activities*

## Leading mechanisms of fatal injuries in Hawaii, by 5-year periods, 1995-2014

	1995-1999	2000-2004	2005-2009	2010-2014
1	motor vehicle (673)	motor vehicle (728)	motor vehicle (707)	drug poisoning (796)
2	drug poisoning (390)	falls (526)	falls (646)	falls (743)
3	suffocation (389)	suffocation (464)	drug poisoning (618)	motor vehicle (614)
4	falls (384)	drug poisoning (426)	suffocation (504)	suffocation (604)
5	<b>DROWNING (309)</b>	<b>DROWNING (306)</b>	<b>DROWNING (373)</b>	<b>DROWNING (385)</b>
6	firearm (257)	firearm (215)	firearm (166)	firearm (217)
7	cut/pierce (60)	poisoning (95)	poisoning (147)	poisoning (84)
8	poisoning (52)	other transport (67)	cut/pierce (58)	cut/pierce (66)
9	fires and burns (49)	cut/pierce (50)	other transport (38)	other transport (46)
10	other transport (42)	fires and burns (28)	fires and burns (24)	fires and burns (32)

# Leading causes of fatal injuries in Hawaii, 2010-2014



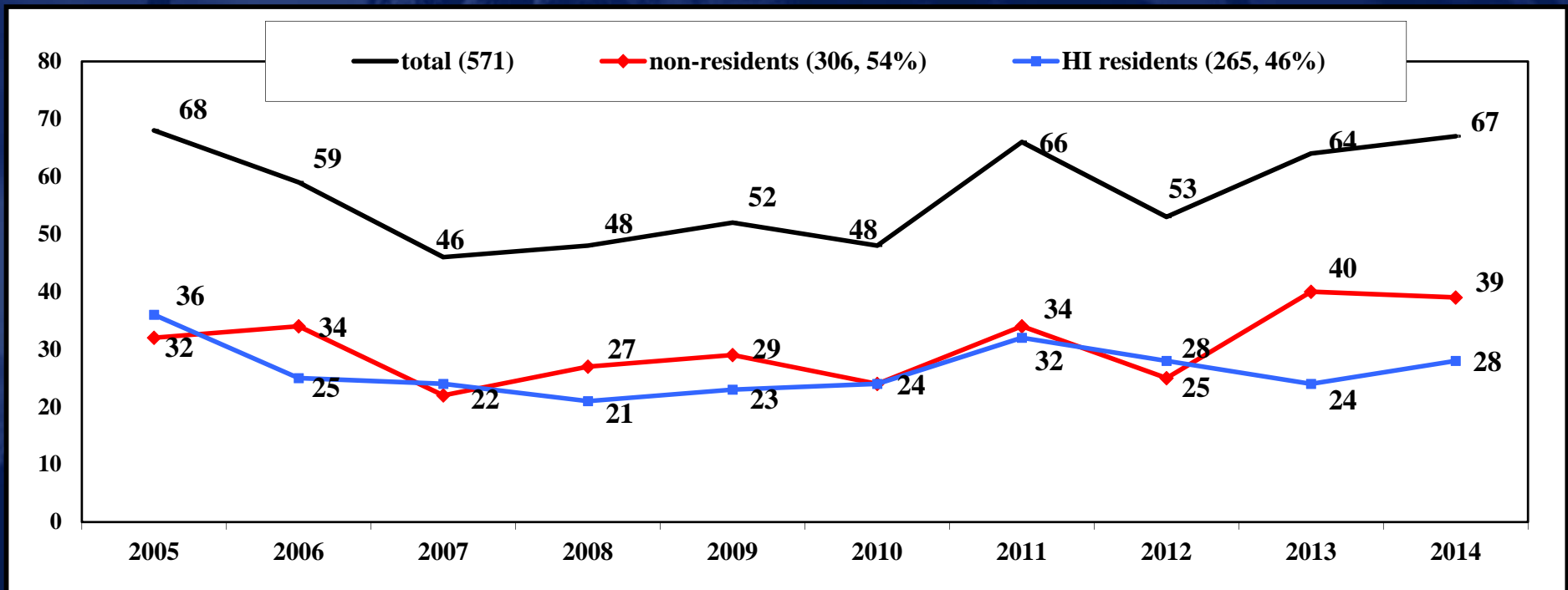


The background of the slide is a dark blue monochromatic image. It features several palm trees of varying heights and lean angles, silhouetted against a lighter blue sky. In the lower portion of the image, a calm ocean meets a sandy beach. The overall mood is serene and tropical.

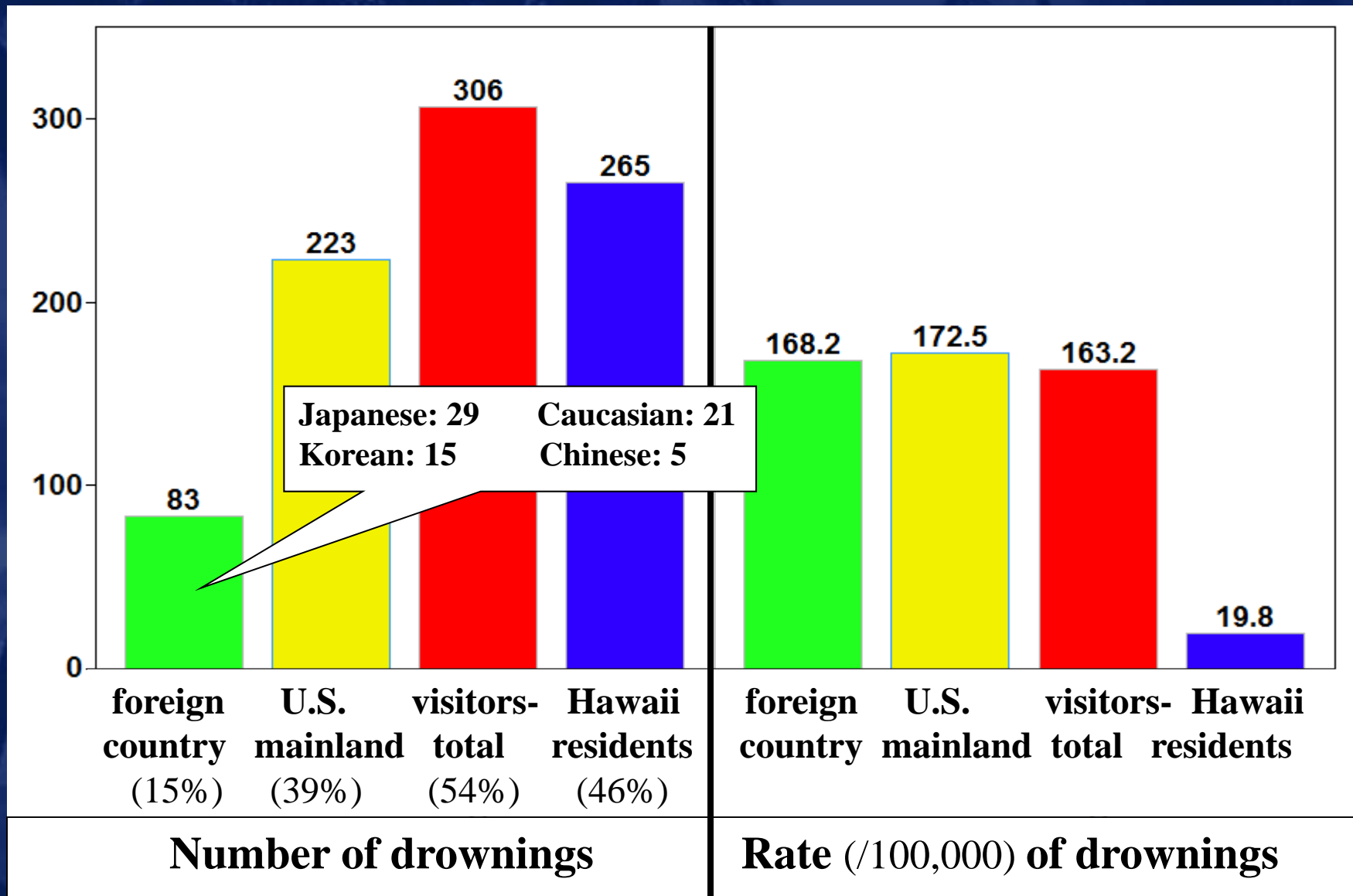
# ***Ocean drownings, 2005-2014***

# Ocean drownings in Hawaii, 2005-2014

- Average of 57 per year (range from 46 to 68)
  - No clear trend
- Slightly more non-residents (54%) than Hawaii residents (46%)
  - Varies by county: ~56% for Hawaii and Oahu, ~75% for Kauai and Maui
  - Widening gap? – 60% of victims in last 2 years were non-residents

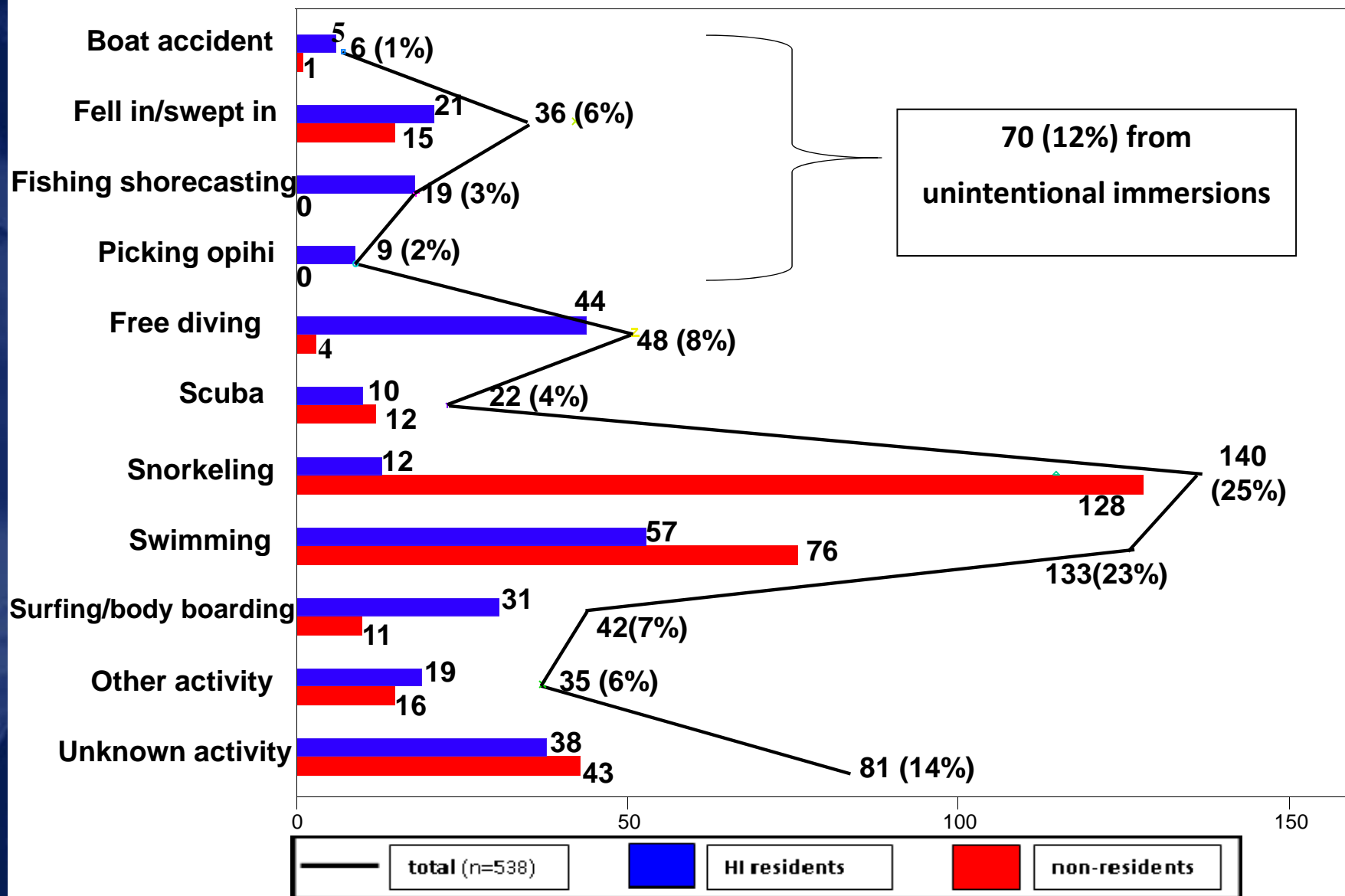


# Number and ten-year rate of ocean drownings in Hawaii, by residence of victim, 2005-2014



Japanese: 29  
 Korean: 15  
 Caucasian: 21  
 Chinese: 5

# Ocean drownings in Hawaii, by residence and activity of victim, 2005-2014

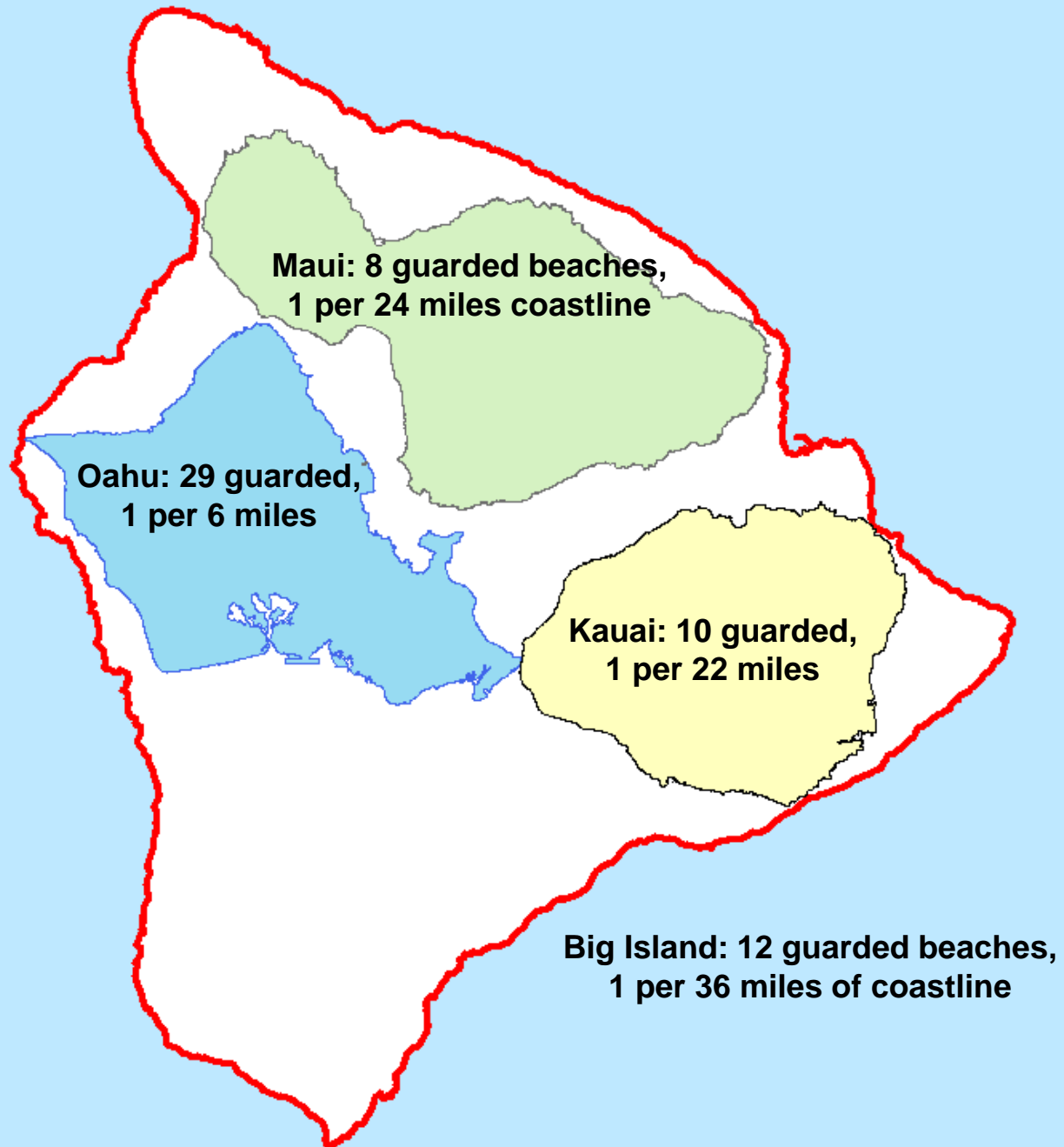


## Summary of autopsy records for drowning victims, Honolulu, Maui and Kauai counties, 2004-2011

- **Intrinsic factors were prevalent among 67% of the victims of ocean drownings**
  - ***Circulatory diseases (mostly heart disease): 45%***
    - *Most (65%) of victims over 50 years of age*
  - ***Alcohol use 14%***
    - *Positive illicit drug tests for 11%*
  - ***Other factors: traumatic injuries (10%), and seizure disorders (3%)***



# ***County-specific data***



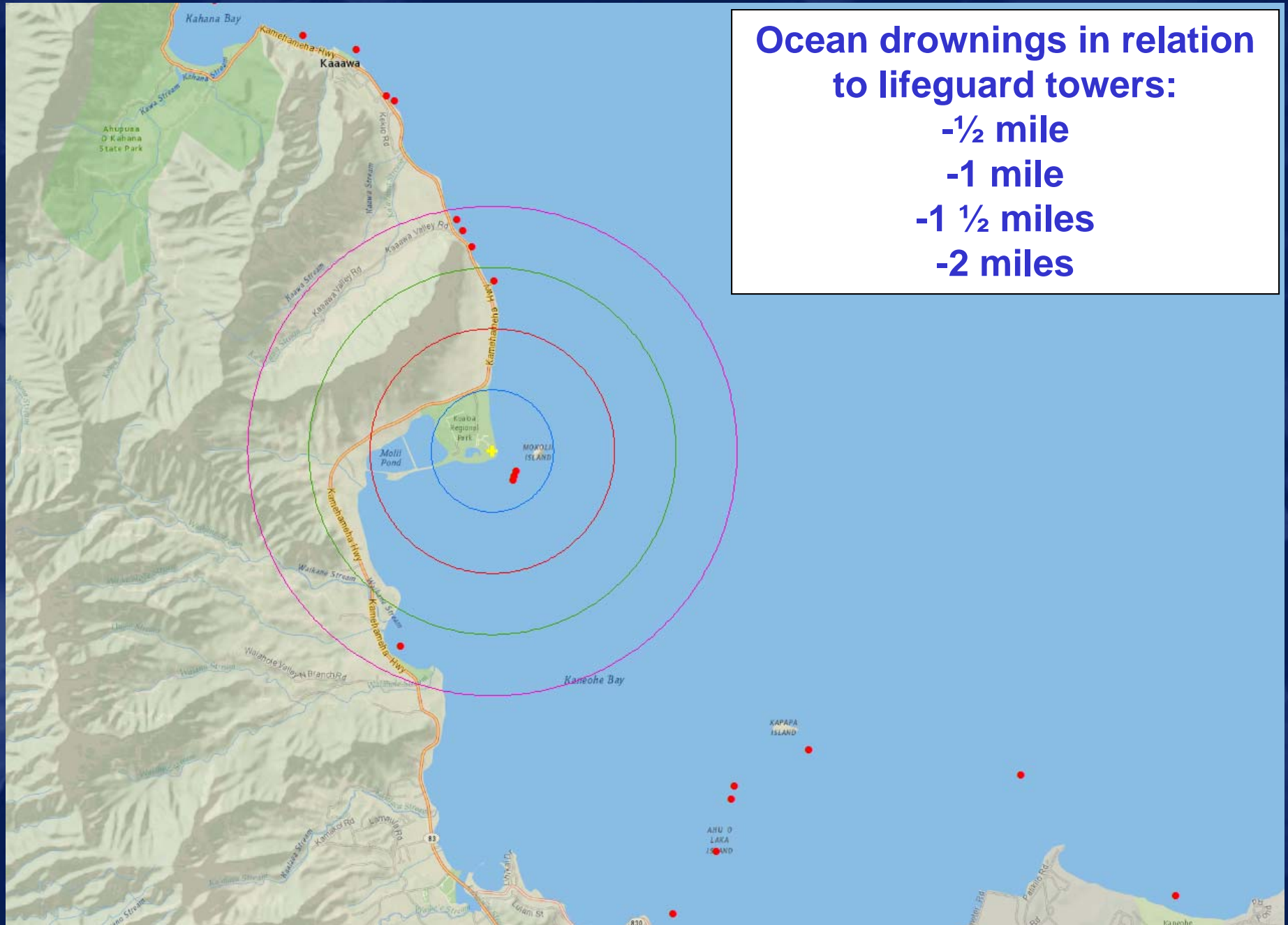
## Ocean drownings in relation to lifeguard towers:

-1/2 mile

-1 mile

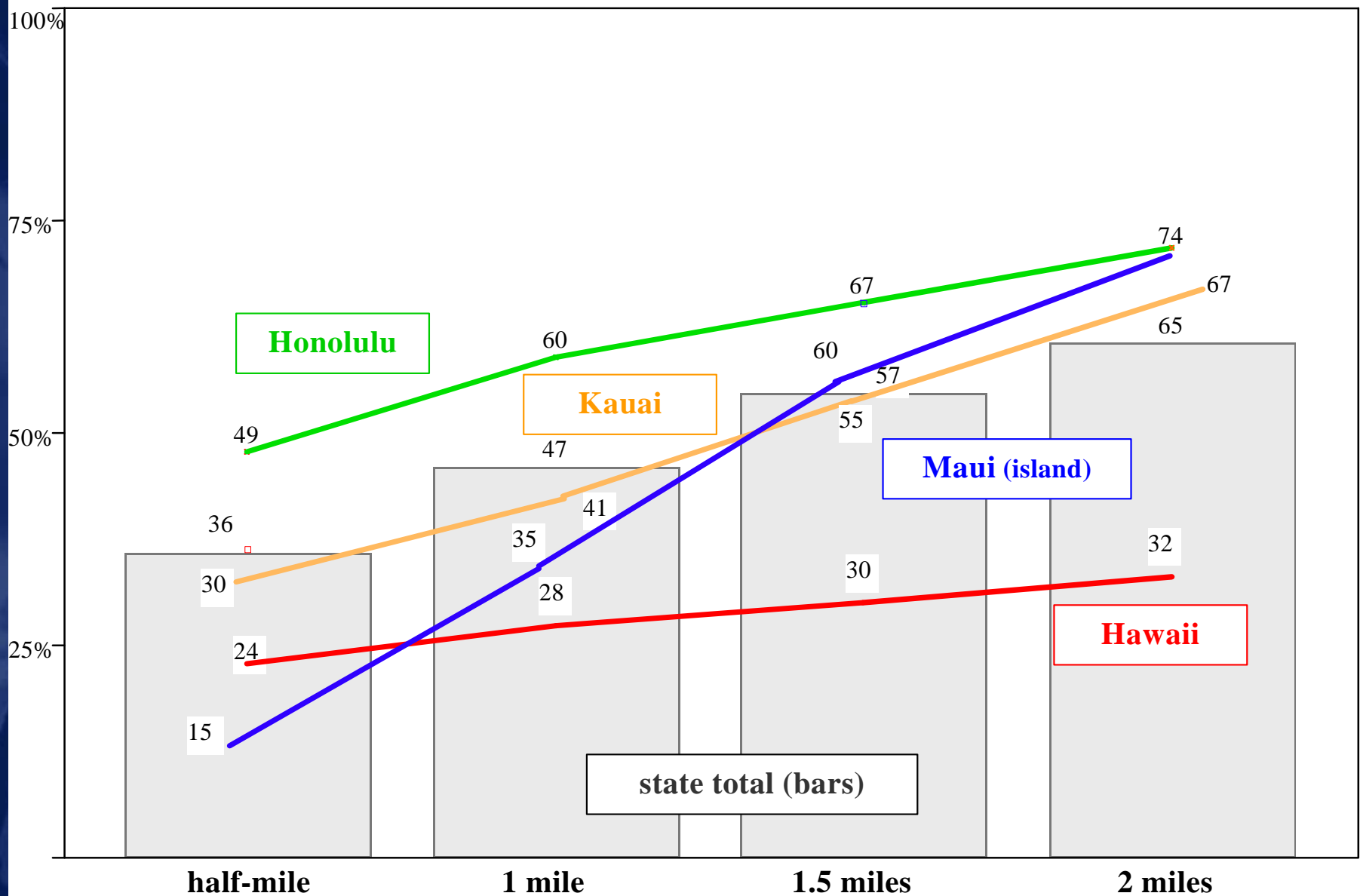
-1 1/2 miles

-2 miles

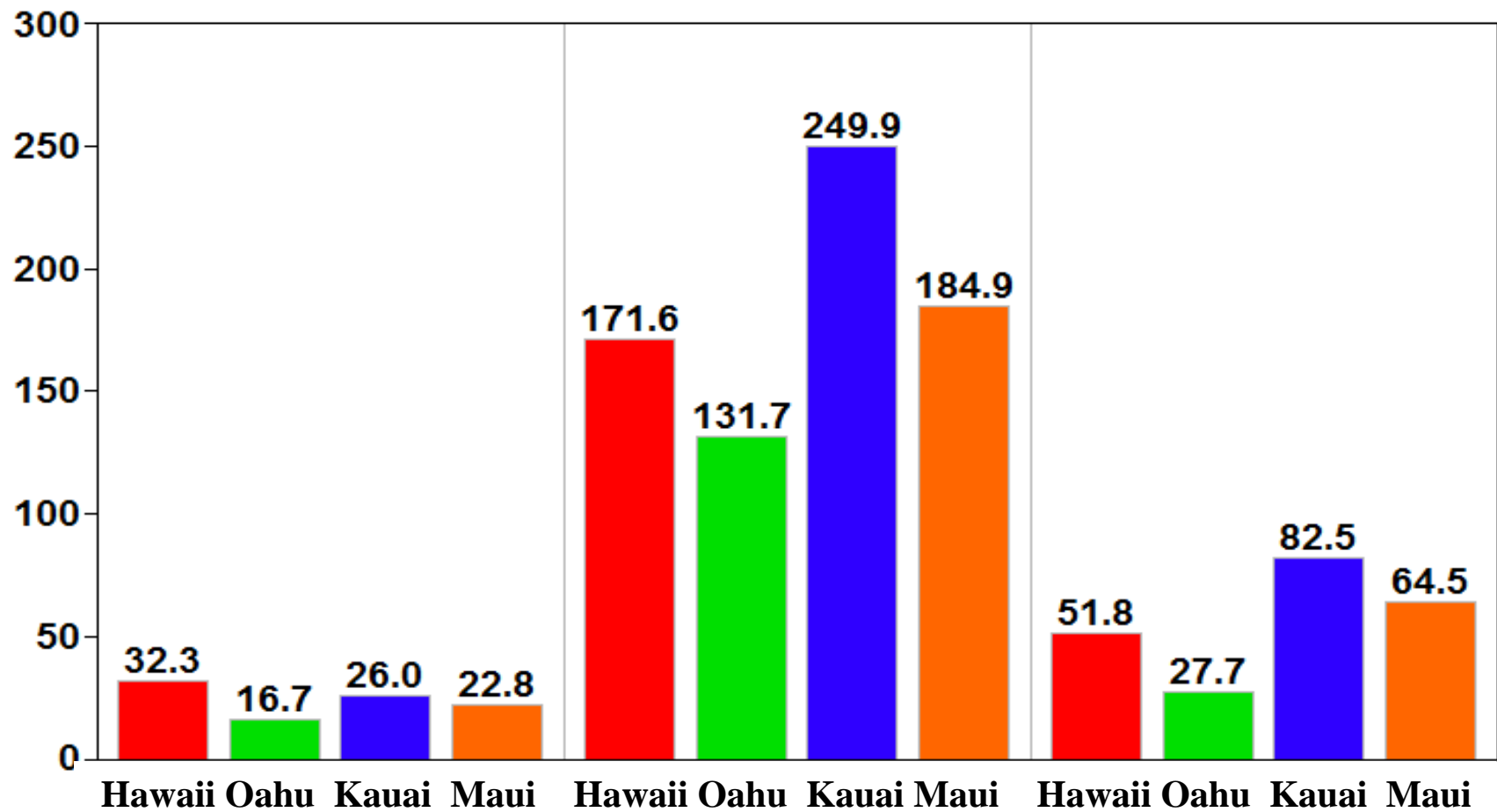




# Ocean drownings, in proximity to lifeguard towers, 2005-2014



# Ten-year rate (/100,000) of ocean drownings in Hawaii, by residence status and county, 2005-2014



**Hawaii residents**  
(state ave. = 20.0)

**non-residents**  
(state ave. = 164.8)

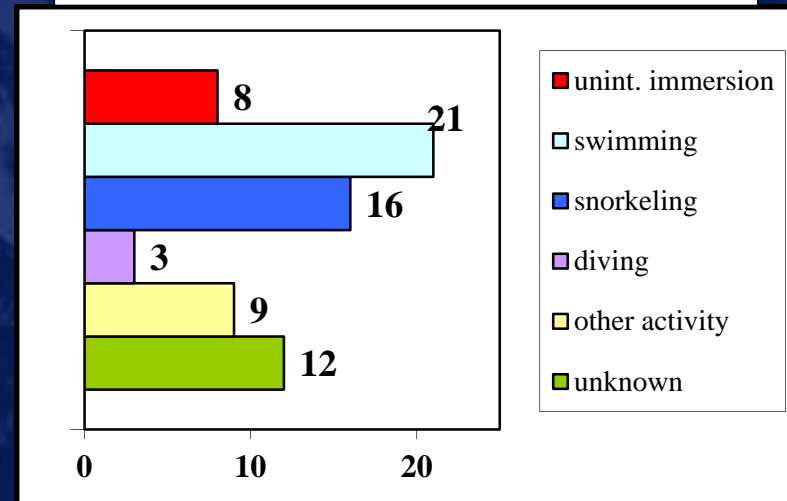
**state total**  
(state ave. = 39.0)

# Ocean drownings on Kauai, 2005-2014

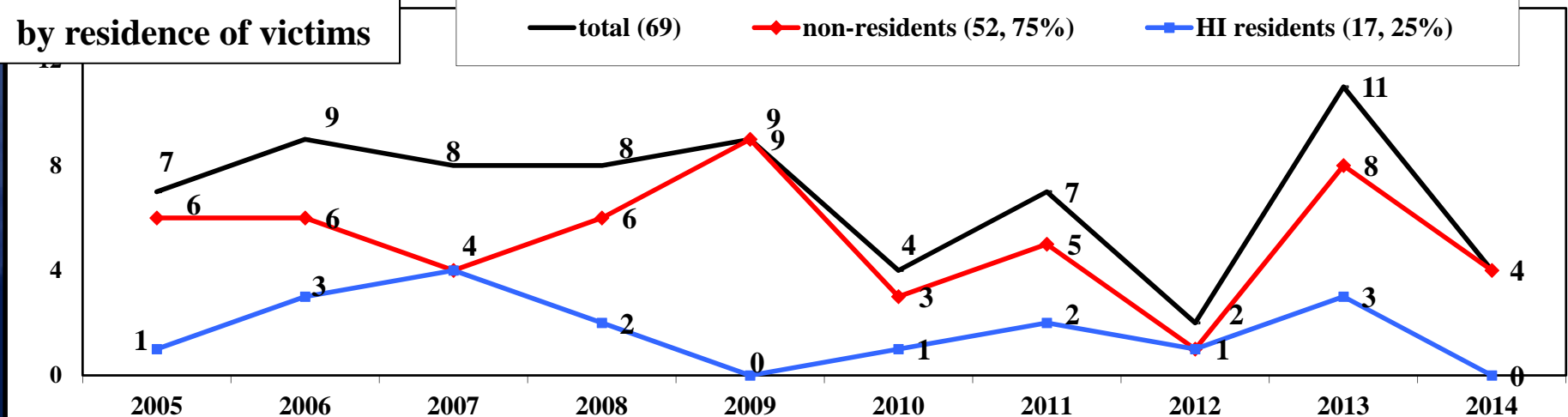
- Summary

- 69 total, 2 to 11 per year
- No clear trend
- Mostly (75%) non-residents
- Activity: Swimming (30%) and snorkeling (23%)

Number of drownings, by activity

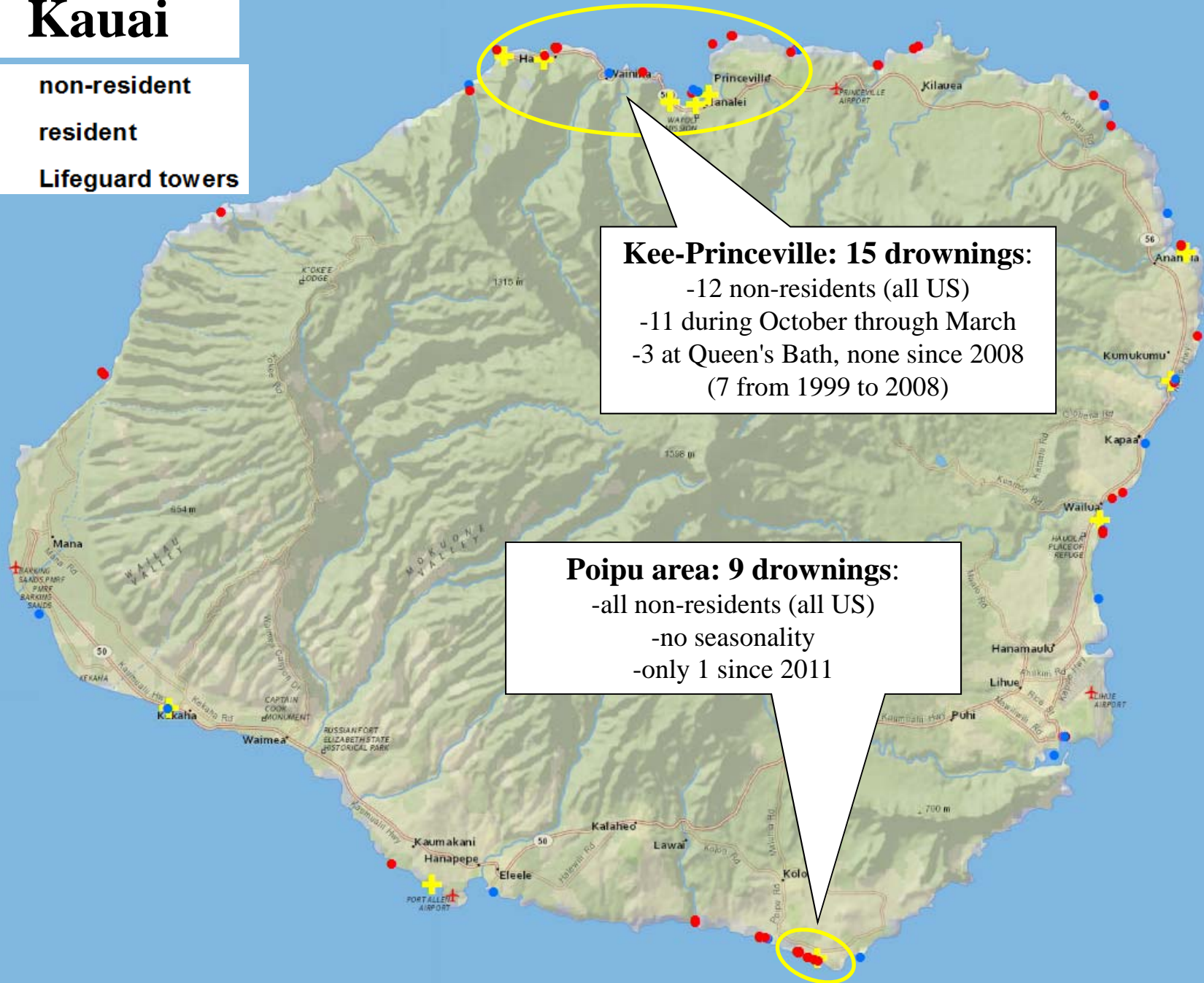


Annual trends,  
by residence of victims



# Kauai

- non-resident
- resident
- + Lifeguard towers

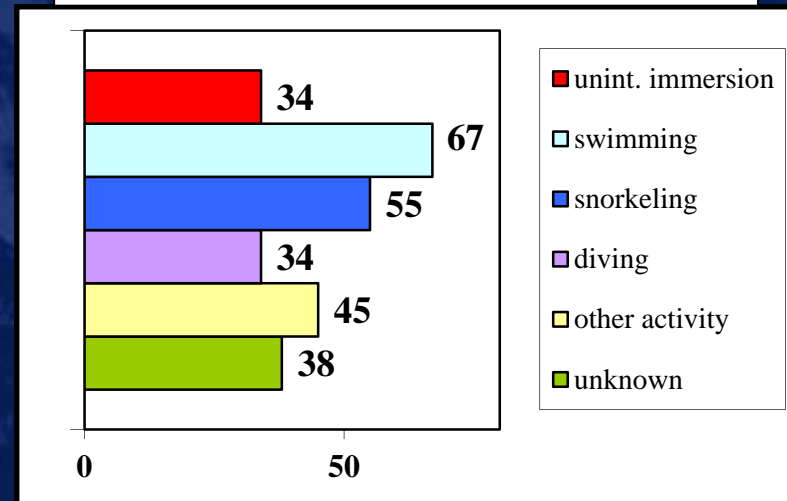


# Ocean drownings on Oahu, 2005-2014

- **Summary**

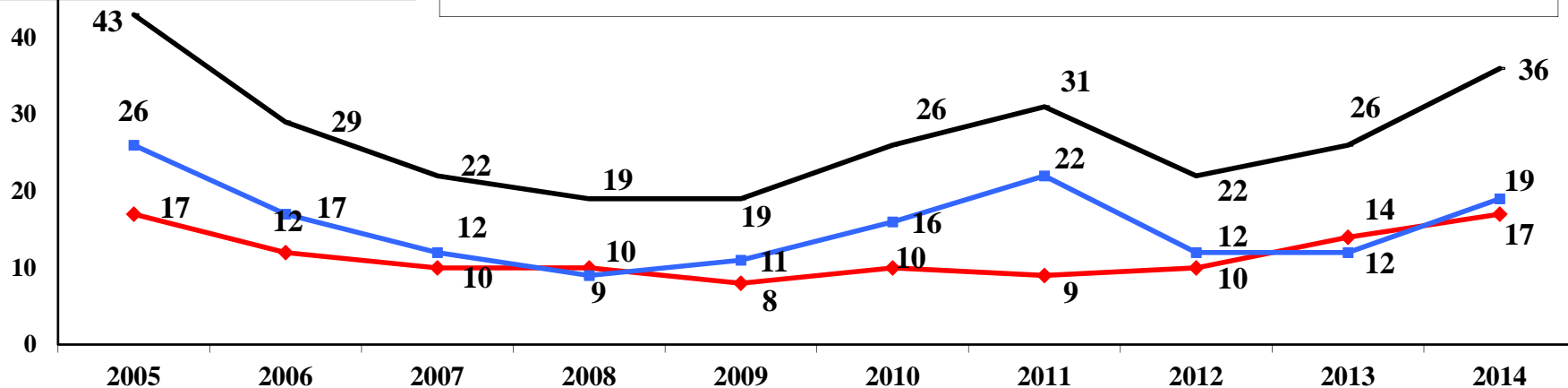
- **273 total, 19 to 43 per year**
- **No consistent trend**
- **Slightly more residents (57%)**
- **Activity: wide distribution**

Number of drownings, by activity



Annual trends,

by residence of victims



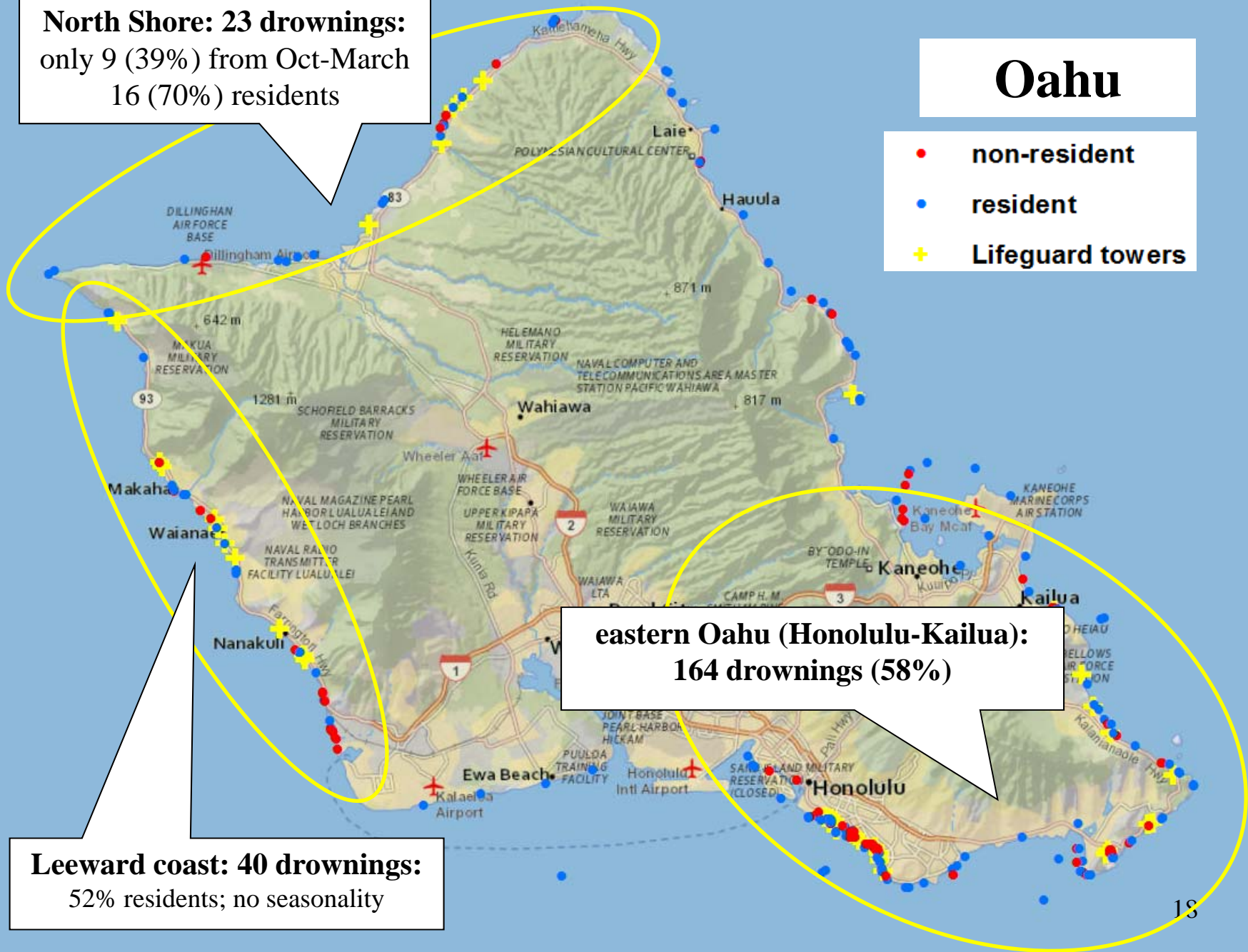
**North Shore: 23 drownings:**  
only 9 (39%) from Oct-March  
16 (70%) residents

# Oahu

- non-resident
- resident
- + Lifeguard towers

**eastern Oahu (Honolulu-Kailua):**  
164 drownings (58%)

**Leeward coast: 40 drownings:**  
52% residents; no seasonality



# east Oahu

## Residence status

- non-resident
- resident

**Point Panic-Ala Wai marina: 24:**  
-19 residents

**Hilton Hawaiian-Kapahulu: 38:**  
-31 non-residents (10 US, 21 foreigners)

**Hanauma: 27:**  
-25 non-residents  
-8 US, 15 foreigners

**Kapahulu-Portlock: 35 :**  
-26 residents  
-12 at Portlock/Spitting Cave

## Seasonality

- April-Sept
- Oct-March



**South Shore: 110 drownings:**  
-82 (75%) from April-September

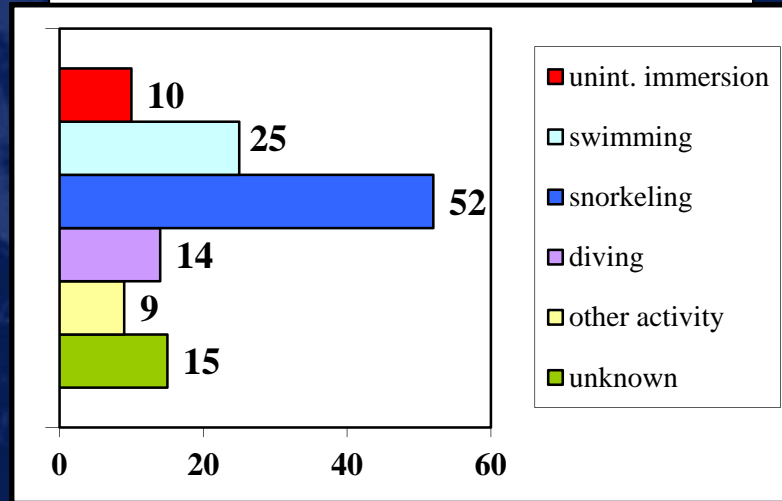


# Ocean drownings on Maui County, 2005-2014

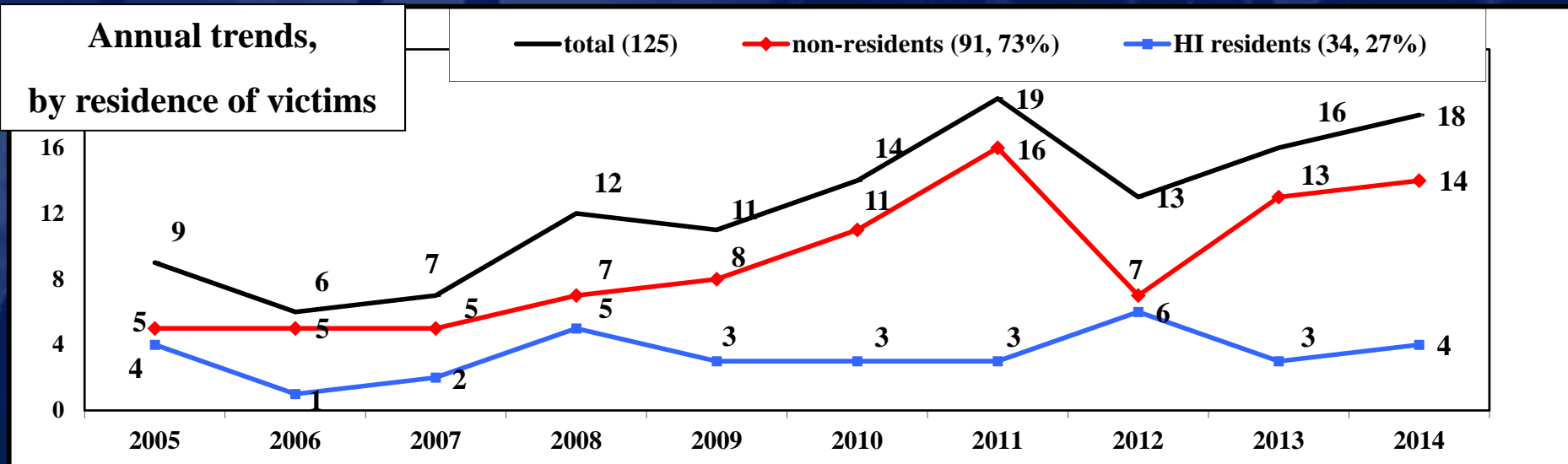
- **Summary**

- **125 total, 6 to 19 per year**
  - (115 on Maui, 7 Molokai, 3 on Lanai)
- **Increasing trend**
- **Mostly (73%) non-residents**
- **Activity: Snorkeling (42%) and swimming (20%)**

Number of drownings, by activity



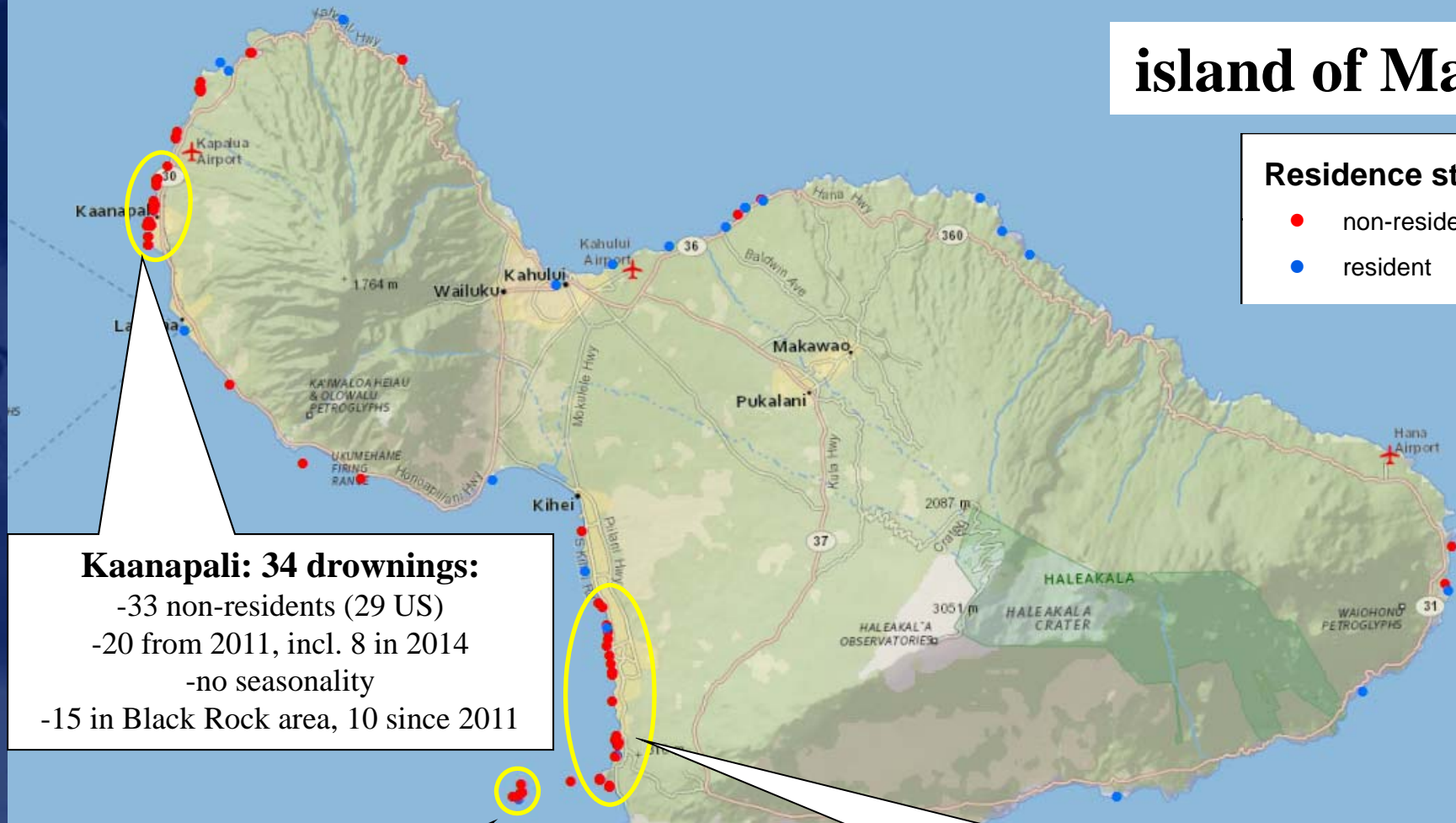
Annual trends, by residence of victims



# island of Maui

## Residence status

- non-resident
- resident



### Kaanapali: 34 drownings:

- 33 non-residents (29 US)
- 20 from 2011, incl. 8 in 2014
- no seasonality
- 15 in Black Rock area, 10 since 2011

### Molokini: 8

- 7 from 2011-2014

### Kamaole-Oneloa (Big Beach) 27:

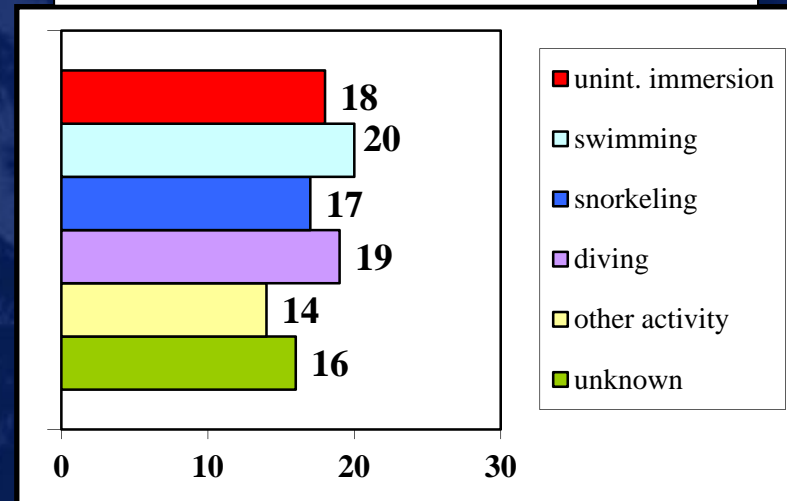
- 24 non-residents (20 US)
- 15 since 2010
- little seasonality
- 6 at Makena Big (3) or Little (3) Beach, but only 2 since 2010

# Ocean drownings on Hawaii County, 2005-2014

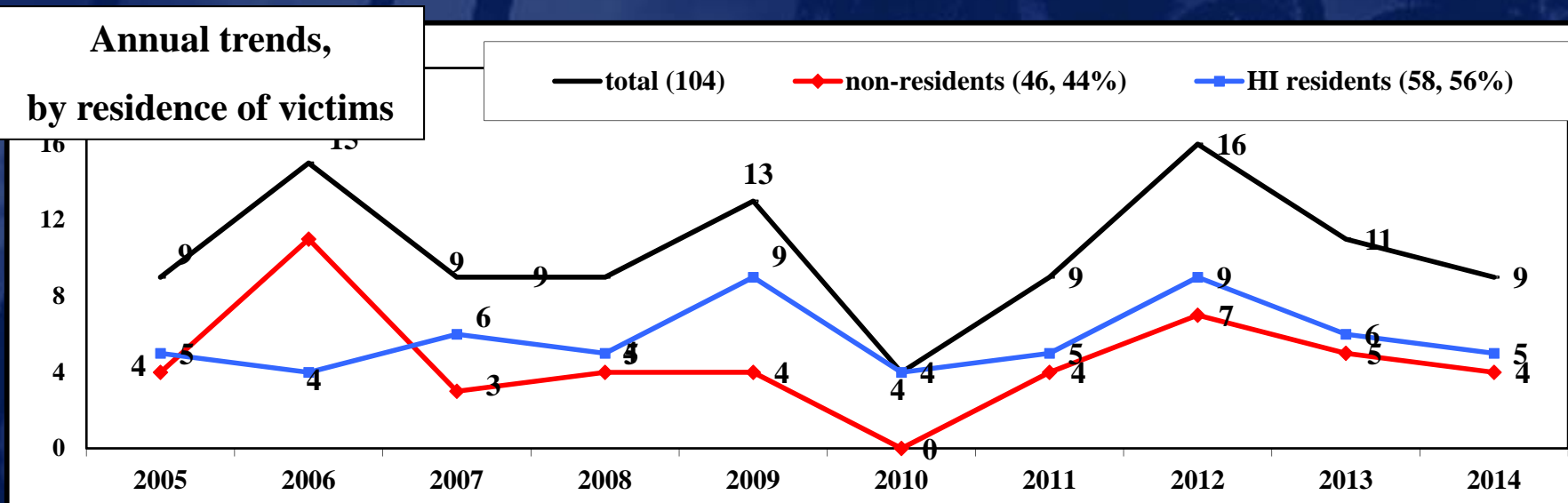
- **Summary**

- **104 total, 4 to 16 per year**
- **No consistent trend**
- **Slightly more residents (56%)**
- **Activity: wide distribution**

Number of drownings, by activity



Annual trends, by residence of victims



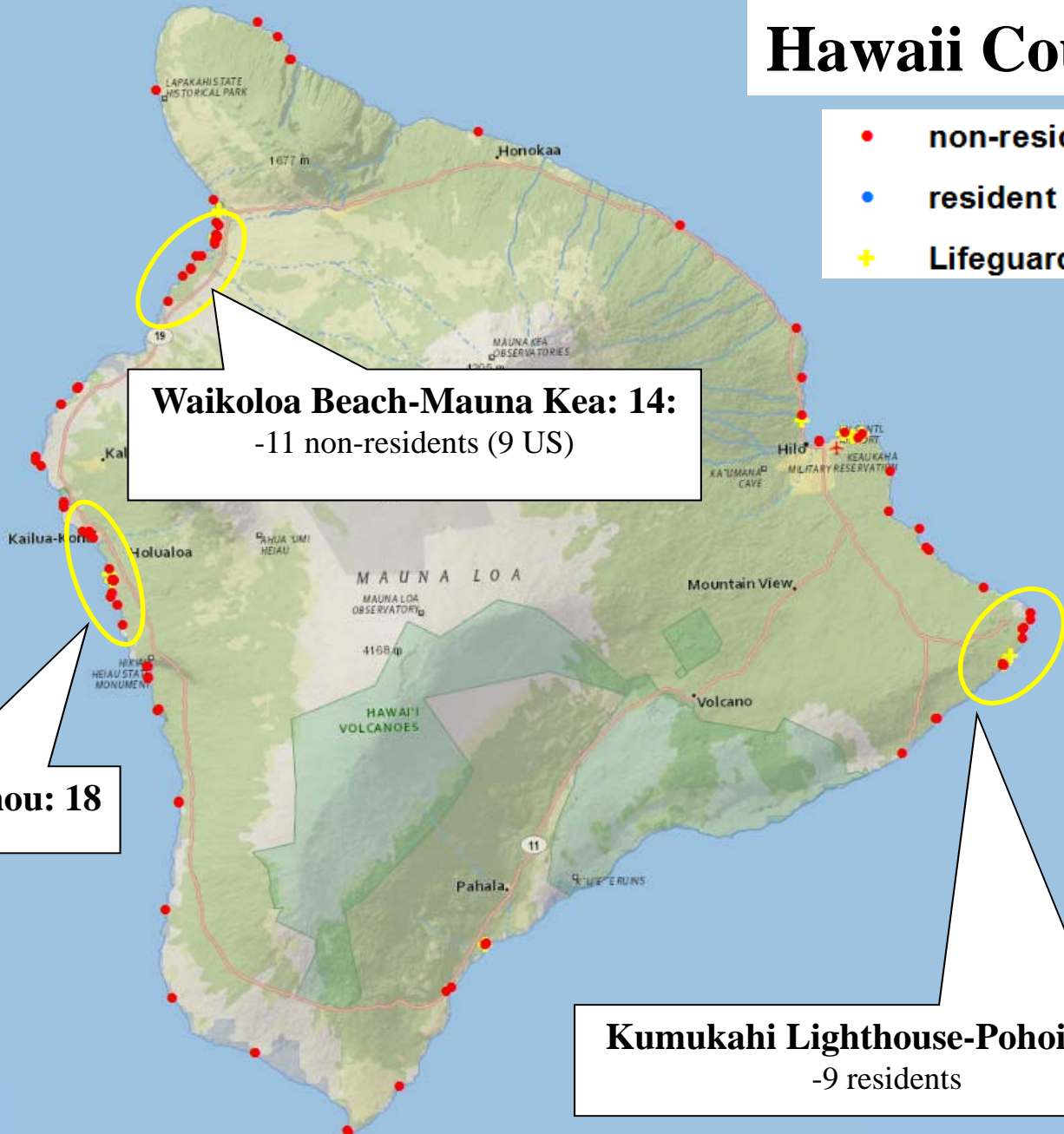
# Hawaii County

- non-resident
- resident
- + Lifeguard towers

**Waikoloa Beach-Mauna Kea: 14:**  
-11 non-residents (9 US)

**Kailua Bay-Keauhou: 18**

**Kumukahi Lighthouse-Pohoiki: 10:**  
-9 residents

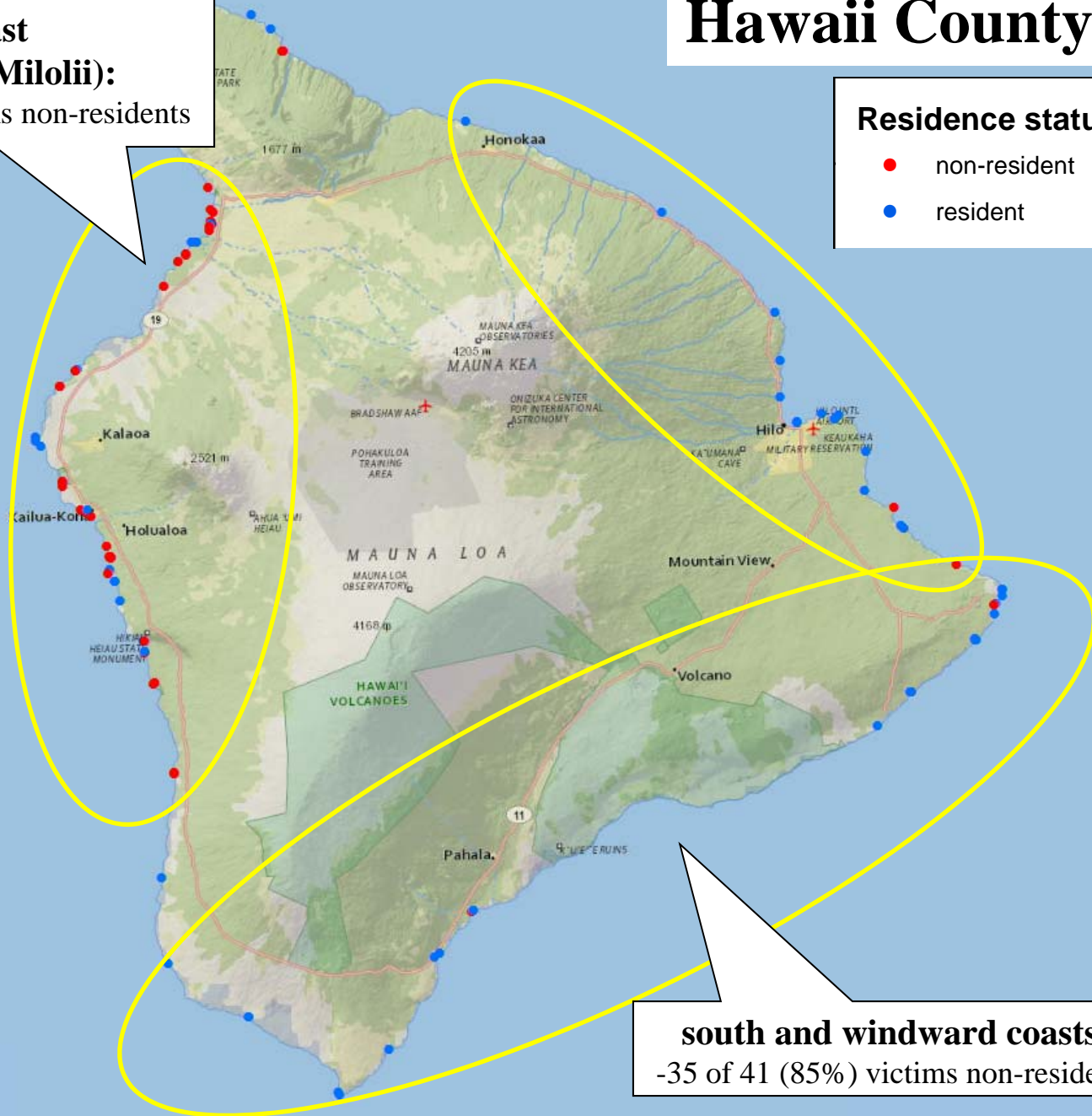


# Hawaii County

**west coast  
(Mauna Kea-Milolii):**  
-37 of 55 (67%) victims non-residents

## Residence status

- non-resident
- resident

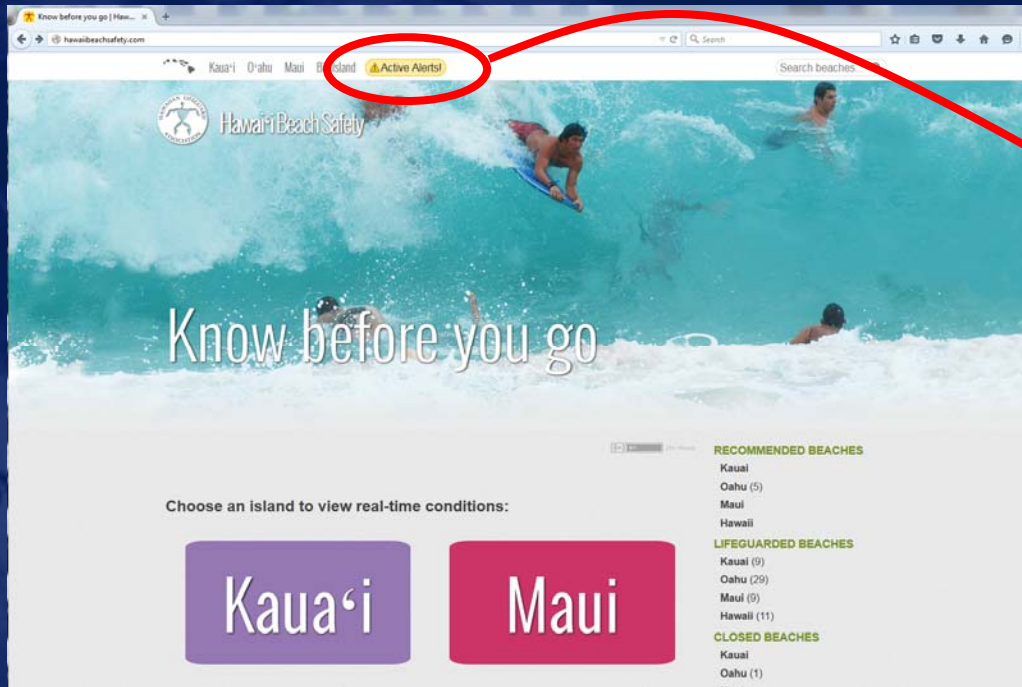


**south and windward coasts:**  
-35 of 41 (85%) victims non-residents

# Prevention strategies

- **Education:**
  - **General:** websites, printed media, in-flight messaging, baggage claim PSA's, hotel TV networks, etc.
  - **On-site:** signage, rescue tubes, and most importantly, lifeguards
    - Oahu tower lifeguards logged ~1.4 million “public contacts” and ~900,000 “preventive actions” in 2014
- **Emergency response:**
  - **Ocean safety/lifeguards**
    - Increasingly mobile agencies
  - **Fire Departments, USCG, other BLS 1<sup>st</sup> responders**
  - **EMS**
  - **Definitive care**

[hawaiibeachsafty.com/](http://hawaiibeachsafty.com/)



Choose an island to view real-time conditions:

**Kauai** **Maui**

**Oahu** **Hawaii**

Hawaii's ocean and beach conditions are as unique as the islands themselves. This website constantly monitors the surf, wind, and reports from public safety officials that directly affect the conditions for safety of Hawaiian beaches. Use the hazard signs below to quickly assess conditions and help you find the appropriate beach for your visit.

[Find your beach](#)

**Hazard Ratings**  
Choose a beach that best matches your ability and comfort level in the water. For the safest beach experience select beaches with a normal caution level identified (yellow square).


- Caution** (Yellow square): Approach with caution, conditions can change. This is the safest level of nearshore or offshore conditions.
- High Hazard** (Red circle): Conditions are hazardous. People are advised to stay out of the ocean.
- Extreme** (Black diamond): Conditions are extremely hazardous. People are advised to stay out of the ocean.


**Shores**  
Two ratings are calculated for each beach. Choose the appropriate rating based on your activity.

**BEACH & NEARSHORE**  
This describes the beach, shoreline and surf conditions. This information is important to beach goers, swimmers, snorkelers and surfers.

**OFFSHORE**  
This describes the ocean conditions. This information is important for kayakers and boaters.

**ACTIVE ALERTS**

 **Hanauma Bay Closure**  
Repeats every week every Tuesday until Thu Dec 31 2015.  
Tuesday, July 7, 2015 (All day)  
Hanauma Bay Nature Preserve is closed each Tuesday.  
Beaches: Hanauma Bay

**ADVISORY**  **High Surf Advisory**  
Tuesday, July 7, 2015 - 3:40am to Wednesday, July 8, 2015 - 6:00pm  
...HIGH SURF ADVISORY FOR SOUTH FACING SHORES OF ALL ISLANDS THROUGH WEDNESDAY... HIGH SURF ADVISORY REMAINS IN EFFECT UNTIL 6 PM HST WEDNESDAY... A HIGH SURF ADVISORY REMAINS IN EFFECT UNTIL 6 PM HST WEDNESDAY. \* SURF...ALONG SOUTH FACING SHORES... 7 TO 10 FEET THROUGH TONIGHT. \* TIMING...THROUGH TONIGHT. \* IMPACTS... MODERATE... EXPECT STRONG BREAKING WAVES... SHORE BREAK... AND STRONG LONGSHORE AND RIP CURRENTS MAKING SWIMMING DIFFICULT AND DANGEROUS. Beaches: Waikiki - Dukes, Hanauma Bay, Waikiki - Kapiolani Park, Waikiki - Queens, Waikiki - Kuhio, Maui Beach, Makaha Beach, Nanakuli Beach, Depot's Beach, Pokai Beach, Keawa'ula Beach, Sans Souci, Sandy Beach, Ala Moana Beach, Magic Island Lagoon, Hanakao'o Park, Kamaole 1, Kamaole 2, Kamaole 3, Kanaha Beach Park, Baldwin Beach Park, Ho'okipa Beach Park, Makana State Park, Spencer Beach Park, White Sands Beach Park, Kahalu'u Beach Park, Ahalanui Park, Richardson Ocean Park, Lelani Beach Park, Pohoiki Beach, Onakahakaha Beach Park, Hapuna Beach Park, Carlsmith Beach Park, Honoli'i Beach Park, Haena Beach Park, Ke'e Beach, Hanalei Bay, Anahola Beach Park, Kealia Beach Park, Lydgate Beach, Lydgate Pond, Poipu Beach Park, Salt Pond Beach Park, Kekaha Beach Park

**TYPES OF ALERTS**  
These alerts are listed in order of lowest-to-highest order of concern.

- Statement**  
A statement is issued to advise the community regarding events that are scheduled or can be reasonably predicted to happen that may affect beach or ocean usage.
- Watch**  
A watch is issued to allow time for preparation for a beach event.
- Advisory**  
An advisory is issued when events are occurring that are not a direct threat to life or property.
- Warning**  
Warnings are issued when a beach event is occurring or imminent and action is needed to protect life and property.
- Closure**  
Access to this city beach park is being denied for public safety purposes.

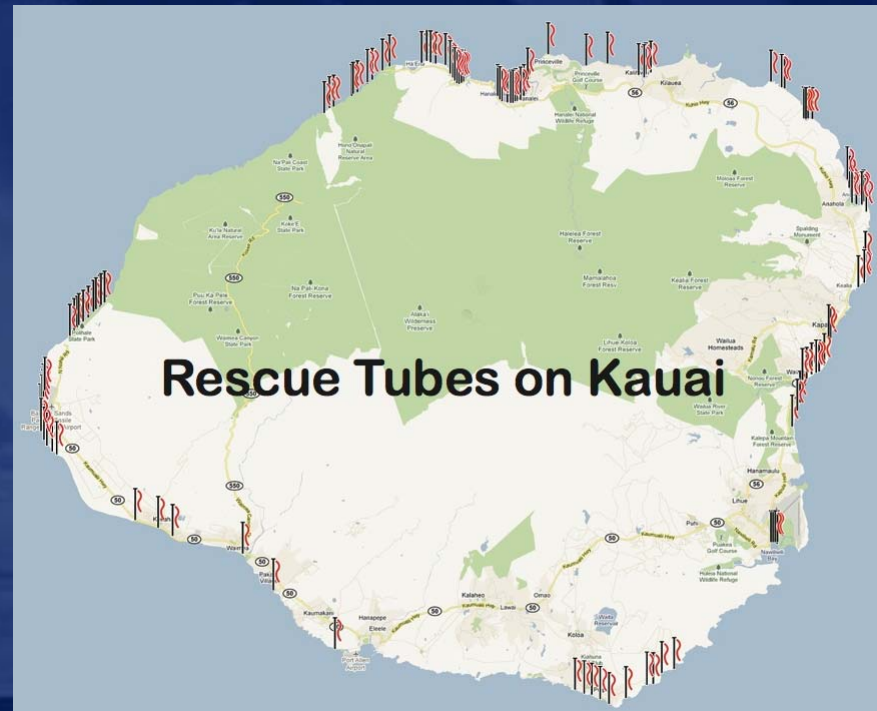
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    - Increasingly mobile agencies
  - **Fire Departments, USCG, other BLS 1<sup>st</sup> responders**
  - **EMS**
  - **Definitive care**



## • Rescue Tubes

- Started on Kauai, in 2009
  - Funded and maintained by Rotary
  - 240+ tubes in place in Kauai → 100+ recorded saves
- Also being deployed in Hawaii County, Maui to follow



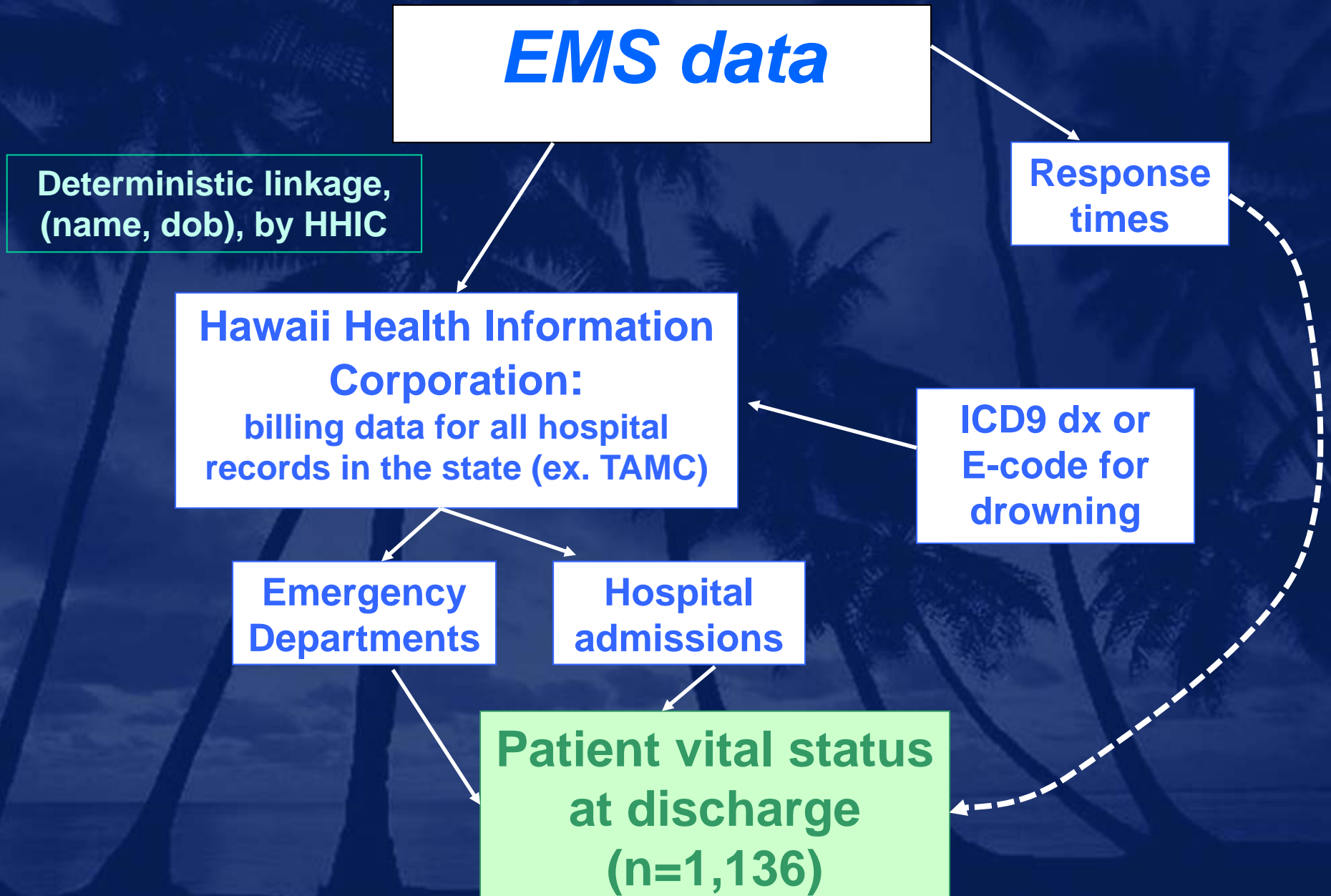
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  - **EMS**
  - **Definitive care**



***Nonfatal drownings in the ocean:  
survival related to EMS response times***

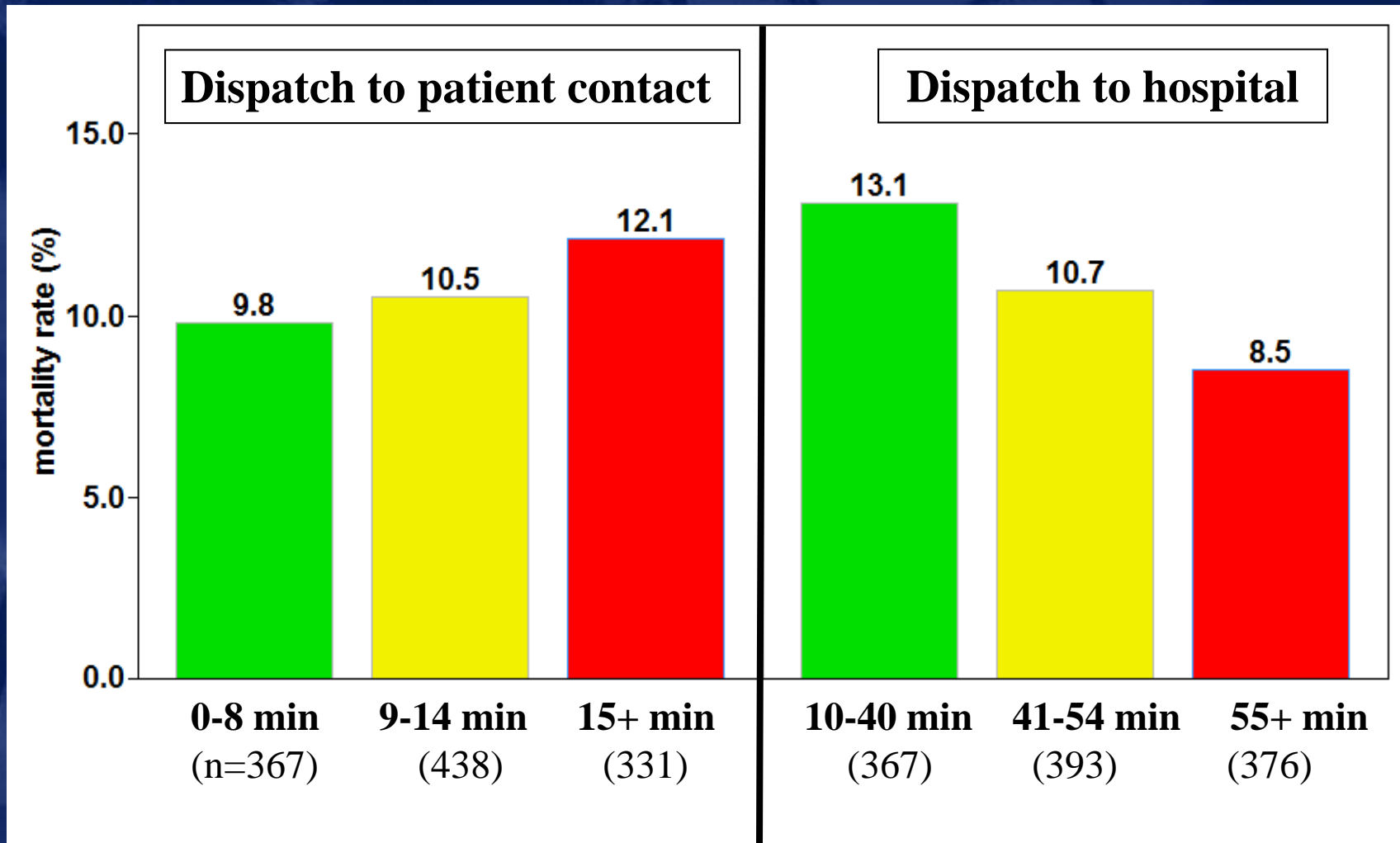
## Summary of data linkage, 2008-2013



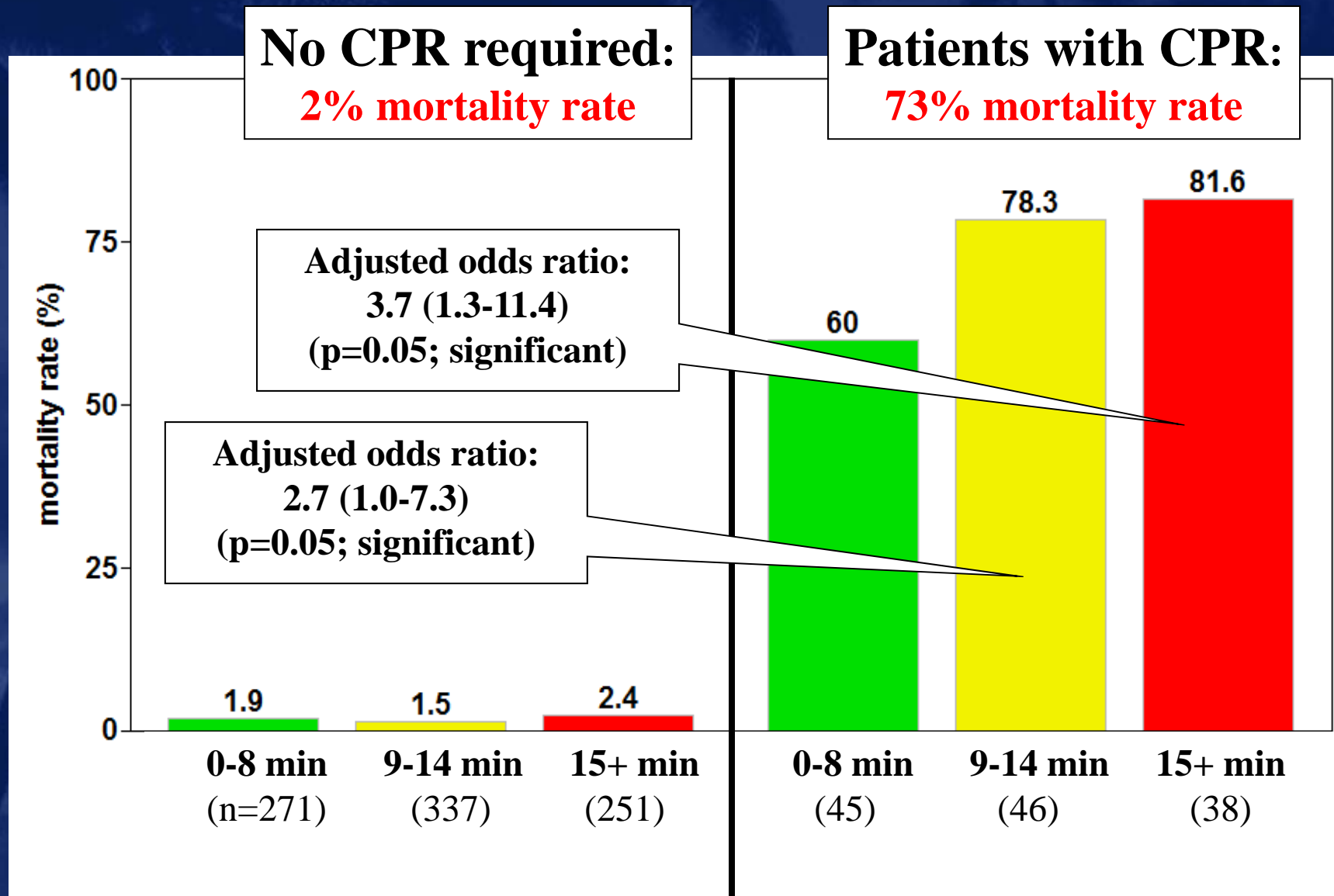
# Linkage summary, 2008-2013

- **1,136 nonfatal drownings in ocean/saltwater**
  - **40%, or 450 on Oahu**
    - 183 in Hawaii County, 379 Maui, 124 Kauai
  - **Most patients (89%, or 1,014) survived**
    - 434 discharged from ED, 580 admitted
    - 11% (122) died
      - Fatality rate much higher among patients requiring EMS-administered CPR: 73% (94 of 129), vs. 1.9% (16 of 859)
  - **Transport time predictors:**
    - 1. Minutes from dispatch to patient contact
    - 2. Minutes from dispatch to hospital

# Mortality rates among patients transported for nonfatal drownings, by two response time categories



# Mortality rates among patients transported for nonfatal drownings, by time to patient contact and CPR status

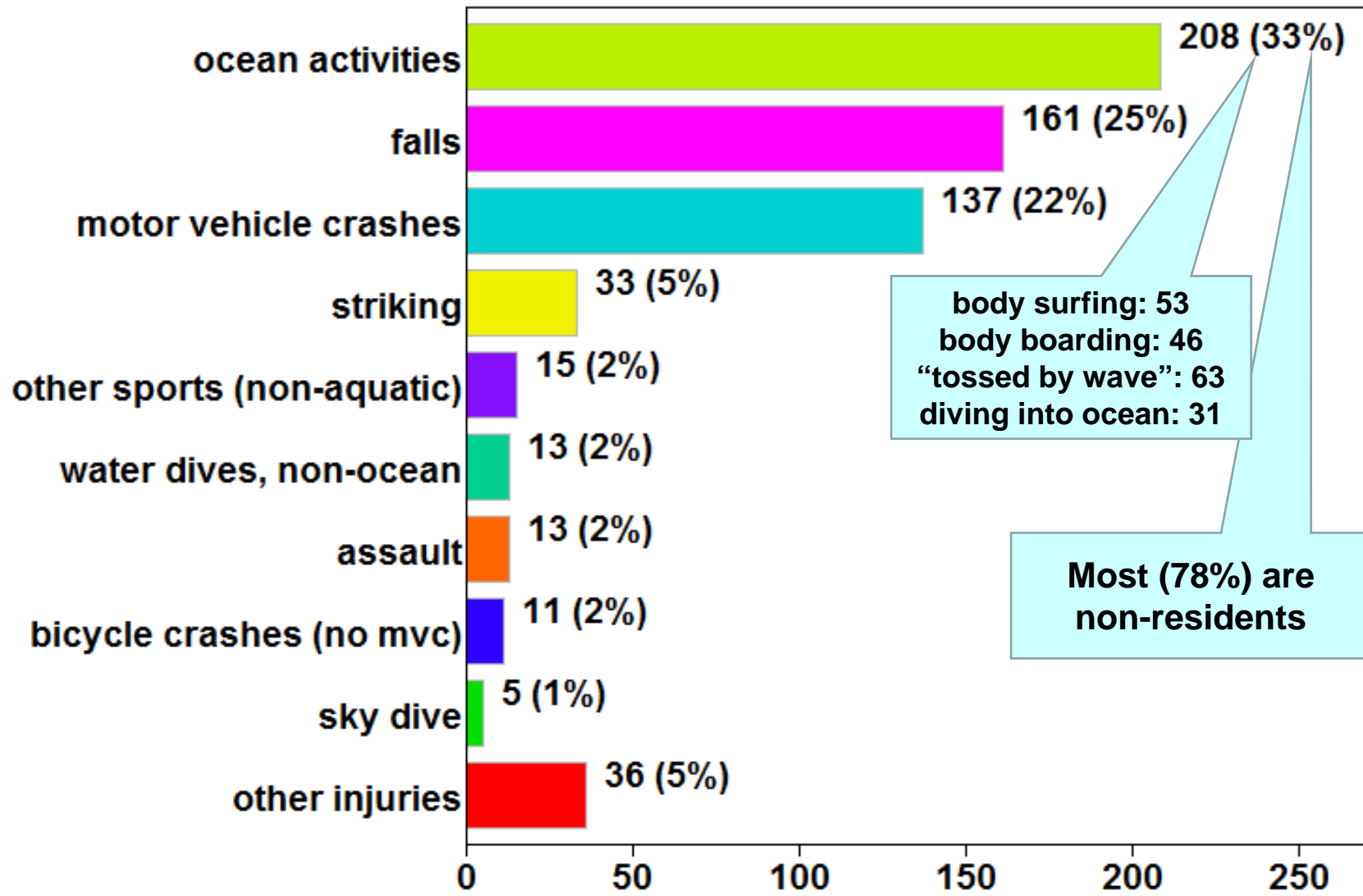




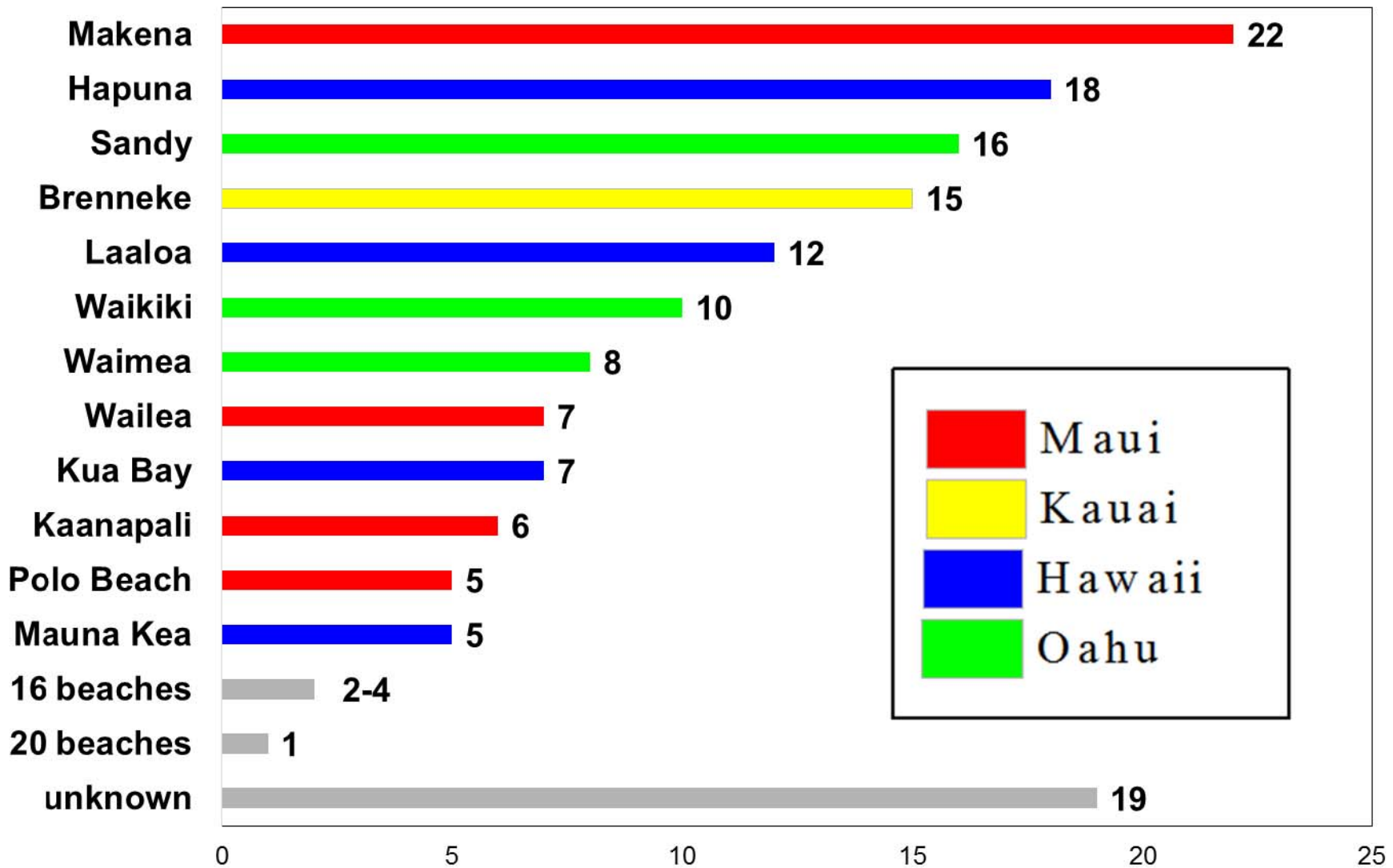
***Spinal cord injuries, 2009-2013***



# Hawaii Trauma Registry: Leading causes of spinal cord injuries in Hawaii, 2009-2013



# Hawaii Trauma Registry: Location (beach) of spinal cord injuries from ocean activities in Hawaii, 2009-2013



# Summary

- **Part 1: Ocean drownings**
  - *Non-residents much higher rates*
    - Comprise majority of victims on Kauai and Maui counties
  - *Lowest rates for Oahu*
    - *Most extensive lifeguard coverage, shorter EMS times*
- **Part 2: Nonfatal drownings in ocean**
  - *Survival is associated with EMS response times*
    - Time to patient contact, among patients needing CPR
      - *Need to study role of lifeguard 1<sup>st</sup> response*
- **Part 3: Spinal cord injuries**
  - *Ocean-related activities are the leading cause*
    - Mostly non-residents
    - Statewide distribution, but also high-risk beaches

## **EDB Committee**

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**From:** Jenny Tokushima <jtokushima@hotmail.com>  
**Sent:** Wednesday, April 17, 2019 5:52 PM  
**To:** EDB Committee  
**Subject:** In support of STEMworks and MEDB Programs

Aloha!

My name is Aaden, I am a fourth grader from Pukalani Elementary School! I have been in STEMworks since 1st grade. STEMworks has helped me through so much and in so many ways. One of the main things that STEMworks did for me was that it taught me that there is more to technology than I thought. STEMworks also gave me the confidence to try new things like programming bots and building structures to carry objects. STEMworks also taught me teamwork and complex thinking.

I am a team member of the Pukalani STEM Imagineers Robotics Team where our project video on aquaponics was submitted and our team received the 1st place STEM Research Award!! This all wouldn't have been possible without STEMworks and support from MEDB!

I am thankful for all the learning that I've received through STEMworks. The afterschool STEMworks programs are great because it really allows students, like myself, to learn much more outside of the usual classroom setting. The teachers have been kind, supportive, and have always made my classes exciting. I've had a great time in STEM so please support STEMworks for the generations to come! Thank you.

Mahalo,  
Aaden

## **EDB Committee**

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**From:** adah askew <adahmaui@yahoo.com>  
**Sent:** Wednesday, April 17, 2019 2:21 PM  
**To:** EDB Committee  
**Subject:** Please support the Kihei Youth Center"s Request

Dear Budget Chair Rawlins-Fernandez and Budget Committee members:

Please support the Kihei Youth Center's request of \$276,054 for the upcoming 2020 fiscal year budget. They are currently a recipient of this amount and have been a good steward of any and all funding from the County of Maui. It is vital that they received this grant as it will allow them to continue the good works they do and have done since 1983. For over 36 years, KYC has been the only youth center in Kihei and they continue to be a safe place for our kids, both after school and during vacation periods.

Respectfully,  
Ada E. Askew

## **EDB Committee**

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**From:** Alia Bhimani <aliabhimani@yahoo.com>  
**Sent:** Wednesday, April 17, 2019 3:12 PM  
**To:** EDB Committee  
**Subject:** Regarding the Kula park playground

Dear EDB Committee Members,

As a Pukalani resident and a parent of young children, I would like to extend my sincere gratitude for your time and consideration for a Kula Park playground structure. Our community is far removed from any town or city center, making a simple trip to a children's park a considerable undertaking. The play structure in Keokea is not convenient for many Kula residents, and is also inadequate for children over the age of 5. The park in Pukalani is often overcrowded, hot and still not conveniently located.

Kula Park would be an ideal setting for a playground structure, and also a convenient gathering spot for our Kula Ohana.

Mahalo for your time and consideration!

Sincerely,  
Alia bhimani

Sent from Yahoo Mail for iPhone

## **EDB Committee**

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**From:** Alika Seki <alikaseki@gmail.com>  
**Sent:** Wednesday, April 17, 2019 3:22 PM  
**To:** EDB Committee  
**Subject:** Testimony in Support of the Ka'ehu non-profit for the Maui County Council  
**Attachments:** 2019.4.16.alikasekitestimony.docx

Aloha,

I would like to submit my testimony for tonight's meeting with the Maui County Council regarding the Ka'ehu non-profit directly via email. Please see attached.

Mahalo,

Alika

--

**Alika Seki, P.E.**  
(808) 298-5261  
186 Mokapu Street  
Kahului, HI 96732

Aloha, my name is **Alika Seki** and I am owner of Maui Comics & Collectibles and a board member of the Ka'ehu non-profit (formerly known as Ke Ao I Ka Makani Ho Eha Ili). I am writing to testify on behalf and in support of the non-profit organization Ka'ehu. I ask that the Maui County Council please support by directing \$75,000 of funds to KA'EHU to support existing family and youth programs, cultural classes and education, and community based land restoration and shoreline management activities.

Located in the Paukukalo and Waiehu area, I strongly support Ka'ehu's continued management and expanded county funding for this organization. Ka'ehu is a non-profit organization with the goal to restore the land and perpetuate traditional Hawaiian culture using community-based, inclusive, family-oriented approach to environmental stewardship. From the 'aina that they malama to the support they offer to the community, I believe that Ka'ehu has proven themselves capable and are uniquely able of provide critical services and opportunities to our community.

Since 2017, Ka'ehu has worked to revitalized the 'aina by slowly working upon vital areas on property. From the restoration of the lo'i kalo to the continued work on shoreline clean-ups, from the clearing of the 'auwai to the the clearing of refuse and trash - this benefits us all. One such area is the entry from Lower Waiehu Road which most recently was cleared of 2,400 pounds of trash, 1,500 pounds of scrap metal, 22 tires, 2 derelict vehicles and one dilapidated battery.

Not only has Ka'ehu taken upon the kuleana to care for the land, but also has done much to support our people. Ka'ehu has partnered with many different organizations: non-profit, educational, business-based, and cultural. Ka'ehu continues to support both cultural practitioners by providing them a place to practice and share with our community. From our keiki to kupuna, Ka'ehu works with a broad spectrum of ages and organizations. This space is for our community and it is obvious that Ka'ehu recognizes this important point. In the past 2 years Ka'ehu has worked with organizations such as Kauahea, the Maui Police Department's POI and KALO programs, Hawai'i Wildlife Fund (and more) to facilitate:

Organizations that partner with Ka'ehu are:

- a. Culture: Kauahea Inc, Makahiki Athletic Association, Hale Ho'olana
- b. Family: POI (Positive Outreach Intervention), KALO
- c. Education: Kamehameha Schools, 'Iao School, 'Aina First
- d. Community: PIKO (Planning Innovative Kommunities & Opportunities, Kaunoa Senior Services
- e. Conservation: Hawai'i Wildlife Fund, Sharktastics

To do so much with such a small staff is incredible. This is why I support the continued management and increased financial support for Ka'ehu. Thank you for your time and mahalo for your consideration.



## EDB Committee

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**From:** benjamin rachunas <pbcc@pyccmaui.org>  
**Sent:** Wednesday, April 17, 2019 4:27 PM  
**To:** EDB Committee  
**Subject:** Tara Owens and the Sea Grant Foundation

To: Maui County Council Economic Development and Budget Committee

From: Benjamin Rachunas

**Subject: Testimony in Support of Planning Department Grant for the University of Hawai'i Sea Grant Program**

Dear Chair Rawlins-Fernandez and Economic Development and Budget Committee Members:

Please continue to support the University of Hawaii Sea Grant Program to continue a long-standing partnership with the County of Maui. Over the past 22 years, this partnership has been instrumental in encouraging and contributing to innovative policies, plans, and responses in coastal management relating to climate change and sea level rise, coastal hazards, and coastal processes. This program, currently staffed by Tara Owens, provides day to day technical assistance to County Departments, and this support also extends directly to the public and Maui's communities. Tara offers guidance to community groups or permit applicants to promote sustainable shoreline management and provides a conduit for coordination with County, State and Federal agencies and other stakeholders.

We have been working with Tara and the Sea Grant Foundation for years now at the Paia Youth & Cultural Center in a continual effort to restore the coastline at Paia Bay back to a native plant habitat that is allowing the dunes to build up along the coast. Were it not for her knowledge and expertise, the project wouldn't be nearly as successful as it is.

Our community has a need and appreciation for the dedication and full commitment of Sea Grant services. We would not find the assistance that Tara and Hawaii Sea Grant provides through any other organization or venue. Thank you for the opportunity to submit testimony in support of this program.

Thank You,

Benjamin Rachunas  
Kitchen Manager  
Pa'ia Bay Cafe  
Pa'ia Youth & Cultural Center  
[www.pyccmaui.org](http://www.pyccmaui.org)

## **EDB Committee**

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**From:** Bee Kay <bkasai@hotmail.com>  
**Sent:** Wednesday, April 17, 2019 6:54 PM  
**To:** EDB Committee  
**Subject:** Please support Third Saturday Recycling

Dear Members of Maui County Council's Economic Development and Budget Committee,

I'm writing to ask you to please increase funding for Third Saturday Recycling in Lahaina. If Third Saturday Recycling isn't held every month, we can expect to see an increase in illegal dumping of appliances, electronics, scrap metal and vehicle tires in West Maui. Even with the Third Saturday Recycling program, I see appliances, home electronics, microwaves, car parts and scrap metal dumped along the back roads of Lahaina and also the Lahaina bypass road. Please increase the budget for Third Saturday Recycling to the full amount requested by Malama Maui Nui. The requested budget is \$118,220.

Mahalo,  
Bert Kasai  
174 Fleming Road  
Lahaina, HI 96761

## EDB Committee

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**From:** carol carolan <carolanncarolan@yahoo.com>  
**Sent:** Wednesday, April 17, 2019 11:33 AM  
**To:** EDB Committee  
**Subject:** Short Term Rental Proposed Tax Increase

Dear Economic Development and Budget Committee Members:

When the short term rental home (STRH) ordinance was passed several years ago, the newly permitted homes were placed in the Commercial tax classification. Within a couple of years, there was a push to include STRHs in the Hotel/Resort classification. Property owners who had opened their homes to vacationers fought valiantly to show government officials that a STRH was not a hotel. They had extensive restrictions placed on them, and had only one income stream, which was lodging. There were no restaurants, galleries, gift shops, clothing stores, bars, pool activities, beach activities, classes, concierge, room service, beach equipment rentals, snorkeling rentals, or anything else to generate revenue. Only lodging was offered. No weddings or other parties are allowed. In addition, the STRH functions under a temporary permit which is non-transferable, is costly and difficult to obtain.

Although government officials conceded that STRHs were not mini hotels, there was still a strong belief that STRHs needed to pay higher taxes. So, in October 2017, BF 79 was passed creating a new tax category, "Short Term Rentals." This new ruling lumped vacation rental homes and condos together and as a result, my property taxes rose significantly. In fact, I pay approximately 77% more in property taxes than my neighbors who do not live in their homes but who do not rent their homes on a short term basis.

Last week, I received an email from the MVRA stating the Budget Committee was exploring the idea of increasing our taxes again, this time to Time Share rates, which are the highest in the County. Reading these words, I honestly felt dizzy and sick to my stomach. I am a rule follower and did everything required to legally rent my three bedroom oceanfront home. Several years ago, when we lived in our home, we were taxed as a homeowner and our property taxes were \$5482 per year. Then when we moved back to California for my husband's health concerns (stroke, open heart surgery and cancer), our taxes increased to \$12,525. When we were granted our STRH permit and were taxed at the Commercial rate, our taxes went to \$16,624 and then last year, our tax classification changed to Short Term Rental and our tax bill increased to \$24,867. Now, under the proposal to charge Time Share rates to permit holders like us, our taxes would increase to \$41,404! This suggested \$36,000 increase in property taxes from the Homeowner rate is all to allow me to legally rent my home to a maximum of six guests! How could this possibly be considered to be reasonable, fair or just? There is no way we could sustain another 66.5% increase in property taxes and we would be forced to sell our home. The increase would mean we'd be paying 197.87% more in property taxes than our next-door neighbor!

As a permitted STRH owner, I worked hard to obtain my permit, I religiously follow ALL the rules, I pay exceedingly high property taxes, I pay monthly TA and GE taxes, I employ half of Maui to maintain my small home, I am professionally managed, and the families who stay in my home spend vigorously while on island. This rental home is a valuable asset to Maui. Yes, my husband and I make a modest living from this small enterprise but Maui benefits much more. Yet, we feel that we are continually being punished by Maui County officials who seem to hate the vacation rental industry no matter how beneficial it is to the County and no matter how smoothly it runs.

Those of us who did the right thing, jumped through all the hoops, continue to follow all the rules, and pay all our taxes feel like scapegoats, easy targets. It is a different story for the many unpermitted property owners who

rent their homes illegally, avoiding high property taxes, as well as GE and TAT taxes. Rather than continually penalizing honest, hardworking people who follow the rules, I would suggest the County vet out those people who follow none of the rules.

Sincerely,

Carol A. Carolan, Ph.D.

## **EDB Committee**

---

**From:** Cheryl Tipton <ctipton1@earthlink.net>  
**Sent:** Wednesday, April 17, 2019 3:26 PM  
**To:** EDB Committee  
**Subject:** EBD-1 - Letter of Support for Funding of Hui No'eau Visual Arts Center programs  
**Attachments:** Council testimony re Hui funding 2019.docx

**CHERYL TIPTON / 104A KAWALEA PLACE, KULA, HAWAI'I 96790 / (808) 876-0656**

**April 17, 2019**

**Re: Mayor's Proposed Budget – Funding for Hui No'eau Visual Arts Center, EDB-1**

**Committee Chair Rawlins-Fernandez and Members of the Committee:**

**My name is Cheryl Tipton. I am a long- time member of the Board of Directors for Hui No'eau Visual Arts Center. I am writing in support of the funding for the Hui's Na Keiki and Art with Aloha programs, EDB-1 that are listed as two line items in the Mayor's Proposed Budget. I am sorry I cannot be there to testify in person but I am recovering from a cold.**

**The Hui believes that every individual carries the potential to benefit from a life engaged in the visual arts. To that end, the Hui has been devoted to making the arts accessible in our community since the Hui was established in 1934.**

**The County's support will help the Hui to continue its programs for our keiki and for the Arts with Aloha program, which provides classes in Hawaiian art forms as well as a place for authentic cultural exchange between practitioners, artists, and students of all ages.**

**The Hui yearly serves over 2000 Maui youth ages 2-18 years through its visual arts programs, keiki art camps, free field trips, and outreach opportunities with local schools. In 2019, a total of 1,115 low-income children received financial assistance to attend classes, camps, workshops, and art opportunities.**

**Funding by the County is recognition of the Hui's importance to the community and is a great help in securing other funding by individuals and foundations to continue our programs.**

**I humbly ask for your support.**

**Cheryl Tipton  
104A Kawalea Place  
Kula, HI 96790  
808-876-0656**

**CHERYL TIPTON / 104A KAWALEA PLACE, KULA, HAWAI'I 96790 / (808) 876-0656**

**April 17, 2019**

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**Committee Chair Rawlins-Fernandez and Members of the Committee:**

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**The County's support will help the Hui to continue its programs for our keiki and for the Arts with Aloha program, which provides classes in Hawaiian art forms as well as a place for authentic cultural exchange between practitioners, artists, and students of all ages.**

**The Hui yearly serves over 2000 Maui youth ages 2-18 years through its visual arts programs, keiki art camps, free field trips, and outreach opportunities with local schools. In 2019, a total of 1,115 low-income children received financial assistance to attend classes, camps, workshops, and art opportunities.**

**Funding by the County is recognition of the Hui's importance to the community and is a great help in securing other funding by individuals and foundations to continue our programs.**

**I humbly ask for your support.**

## **EDB Committee**

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**From:** cjschumacher@aol.com  
**Sent:** Wednesday, April 17, 2019 4:18 PM  
**To:** EDB Committee  
**Subject:** MEDB TESTIMONY  
**Attachments:** I am currently a contributing writer for the Lahaina News.docx

Maui County Council members,

Attached is my testimony for MEDB.

With aloha,  
Cindy Schumacher  
160 Keonekai Rd.  
Kihei, Hawaii 96753

Maui County Council members,

I am currently a contributing writer for the Lahaina News. Throughout the years, I have covered many of Maui Economic Development Board's STEM programs.

MEDB is an amazing resource for our students and teachers alike. Their emphasis on hands-on project-based STEM learning is essential for equipping our students with skills they need to succeed in an ever changing economy.

As a journalist, every individual and MEDB event I have encountered ,and their affiliated projects, have been exceptional in professionalism and dedication to positively improving the lives of Maui students and educators through STEM concepts.

MEDB has assisted schools with extraordinarily creative projects throughout the years that include funding and professional development, as well as providing materials to further enhance education.

Without the support of the Maui County Council and MEDB many incredible experiences for Maui County students would be severely limited.

Please continue to generously support MEDB.

With Aloha, Always.

Cindy Schumacher

[cjschumacher@aol.com](mailto:cjschumacher@aol.com)



## EDB Committee

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**From:** emiliadecastroart <emiliadecastroart@gmail.com>  
**Sent:** Wednesday, April 17, 2019 2:04 PM  
**To:** EDB Committee  
**Subject:** "Na Keiki No'eau" Program, EDB-1.

Aloha Committee Chair Rawlins-Fernandez and Councilmembers,  
My name is **Emilia De Castro** and I am a Teaching Artist at Hui No'eau Visual Arts Center. I teach art classes after school for Hui No'eau at Pukalani, Makawao, and Paia Elementary Schools.

I'm writing to request your support for Hui No'eau's "Na Keiki No'eau" Program, EDB-1.

I urge you to support this program because it provides high-quality, meaningful opportunities for keiki to engage in creative learning and the visual arts on a regular and ongoing basis. Through this program, keiki learn new vocabulary, ways to communicate, and how to work together. Students build confidence and self-esteem through art, especially those who might not excel academically or socially. Art lessons teach science, history and culture in new ways.

Na Keiki No'eau enables the visual arts to reach students who would otherwise miss out on this type of enriching activity, due to finances, transportation or other family circumstances.

Working after school with these children has shown me how grateful the students are to have this opportunity. They look forward to every class and learn about something new. I have also seen improvements in their technical abilities and confidence.

I humbly ask for your support for Hui No'eau's Na Keiki No'eau Program, so that we can continue this important work for the children of Maui. I also wish to ask for your support for the Hui's Art with Aloha program as it informs my work as a teacher.

Thank you for all that you do for the community and especially for the children of Maui County.

Emilia De Castro  
45 Uakoko  
8083852642

Sent from my T-Mobile 4G LTE Device

## EDB Committee

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**From:** Gail Richard <gailrichardinterp@gmail.com>  
**Sent:** Wednesday, April 17, 2019 8:31 PM  
**To:** EDB Committee  
**Subject:** My short term rental

I am writing to please reconsider an increase of 66% for short term rentals. My home which I purchased last year is rental occasionally, approximately a total of 60 days in a year. I reside in this house most of the time and am not renting it out full time or even close to that. This is my personal vacation home and the small amount of money it generates does not even begin to cover my expenses. I love Maui and after visiting for 30 years I was finally able to buy a house. I now find that should such a huge tax increase force me to sell this home as I could not possibly pay that much. I am an individual, not a corporation and not a time share or a full time landlord. I am simply a retired woman trying to get by.

Thank you for your consideration.

Gail Richard

Sent from my iPad

## EDB Committee

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**From:** soitgoes1984@gn.apc.org  
**Sent:** Wednesday, April 17, 2019 4:50 PM  
**To:** Keani N. Rawlins  
**Cc:** EDB Committee; County Clerk  
**Subject:** [Fwd: Undeliverable: Testimony for Maui County budget]  
**Attachments:** untitled-1.2; untitled-2; Testimony for Maui County budget.msg

Aloha, on Sunday I emailed the address I understood was the maui county budget & finance committee email address but just checking my email now (Wednesday) I see that it wasn't delivered. Can you please verify that you received this email & my attached testimony.

Mahalo,

Jayson R. Mizula

----- Original Message -----

Subject: Undeliverable: Testimony for Maui County budget  
From: postmaster@mauicounty.us  
Date: Wed, April 17, 2019 7:41 am  
To: soitgoes1984@gn.apc.org

Delivery has failed to these recipients or groups:

bf.committee@mauicounty.us<mailto:bf.committee@mauicounty.us>

Your message wasn't delivered. Despite repeated attempts to deliver your message, the recipient's email system refused to accept a connection from your email system.

Contact the recipient by some other means (by phone, for example) and ask them to tell their email admin that it appears that their email system is refusing connections from your email server. Give them the error details shown below. It's likely that the recipient's email admin is the only one who can fix this problem.

For Email Admins

No connection could be made because the target computer actively refused it. This usually results from trying to connect to a service that is inactive on the remote host - that is, one with no server application running. For more information and tips to fix this issue see this article:

<https://go.microsoft.com/fwlink/?LinkId=389361>

## EDB Committee

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**From:** soitgoes1984@gn.apc.org  
**Sent:** Sunday, April 14, 2019 8:33 PM  
**To:** bf.committee@mauicounty.us  
**Subject:** Testimony for Maui County budget

Dear Maui County Council members,

As a resident of Molokai I wish to offer my support for the Molokai Humane Society. Whatever amount of money they request from this years budget should be granted and to be honest, it is in all likelihood an extremely conservative request and it would be in the best interest of the island to grant the Molokai Humane Society more than they are asking for. The small, extremely dedicated staff go above and beyond the call of duty. From fostering many animals to remodeling the very building they work in, you would be hard-pressed to find another veterinary clinic staffed with such dedicated, loving, caring, and above all, resourceful people. They have done far too much with far too little for far too long. We are beyond lucky to have Kathy, Mahea, Hoala and Doc (Eric) looking out for the animals of Molokai. With adequate funding they would be able to host more FREE vaccine clinics all over the island & be able to make spay & neuter available and FREE to all island residents. While spay & neuter is cheap here compared to many places, it is still cost prohibitive for many people.

In the few years since euthanasia has (thankfully) ended here, no measures have been taken by those charged with animal control on Molokai to address the rise in unwanted animals. There has been little to no enforcement of already-existing licensing & other animal-related laws.

In my opinion as a resident of Molokai & as someone who helps foster animals for the humane society, the Molokai Humane Society is the best suited organization on the island to properly & HUMANELY oversee animal control. Given the proper support (out of our tax dollars) from you, the county council, the humane society can get the many animal related issues on Molokai under control. Give them all the money they need to do all of the work they need to do.

The humane society shouldn't have to stretch an already tight budget to make up for the negligence of another organization which gets funding for animal control. Of course when you're not euthanizing stray animals or setting aside however much money it might take to spay & neuter them, problems will arise. Cases of parvovirus are skyrocketing and there are far more puppies being born and dumped along the side of the road all over the island than there are people who could possibly adopt them. These puppies either die or grow up to be diseased strays. A few lucky ones get rescued, treated by the humane society, and adopted.

The police department has a lot on their plate already so maybe they just don't have the time to properly manage animal control. Whatever the reason, the job isn't, and hasn't been getting done. That needs to change.

Had the old animal control officer been empowered by his department to enforce EXISTING animal laws, perhaps there wouldn't be stray dogs turning up constantly all over the island, and diseases taking the lives of family pets and valuable hunting dogs alike.

Give the Molokai Humane Society every penny they ask for and more. This isn't just an animal issue, it is a public health issue. Education is important. Give the Molokai Humane Society the resources they need to have an ongoing education campaign. The time to learn about parvovirus isn't when your puppy is throwing up and pooping blood. The time to learn about spay and neuter isn't when your dog has a litter of puppies you can't afford to take care of. Whether they are our pets or our hunting dogs, the humane society is tasked with keeping them healthy and caring for them when they are sick or injured. Give them whatever they need to properly do their job.

Respectfully,

Jayson Robert Mizula

## EDB Committee

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**From:** John Seitz <jhsmaui@gmail.com>  
**Sent:** Wednesday, April 17, 2019 9:00 PM  
**To:** EDB Committee  
**Subject:** Support for Ocean Safety

Aloha council members,

My name is John Seitz and I have been a lifeguard for the country of Maui goin on 16 years now. In that time like all of you know our island has grown and become more populated. More population equals more people at our beaches parks and all along the vast coastline that makes up our very popular island. Along with more locals we are one of the most popular island destinations for tourism. These are all facts that you know.

We at Ocean Safety strive to provide a professional rescue service to the people and visitors of Maui. Unfortunately a professional rescue service doesn't come cheap. Like we come to the aid of our locals and tourist we need you to come to our aid now. We have been requesting year after year for expansion positions and replacement rescue equipment like jet skis and ATVs but year after year we get next to nothing. At this moment in time we are desperate for help. We can't continue to keep goin without help from you! We are driving skis that are 10 years old with multiple issues in 20ft plus surf. If something fails we can't just pull over and wait for a tow. Instead we need to swim us and our equipment back to shore or until another ski arrives. It can very much be life and death for us and we all can tell you of close calls that we have had out there.

We have ATVs and utvs that are so rusty that the frames literally separate when we tow our skis to the beach. Our equipment is falling apart underneath us. Most of this goes unnoticed because we all have done what we have too so that the rescue service is still provided. This means we have brought our own tools paid for supplies to fix the equipment and done the work ourselves. We have been denied for so long we don't need just one or two skis we basically need to replace most of our fleet and the same goes for our ATVs and utvs.

Besides the fact that our equipment is falling apart, we don't have the man power to properly and safely do our jobs. We provide the service of protecting the biggest income for our island and that is tourism. Because of social media tourist are finding new and more dangerous places to get too which in turn gets them in trouble and then we have to go and help. These places can be miles away from our towers and having short staff means that this becomes more dangerous for all involved.

Not only do we provide a rescue service but we also perform countless preventative actions that will never make the news but do constantly save the lives of the people of Maui and the tourist alike. With adequate staff we can provide more education to ensure the public safety.

Another staffing issue we are having is we are constantly canceling vital re certification training because we are short staffed. We have Captains that should be helping make policy and S.O.Ps, on the front line breaking lunches daily which in turn leads to a slowdown of policy improvement and implementation.

The short story is we need your help. We need more of everything. More equipment, more personnel, and basically more support. People come from all over the world to our island and it's not to come to see our malls it's for the beaches that only our island can provide. Help us keep our island at the top of the charts for best island to visit by allowing us to provide the best rescue service we can with proper support from you.

Thank you for your time.

John Seitz

## **EDB Committee**

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**From:** Katie Peterson <katiep@huinoeau.com>  
**Sent:** Wednesday, April 17, 2019 4:41 PM  
**To:** EDB Committee  
**Subject:** Letter of Support for EDB-1

Aloha Committee Chair Rawlins-Fernandez and Councilmembers,

My name is Katie Peterson, and I am the Exhibitions & Membership Manager, as well as a Teaching Artist, at Hui No'ēau Visual Arts Center. For the past few years, it has been my sincere pleasure to teach art classes to students in the A+ afterschool program at Makawao Elementary School, as part of Na Keiki No'ēau, as well as Hui No'ēau's Explore & Discover Field Trip Program.

I'm writing to request your support for Hui No'ēau's "Na Keiki No'ēau" and "Explore & Discover" Programs, EDB-1.

The Explore & Discover Field Trip Program provides Maui's youth with the incredible opportunity to visit Hui No'ēau and attend an art workshop with the Hui's Teaching Artists. Through this program, keiki learn new vocabulary, ways to communicate, and how to work together. Students build confidence and self-esteem, and connect art lessons to their other school subjects, enhancing the way that they view science, history, and literature. Arts education is paramount in building hand-eye coordination, and fostering "out of the box" thinking and creative problem solving, which will continue to benefit students as they grow in all areas of life.

Na Keiki No'ēau provides high-quality, meaningful opportunities for children to engage in the visual arts on a regular basis, and reaches students who would otherwise miss out on this type of enriching activity, due to finances, transportation, or other family circumstances.

Many of my students actively express their excitement about the Na Keiki No'ēau program in other classes! For example, two students in my youth ceramics workshop always burst into the studio with exciting news of the project they created in Na Keiki the day before. Their gratitude and enthusiasm is nothing short of inspirational.

I humbly ask for your support for Hui No'ēau's outreach programs, so that we can continue this important work for the children of Maui.

Thank you for all that you do for the community, and especially for the children of Maui County.

Katie Peterson  
PO Box 866  
Haiku, HI 96708  
(808) 572-6560 ex. 33

--

**Katie Peterson**  
Exhibitions Manager  
Membership Coordinator  
Teaching Artist

Hui No'ēau Visual Arts Center  
(808) 572-6560 ext. 33  
[katiep@huinoeau.com](mailto:katiep@huinoeau.com)

**Call to artists & art lovers!** Stay up-to-date on Hui exhibitions by visiting our [website](#).

**Members are the heartbeat of the Hui!** Your membership directly supports continued operations at the Hui and makes a positive impact on visual arts education and our community. [Click here](#) to join us today!

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## **EDB Committee**

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**From:** keri zacher <zacherk@hotmail.com>  
**Sent:** Wednesday, April 17, 2019 9:26 PM  
**To:** EDB Committee  
**Subject:** Testimony

April 17, 2019

Aloha Members of the Economic and Budget Committee,

We are relative “newbies” to Moloka‘i, living in Mana‘e part time since 2006 and as full time residents since 2009. We attended the Budget Meeting here last Monday, April 15th. We have been to several before and it is an inspiring process to see and hear testimony about all the positive things going on here on Moloka‘i. People fit an incredible amount into 3 minutes.

Although, we support so many of the programs here we are submitting testimony about 3.

We strongly support the Molokai Humane Society and all their efforts to create better lives for the animals here on island. We helped on a volunteer basis with the initial clinic that came on board in 2009 and have seen this organization grow tremendously over the 10 years. What they have accomplished concerning spay and neutering for cats and dogs, individual animal health services, clinic improvements and education and community awareness with such a limited budget speaks volumes of the dedication of staff and volunteers. The continued support from Maui County is crucial.

This leads to the second item we wish to address, the need for a trained and fully supported Animal Control Officer. As was shared at the public meeting, this position is necessary for the safety and well being of the people and animals on our island. The Molokai Humane Society has already set the precedent of working closely in conjunction with the officer.

As far as how this position should be replaced, it is up to the Police Department, Humane Society, and County Council to decide what would be best for Moloka‘i.

Our third item is to express our support for the Relocation of Puko‘o Fire Station. We attended the first meeting the summer of 2016. We received an emailed letter April 15 from Val Martin, Assistant Chief, Support Services, Dept. of Fire and Public Safety addressing the highlights of the 2016 meeting.

We also received the Preliminary Archaeological Investigation which lists 2 TMKs one being the preferred site of the 2016 meeting. The investigation does state several more levels of investigation and monitoring to insure cultural sites are protected. Hopefully, with this type of thorough investigation and monitoring, the concerns expressed by ‘Opu‘ulani Albino at the April 8th Town Hall Meeting, will be resolved. We realize that much has been done to cultural sites on Moloka‘i that cannot be undone. We also realize that information has to be shared with the Mana‘e community.

We appreciate your time and consideration of our testimony.

Mahalo nui Keri Zacher & Malcolm Mackey

## **EDB Committee**

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**From:** Lana Coryell <lanac@huinoeau.com>  
**Sent:** Wednesday, April 17, 2019 2:33 PM  
**To:** EDB Committee  
**Subject:** Mayor's Proposed Budget EDB-1 - Support for Hui No'eau & Ka Ipu Kukui

Lana Coryell  
1020 Piihola Rd. Makawao, HI 96768  
(808) 344-3494

April 17, 2019

Aloha Chair King, Committee Chair Rawlins-Fernandez, and Councilmembers,

My name is Lana Coryell and I am the Program Director at Hui No'eau Visual Arts Center. I was born and raised on Maui and fortunate enough to have lunch with you in February as part of the Ka Ipu Kukui Fellowship Program.

I'm writing to request your support for three programs (**EDB-1**) that have a great impact on our community: 1) Hui No'eau's "Na Keiki No'eau" Program 2) Hui No'eau's "Art with Aloha" Program and the 3) Ka Ipu Kukui Fellowship Program.

I have worked at Hui No'eau Visual Arts Center for more than 10 years and I believe "Na Keiki No'eau" is one of the most meaningful programs we have ever offered. "Na Keiki No'eau" brings vital arts education and creative self-expression to children who would otherwise be waiting in their school cafeterias to go home. For working families, transportation and cost are major obstacles to providing enriching after school activities. "Na Keiki No'eau" removes these barriers and enables Hui Teaching Artists to work with kids weekly and year-after-year to support their continued growth, development, creativity, and well-being.

When I went to visit with the young artists in the Makawao and Pukalani programs recently, the kids were so articulate about their artwork, saying this was their "favorite class" and that art makes them feel "free and happy." The program also encourages students who struggle in other areas of school. Students who are challenged academically or socially tend to thrive in the "Na Keiki No'eau" program under the caring guidance of Hui Teaching Artists. Your support for this program will help to set these Maui keiki on paths for future success.

The Hui's "Art with Aloha" Program provides interactive, authentic opportunities that perpetuate Hawaiian arts and culture. Students regularly tell me that they are so grateful for the chance to meet and learn from cultural artist practitioners—and that they can't find this type of experience anywhere else, except at Hui No'eau.

Finally, I ask that you support the Ka Ipu Kukui (KIK) Fellowship program. This program is valuable because it develops young professionals and leaders who are truly invested in our community. I am incredibly grateful to be part of the KIK class of 2019 and believe that this program is a wise investment in the future of Maui County.

With gratitude for all you do, I request your support for Hui No'eau's "Na Keiki No'eau" and "Art with Aloha" programs and for Ka Ipu Kukui.

**LANA CORYELL**  
Program Director  
Hui No'eau Visual Arts Center  
P: (808) 572-6560 ext. 22

**E:** [lanac@huinoeau.com](mailto:lanac@huinoeau.com)

**A:** 2841 Baldwin Avenue, Makawao, Hawai'i 96768

**Get creative in 2019!**

Our exciting class schedule is now online at [huinoeau.com](http://huinoeau.com).

**REGISTER FOR CLASSES TODAY!** | **BECOME A HUI MEMBER!**

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## EDB Committee

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**From:** Larry Stevens <lfstevens@earthlink.net>  
**Sent:** Wednesday, April 17, 2019 6:59 PM  
**To:** EDB Committee  
**Subject:** EDB1

Larry Stevens  
7155 Makena Road  
Kihei Hi 96753  
(808) 875-4488

My name is Larry Stevens and I represent myself. After 10 years of living on this beautiful island, I know I have only begun to understand its complexities. It is with that in mind that I offer these thoughts:

First, I would like to encourage the County to implement the recommendations in Steve Parabolicoli's report, "Options to Improve Wastewater Management in South Maui", which was presented to the Maui County Infrastructure and Environmental Committee in 2017. MNMRC's water quality monitoring program has shown that our nearshore waters violate one or more state standards at nearly every one of the 39 monitored sites, not to mention the additional sites monitored by the Hawaii Department of Health. Poor water quality hurts our reefs, our fish, our visitors and our health.

On a separate topic, Maui does not have enough housing. This shortage is made worse by the huge number of illegal vacation rentals that are taking over entire neighborhoods. Shutting them down will free up thousands of units for our residents, while also holding rents down. While some of these owners are Maui people, many are investors who have no other ties here. There is no quicker way to meet our housing needs. Money spent on enforcement can make a big difference.

Now for buses. Many cities around the world are switching their fleets to battery electric models. They are quiet, non-polluting and much more affordable than before. JTB Hawaii just started running three 77-passenger buses with 250 mile range. Hawaii PUC recently approved a supportive rate schedule for electric bus fleets. Maui can be a leader in cutting emissions and improving our quality of life. This is only the first step to achieving a carbon-free transport system, but it's one that we can take right away.

Thank you for listening.

## **EDB Committee**

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**From:** louiserockett@aol.com  
**Sent:** Wednesday, April 17, 2019 9:55 PM  
**To:** EDB Committee  
**Subject:** 3rd Saturday Recycling

Aloha kakou,

I was told to keep it short.

1 The people have been educated to participate in the 3rd Saturday Recycling event. Let's keep up the momentum.

Thank you for listening to this voice in our community.

louise rockett  
P. O. Box 903  
Lahaina, HI 96767

## **EDB Committee**

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**From:** mike feeney <mjfeeney07@gmail.com>  
**Sent:** Wednesday, April 17, 2019 3:57 PM  
**To:** EDB Committee  
**Subject:** Property tax increase consequences

To whom it may concern

Our lifelong dream was and still is to live in Hawaii. While we don't have the means to outright buy a second home that remains vacant most of the year until we can visit 10 days a year, We do have the next best thing. Or so we thought so.

Three years ago, we used our savings to invest in our future home in Maui. In order to afford this property, we need to rent it out during the year. Remember, this is to allow us to cover expenses until we move to Maui and retire.

While we don't cover all expenses with rentals, we seem to offset some of the overhead now with the plan to someday move to the Island permanently.

With an increase in property tax, we will be further in the hole and fear that we probably can't manage the overhead until the time to retire and will be forced to give up the property.

Please note: we employ and pay many local businesses to help manage and support our rentals. Housekeeping, maintenance personnel, contractors, retail and alike are retained to provide services and we know that paying the a premium for "family like" great support is worth it. If those are forced to sell, those businesses providers supporting rentals will be at risk.

Therefore, we ask you to reconsider raising property taxes on Maui short term rental providers as it only hinders those interested in living out their dream to live amongst the best culture/people in the world. Also, higher taxes will hurt established credible local businesses receiving fair rates to support short term rental units.

The hotel industry can manage beyond increased taxes while short term rental units cannot and will have to raise rates and simultaneously try to figure out how to compete against other rentals with higher percentages going toward taxes. As you can imagine, this is probably impossible.

Lastly, If a broad tax increase was implemented, the result will be a distinct advantage to hotel industry. Hotels simply pass it on to guests while short term renters cannot. Thus driving property values of rental condos and homes down. This suppresses the real estate market and ultimately all of Maui.

Thank you for your careful consideration of consequences to just hanging another tax on "those who can afford it". Because in truth - most can't.

Mahalo

Mike and Lori Feeney  
Lahaina

## **EDB Committee**

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**From:** Nancy Eckman <ndeckman@outlook.com>  
**Sent:** Wednesday, April 17, 2019 7:38 PM  
**To:** EDB Committee  
**Subject:** Third Saturday Recycling - Lahaina

My husband has worked as a volunteer for the Third Saturday Recycling event in Lahaina for over two years. The amount of material collected each month is staggering and the people are so appreciative of an efficient and eco-friendly way to get rid of house hold items they can no longer use. This helps keep the west side of Lahaina clean which improves the lives of all our residents and visitors too. I hope you are able to fund the continuation of this valuable and progressive event.

Nancy Eckman



## **EDB Committee**

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**From:** Nicolas Colon <ncolon@hnuphotonics.com>  
**Sent:** Wednesday, April 17, 2019 1:14 PM  
**To:** EDB Committee  
**Cc:** Sandy Ryan  
**Subject:** EDB-1 Support for Maui Economic Development Board  
**Attachments:** Nic Colon-Testimony.docx

To whom it may concern,

I have attached my testimony to support the MEDB in the County Council's budget hearings. Please use this to aid in your hearing tonight. Thank you for your help, and I hope everything goes well.

Regards,

Nicolas Colon

**Nicolas Iokepa Colon**  
HNu Photonics  
Optical Engineer  
*B.S. Optical Sciences & Engineering*

Cell: 808-205-5817  
Work: 808-740-6111  
350 Ho'ohana St. | Kahului, HI 96732



Aloha Chair and Committee Members,

My name is Nic Colon and I am pleased to submit this testimony on behalf of Maui Economic Development Board (MEDB).

While working on Maui at HNu Photonics, I was contacted by my former mentor, Dr. J.D. Armstrong, of the UH Institute for Astronomy, regarding the AMOS Conference having “a program that you would be great for.” This program was the EMER-GEN program, presented by MEDB, and once again his care for educational advancement shined as he worked with Mike Maberry at the Maui Institute for Astronomy (IfA) to reach out to the MEDB to help me attend. After coordinating with J.D., Mike and Jeanne Skog, I found out that I was able to attend EMER-GEN and the AMOS conference with the full support of HNu allowing me to miss work for the whole week. It was an incredible honor to be able to attend the 2018 EMER-GEN program and AMOS Conference. As the recipient of MEDB’s “Jeanne Unemori Skog Leader and Entrepreneur Fund,” I was given the financial aid that enabled me to attend the EMER-GEN program—funding that came at a critical moment for me as I just graduated from college four months ago and had many financial obligations to consider repaying before spending more money on my career development. This award inspired me to take the most proactive approach to ensuring that I gained the most out of this experience. Because of this, I am greatly in debt to the MEDB and Jeanne Skog for their generous contribution to the development of my professional career.

It was exciting to see what special skills I could bring to help address the problem of Space Situational Awareness (SSA) and Space Traffic Management (STM) so that I could collaborate across the diverse talents of this cohort to champion universal innovation.

Throughout this entire program, it was very special meeting the many talented young professionals, and I was grateful to meet other STEM engaged individuals that work here on Maui. I was truly moved by the opportunity to meet such a diverse and intelligent cohort with both international and local backgrounds. The networking potential and the ways that I could expand my employment and skills into the STM and SSA issues today were invaluable, and I was awakened to the future career aspirations that I have moving forward as I pursue my Master of Science in Optical Sciences from UA online (part time masters, full time employment at HNu). I learned a lot about STM and SSA, and I am in contact with some EMER-GEN mentors to expand and start collaborative projects for telescope designs for SSA.

Many thanks to Maui Economic Development Board whose program and support has made this possible for me and other young professionals on Maui with careers in space.

Sincerely  
Nic Colon

## EDB Committee

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**From:** 'Ohana Kuailani <kuailani86@gmail.com>  
**Sent:** Wednesday, April 17, 2019 2:04 PM  
**To:** EDB Committee  
**Subject:** Ocean safety Maui

There needs to be a replacement for the pool guards who filled in when Maui ocean safety was short staffed. A solution would be part time workers. Part time workers would save Maui county money and would help seek out the best Lifeguard for a full time position when available. Ocean safety is very important on Maui due to it being surrounded by the ocean. People from around the world come to Maui to enjoy it's beaches. To keep people safe at Maui beaches, more lifeguards and better equipment is a must.  
Sent from my iPhone

## **EDB Committee**

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**From:** paulschumacherjr@aol.com  
**Sent:** Wednesday, April 17, 2019 3:24 PM  
**To:** EDB Committee  
**Subject:** Budget support for Maui Economic Development Board (MEDB)

Maui County Council members,

The high-tech industry on Maui, of which I have been a member for 14 years, is critically important for our local economy. It is also an important component of our stewardship for our next generations here, making and keeping Maui the prosperous and desirable place to live that it has become. I certainly appreciate the County's role in fostering the innovative atmosphere and business climate necessary for advanced technology to thrive.

In my experience in recent years, one of the best ways that you have fulfilled your role in this regard is through your generous support of Maui Economic Development Board. MEDB's programs directly enhance the innovative atmosphere and business climate that I just mentioned. For one example, MEDB runs the annual Advanced Maui Optical and Space Surveillance (AMOS) Technologies Conference. This is the premier conference in my area of space technology, in the U.S. and therefore the world. For another example, MEDB's commitment to STEM (science, technology, engineering and mathematics) education statewide is a model for the many STEM-related organizations around the country. A number of STEM teachers in Maui schools have been recognized for educational excellence at the state and national levels, as a direct result of MEDB's STEM grants.

This kind of positive visibility for Maui has to be earned by sustained, deliberate planning and action over many years. As you decide where your budget investments will be most effective for the public good over the next several years, I urge you to build on an already strong legacy: support MEDB at the highest level that you possibly can.

Sincerely,  
Paul W. Schumacher, Jr., Ph. D.  
160 Keonekai Road  
Kihei, HI 96753

## EDB Committee

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**From:** Rachel Vinatieri <[rvinatieri@gmail.com](mailto:rvinatieri@gmail.com)>  
**Sent:** Wednesday, April 17, 2019 5:26 PM  
**To:** EDB Committee  
**Subject:** Fwd: KULA PARK

Sent from my iPhone

Begin forwarded message:

**From:** Rachel Vinatieri <[rvinatieri@gmail.com](mailto:rvinatieri@gmail.com)>  
**Date:** April 17, 2019 at 5:21:55 PM HST  
**To:** [edb.committee@maucoubty.us](mailto:edb.committee@maucoubty.us)  
**Subject:** KULA PARK

Please build a playground at Kula Elementary! I would be so beneficial to our community!

Mahalo,

Rachel  
(707)738-5502

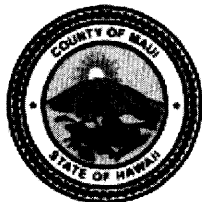
Sent from my iPhone

## **EDB Committee**

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**From:** Kelly King  
**Sent:** Wednesday, April 17, 2019 4:44 PM  
**To:** EDB Committee  
**Subject:** Fw: Proposed Tax Rate Change

With Aloha,



**Office of Council Chair Kelly T. King**  
South Maui Residency  
Office: 808.270.7108  
200 South High Street, 7<sup>th</sup> Fl  
Wailuku HI 96793  
[maucounty.us](http://maucounty.us)

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**From:** Theodore Wolfberg <tedwolfberg@gmail.com>  
**Sent:** Wednesday, April 17, 2019 10:38 AM  
**To:** Kelly King  
**Subject:** Proposed Tax Rate Change

So because we cannot vote, you are embolden to raise our property taxes?

Right now we pay the GET that everyone in Maui pays. We pay TAT of 10.25%. Our condo is appraised at at least 100% of its value. You are killing the goose that lays the golden egg and helps sustain the economy of this county.

You are not too concerned about coming up with accurate appraisals of homes throughout the county. Take a look at any real estate sale website and compare what home owners are asking for their homes with the assessor's values. Very significant differences. That would make up probably all your shortfall.

Let the homeowners who live on island pay their fair share. Or are you more concerned about getting re-elected?

What say you?

## **EDB Committee**

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**From:** Ulrich O Kirkegaard <uli@pacifictechgurus.com>  
**Sent:** Wednesday, April 17, 2019 2:27 PM  
**To:** EDB Committee  
**Subject:** Recycling in Lahaina - Malama Maui Nui

Aloha Maui County Council Members,

Please continue to support the monthly recycling program in Lahaina. We have so much stuff to recycle and people can only get to use this service if it indeed continues as clock-work. The support has been overwhelming and volunteers are always there helping. We Rotarians help and will continue to do so.

Lahaina, the entire West side, has a growing need – not less. So please don't cut funding but allot enough funds to keep the Lahaina Recycling program going every Third Saturday aka monthly.

We don't have anywhere else to take our stuff. I fear less recycling options equals more trash dumped in nature. It is so important that we grow a culture of recycling... we should be able to recycling daily, or weekly ... Monthly is already not very often. ...

Please help grow this program; give full funding to Malama Maui Nui ...

For a 'more betta' Maui pleeze ..

Have an awesome time 😊

Yours Truly Online,



**Ulrich 'Uli' Okura Kirkegaard**  
Principal Guru, Pacific Tech Gurus LLC  
Biz Tech Partners & Small Biz Specialist  
'Helping businesses tie IT all together'  
**Ph. (808) 661-1000 or Cell (808) 281-1169**  
E-mail [uli@pacifictechgurus.com](mailto:uli@pacifictechgurus.com)  
Visit <http://www.pacifictechgurus.com>

(Formerly Maui Tech Gurus)



### **Rotary Club of Lahaina Sunrise**

Past President

<http://www.lahainasunriserotary.org/>

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