

## Great Committee

---

**From:** Toni Marie Davis/A3H <toni@a3h.org>  
**Sent:** Tuesday, August 16, 2022 8:54 AM  
**To:** Great Committee  
**Subject:** 8/16/2022 Testimony  
**Attachments:** Maui Bike Tours 8.16.22 County Council.pdf

You don't often get email from toni@a3h.org. [Learn why this is important](#)

Aloha GREAT Committee Members,

I attached a copy of my testimony for today's meeting.

Mahalo,  
Toni

Toni Marie Davis/Executive Director  
Activities & Attractions Association of Hawaii, Inc.  
PO Box 598, Makawao, Hawaii 96768  
D: 808-871-7947 \* M: 808-264-0000\* F: 808-877-3104  
Toll Free: 800-398-9698





## Activities & Attractions Association of Hawaii, Inc.

August 16, 2022

### Re: **A Bill for an Ordinance Amending Chapter 5.22, Maui Code related to Bicycle Tour Businesses (GREAT-44)**

Aloha Chair Mike Molina and Vice-Chair Keani Rawlins-Fernandez & Committee Members,

Thank you for the opportunity to testify. My name is Toni Marie Davis. It's been my honor to collectively market & lobby on behalf of the State's in-destination experiences for the past 24 years. Maui Bicycle Tour & rental businesses are 100% owned by Hawaii residents; they are voters; their profits stay within the county, employing over a hundred, and biking down Haleakala was started 40 years ago by Cruiser Bob. Haleakala is among the world's most desirable places to bike. As a result, there is a huge demand that will be unchanged by any ordinances.

I have enjoyed the guided tour and unguided tours numerous times. My first was on a guided tour. Once comfortable enough, I did the "on your own" several times with my family and friends. Since I live on the route – I'll stop at my house on my way. It's a fantastic experience. How many of you have taken a tour or even met with bike companies? Visited their operation, seeing firsthand how they operate. From previous GREAT zoom meetings, council members met with the Kula community and spent time observing the tours without the businesses being represented. I hope you have at least read the Kimura International 2010 Bike Study Report commissioned by the County. Glenn Kimura did the tour!

In any conflict, there are two sides, and the truth is usually somewhere in the middle. Therefore, those making Public Policy should have a grasp on both sides, balancing the beneficial outcomes and adverse impacts. It is not an us vs. them; it is our community.

In a discussion between Chair Molina and commercial operators' resource representative an agreement to operate between 8 am and 1:30 pm and a Bike Free day was discussed. Operators also attended KCA meetings. There the time agreed was 9am and noon. KCA members shared they did not have intentions to stop or ruin these businesses. Neither included discussions to prohibit self-guided or end the ride above Kula. It seems this is the sole agenda of Chair Mike Molina. Removing the restrictions on guests & tours per day and no longer requiring a guide in the back are nice concessions. However, prohibiting unguided tours and limiting guided tours above 4,500 feet make these concessions a moot point. The proposed changes to Chapter 5.22 have some good and some bad, which will likely have unintended and undesirable consequences, for example:

- A downgrade of product offered by legal commercial operations
- Bike Tour customers will no longer patronize shops in Makawao Town
- Increased number of operations that rent bicycles and bike racks
- Increased number of illegal operations
- A lawsuit against the Maui County for prejudicial restraint of trade & possible Sunshine law violations

I urge you to rework the proposed ordinance to include only the changes agreed to between KCA, Chair Molina and the commercial operators.

Thank you for this opportunity to testify,

Toni Marie Davis  
Executive Director  
A3H