

COUNCIL OF THE COUNTY OF MAUI

# ENVIRONMENTAL, AGRICULTURAL, AND CULTURAL PRESERVATION COMMITTEE

July 10, 2020

**Committee  
Report No. \_\_\_\_\_**

Honorable Chair and Members  
of the County Council  
County of Maui  
Wailuku, Maui, Hawaii

Chair and Members:

Your Environmental, Agricultural, and Cultural Preservation Committee, having met on June 16, 2020, makes reference to County Communication 20-298, from Council Vice-Chair Keani N.W. Rawlins-Fernandez, transmitting a proposed resolution entitled "ESTABLISHING THE MĀLAMA MAUI COUNTY PLEDGE."

The purpose of the proposed resolution is to provide visitors with clear guidelines to demonstrate their commitment to appropriate, respectful, and safe behavior when visiting any of the islands within Maui County through the establishment of the Mālama Maui County Pledge.

Your Committee reviewed the resolution and expressed support for the pledge.

Your Committee discussed the need to extend the resolution's reach to increase awareness of the pledge and to increase the potential for collaboration with visitor and government agencies.

Your Committee revised the proposed resolution by amending Hawaiian words to increase their accuracy.

In addition, your Committee added a clause to recognize the Maui Visitors Bureau's education efforts as Maui County's visitor accommodations prepare to welcome back visitors.

Your Committee also added language to encourage operators of hotels and vacation rentals to have their guests sign the pledge and to

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have the pledge be displayed in as many spaces throughout Maui County as possible.

Finally, your Committee expanded the list of the resolution's recipients.

Your Committee voted 7-0 to recommend adoption of the revised proposed resolution and filing of the communication. Committee Chair Sinenci, Vice-Chair Kama, and members King, Lee, Molina, Paltin, and Sugimura voted "aye."

Your Committee is in receipt of a revised proposed resolution, incorporating your Committee's recommended revisions and nonsubstantive revisions.

Your Environmental, Agricultural, and Cultural Preservation Committee RECOMMENDS the following:

1. That Resolution \_\_\_\_\_, as revised herein and attached hereto, entitled "ESTABLISHING THE MĀLAMA MAUI COUNTY PLEDGE," be ADOPTED; and
2. That County Communication 20-298 be FILED.

This report is submitted in accordance with Rule 8 of the Rules of the Council.



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SHANE M. SINENCI, Chair

# Resolution

No. \_\_\_\_\_

## ESTABLISHING THE MĀLAMA MAUI COUNTY PLEDGE

WHEREAS, visitors to Maui County need clear guidance on appropriate, respectful, and safe behavior when visiting any of the islands within Maui County; and

WHEREAS, Maui County's visitors also need a mechanism to demonstrate their commitment to engaging in behavior that is safe to themselves and acknowledging our rich local history, culture, and environment; and

WHEREAS, the Republic of Palau and Hawai'i County have visitor pledges that outline a visitor's commitment to proper behavior while on vacation; and

WHEREAS, the Maui Visitors Bureau seeks to educate and inform visitors to our islands as we begin to welcome guests back to the islands, and this pledge is a good step in that work; and

WHEREAS, a visitor pledge would help Maui County's visitors understand how they are expected to behave; now, therefore,

BE IT RESOLVED by the Council of the County of Maui:

1. That the following is established as the Mālama Maui County Pledge:

I pledge to ho'oma'ema'e (do what is right) while visiting the islands and waters of Maui County.

I will mindfully experience the breathtaking natural beauty of the 'āina (land) and the welcoming aloha spirit of its po'e (people).

I will be ha'aha'a (humble) and no'ono'o (thoughtful) in my actions.

I will remember that each step I take is upon land that is someone else's home, sacred site, and living history.

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If I do not know proper, respectful, or safe behavior, it is my kuleana (responsibility) to 'imi na'auao (seek knowledge) and ask before acting.

I will be maka'ala (aware) while swimming and hiking, and I will respect the strength and power of ocean currents, rushing streams and the variable and unfamiliar terrain of these islands.

I will admire wildlife from a safe and respectful distance, as Hawai'i is the endangered species capital of the world.

I will take nothing from this wahi (place) but memories and leave nothing but gratitude.

I pledge to mālama (take care of) Maui County, and remember that:

He ali'i ka 'āina; he kauā ke kanaka.  
"The land is a chief; man is its servant."; and

2. That it encourages the Maui Visitors Bureau to work with the Hawai'i Tourism Authority and airline partners to furnish the pledge for signing, along with other customs declarations forms, before landing; and
3. That activity businesses that hold County permits to operate on public lands or in our nearshore waters are encouraged to have their customers and guests sign the pledge to show their respect for our precious resources; and
4. That it also encourages display of the pledge in as many spaces throughout Maui County as possible to serve as reminders of responsibility and etiquette for both our visitors and residents; and
5. That certified copies of this resolution be transmitted to the Honorable Brian E. Schatz, Senator, United States of America; the Honorable Mazie K. Hirono, Senator, United States of America; the Honorable Ed Case, Representative, United States of America; the Honorable Tulsi Gabbard, Representative, United States of America; the Honorable David Y. Ige, Governor, State of Hawai'i; the Honorable

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Rosalyn H. Baker, Senator, State of Hawai'i; the Honorable J. Kalani English, Senator, State of Hawai'i; the Honorable Gilbert Keith-Agaran, Senator, State of Hawai'i; the Honorable Lynn DeCoite, Representative, State of Hawai'i; the Honorable Troy N. Hashimoto, Representative, State of Hawai'i; the Honorable Angus L.K. McKelvey, Representative, State of Hawai'i; the Honorable Tina Wildberger, Representative, State of Hawai'i; the Honorable Justin H. Woodson, Representative, State of Hawai'i; the Honorable Kyle T. Yamashita, Representative, State of Hawai'i; Keith Regan, Chief Administrative Officer, Hawai'i Tourism Authority; Sherry Duong, Executive Director, Maui Visitors Bureau; Rod Antone, Executive Director, Maui Hotel & Lodging Association; Jen Russo, Executive Director, Maui Vacation Rental Association; Pamela Tumpap, President, Maui County Chamber of Commerce; JoAnn Inamasu, Director, Office of Economic Development, County of Maui; and the Honorable Michael P. Victorino, Mayor, County of Maui.