

## Clarita Balala

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**From:** PSLU Committee  
**Sent:** Tuesday, October 13, 2020 4:19 PM  
**To:** Clarita Balala; Ana L. Lillis  
**Subject:** FW: Lāna`i Ground Sign Testimony  
**Attachments:** Ground Signs Testimony 1.pdf

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**From:** Kathy Carroll  
**Sent:** Tuesday, October 13, 2020 4:18:34 PM (UTC-10:00) Hawaii  
**To:** PSLU Committee  
**Subject:** Lāna`i Ground Sign Testimony

See attached.

Kathy and Mike Carroll  
Mike Carroll Gallery  
443 7th Street, PO Box 630645  
Lāna`i City, HI. 96763

808-565-7122

[www.mikecarrollgallery.com](http://www.mikecarrollgallery.com)

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October 13, 2020

Dear Planning and Sustainable Land Use Committee,

We have lived on Lāna`i for almost 20 years and operated our small-business for 18 years. Like many other “mom and pop” businesses on Lāna`i, we have a wooden ground sign that is attractive and well-maintained. The signs around town are aesthetically pleasing and in keeping with a charming country-town look and feel.

We have weathered many financial challenges over the years, and the COVID crisis is by far the most crushing. Things are challenging enough for small businesses on this island, even during “normal” times. To even consider removing the unobtrusive — and only — store identifiers during these dire days is unjustifiable at best, and punitive at worst.

As small business owners who want to see the entire business community thrive, we urge the committee to vote against this prohibition of ground signs in Lāna`i City.

Respectfully submitted,

*Mike Carroll* *Kathy Carroll*

Mike and Kathy Carroll  
Co-owners