

PSLU Committee

From: Phoenix <freebird.dupree@live.com>
Sent: Tuesday, October 13, 2020 5:58 PM
To: PSLU Committee
Subject: A list of Lanai City Ground Signs and testimony
Attachments: IMG_0003.jpg; IMG_0004.jpg; IMG_0005.jpg

Aloha Maui County Council Members:

Thank you for receiving testimony from the Lanai Community regarding the ground signs.

Attached is a list of the businesses with ground signs in the Town Square.

Thank you for your hard work and service to Lanai.

Sincerely,

Phoenix Dupree

Ground Signs

Good Afternoon. I am Phoenix Dupree, owner and operator of Blue Ginger Café, a Lanai restaurant and bakery. The purpose of my testimony is to support grass roots marketing, specifically for the Lanai City Small Business ground signs. They are attractive. People love them. Tenants have repainted them. **They help people find us.** Please, do not accept the late revision designed to remove them.

Lanai has been **hard hit** by the pandemic. We've lost critical revenue streams: hunters, day trippers, construction workers, hotel guests. Locals are laid off - the economy is on the ropes. **The idea of removing our ground signs**, which help identify us and facilitate traffic, **is cruel and offensive**. This revision does not represent what the Lanai Small Business Community or customers want. There is no Lanai support for this proposition. In fact, some are disappointed that our representative, **never spoke to anyone on Lanai** about his **going away gift**.

While talking story about signage at the Lanai post office, one Lanai resident pointed to the ground sign there – dedicated to Goro Hokama. He said, "that should be the first to go." I don't agree. That sign is commemorative and serves a purpose, while ours are informative, serving another purpose.

There are compelling reasons to keep our ground signs: they **reflect a cohesive, vibrant business community**. They are universally supported – no one thinks they're an eyesore. **Many are shocked to hear it is even an issue**.

The thirty small business ground signs in Lanai City are **aesthetically pleasing**. Not only do they **tie our town together** because each shop has one, but they're all **unique**, each design reflects a characteristic of that business. We're overwhelmingly dependent on visitors, and signage offers a map of our town, facilitating traffic. Not all businesses here are created equal: not everyone is in the square, and some businesses look more like a house than a business. Signage helps to **level the playing field** and **increase exposure** of new and smaller businesses, and those further from center. New shops with beautiful signage include: Rainbow Pharmacy, Venture Therapy, Lanai Kinaole, and Hope House,

four places that target seniors. Do you think anyone wants to rip out those signs, and confuse our kupuna?

Without signs people become confused, sometimes they're Very Important People. Fifteen years ago, I overheard the former owner of Lanai, David Murdoch, walking around town square with a man who was explaining to Mr. Murdoch what was in each building, due to a lack of signage. Surprisingly Murdoch's buildings had to be identified to him, and he had owned Lanai for twenty years. Eight years ago, after he bought Lanai, Larry Ellison came to Blue Ginger. He asked my son "where's the grocery store," and "where's the Hotel." He owned both buildings and had an entourage with him, but nobody knew. There were no ground signs yet in place.

What could possibly be a compelling reason to support this proposition? Are they an eyesore? No. Maybe nostalgia? We long for the past, but **does that mean we cannot move forward, as we face the future**. Shall we bring back the 8 pm and 5 am whistle? Should we close the resorts and return to pineapple? Nostalgia is not a compelling reason to take out signs & make us absorb the cost of replacement.

Actions speak louder than words. We'd be better served if our Lanai representative would find something positive to focus on - to help us. As a small island ravaged by the economic downturn, not knowing if we're going to survive, destroying our signs is like kicking us when we're down. Half of all businesses are at risk of closing in the next six months. Some of us won't be getting back up.

Thank you for accepting my testimony: please reject this late and undemocratic revision to the Guidelines.

I have attached a list of the businesses with ground signs in Lanai City town square.

BUSINESS	CONTACT PERSON	GROUND SIGN	SUPPORT YES/NO
US POST OFFICE		YES	
MIKE CARROLL GALLERY	MIKE	YES	NO
RAINBOW PHARMACY	KURT	YES	NO
LOCAL GENTRY	JENNA	YES	NO
PINE ISLE MARKET	KERRY	YES	NO
BLUE GINGER CAFÉ	PHOENIX	YES	NO
LANAI CULTURAL & HERITAGE CENTER	DIANE	YES	NO
NO KA OI GRINDZ	NOEMI	YES	NO
VENTURE THERAPY	JESSICA	YES	NO
LANAI THEATER	ROGER	YES	NO
COMMUNITY THRIFT SHOP	REV. STEVE	YES	NO
PELE'S OTHER GARDEN	BARB	YES	NO
LANAI CITY GRILLE		YES	NO
HOTEL LANAI		YES	NO
LANAI KINAOLE	VAL	YES	NO
HOPE HOUSE		YES	
THE HULA HUT		YES	NO
565 CAFÉ	KELLY	YES	NO
LANAI FEDERAL CREDIT UNION	CHARITY	YES	NO
PINEAPPLE BROTHERS		YES	
OKAMOTO REALTY	KAY	YES	NO
LANAI LUMBER AND HARDWARE	ALBERT	YES	NO
PULAMA LANAI KITCHEN		YES	NO
LANAI ART PROGRAM	KATIE	YES	NO
UH MAUI COLLEGE LANAI	PAM	YES	NO
OFFICE OF HAWAIIAN AFFAIRS		YES	NO
BANK OF HAWAII		YES	
FIRST HAWAIIAN BANK		YES	
LANAI DISTRICT COURT		YES	
LANAI COMMUNITY HEALTH CENTER		YES	
MAUI POLICE DEPARTMENT		YES	
LANAI COMMUNITY CENTER		YES	
LANAI GYM		YES	
SACRED HEARTS CHURCH		YES	
LANAI UNION CHURCH		YES	
LANAI BAPTIST CHURCH		YES	
KINGDOM HALL OF JEHOVAH WITNESSES		YES	
STRAUB CLINIC		YES	
LANAI COMMUNITY HOSPITAL		YES	
LANAI HIGH AND ELEMENTARY		YES	