

April 12, 2021

MEMO TO: BFED-1 File

F R O M: Tamara Paltin  
Councilmember

A handwritten signature in black ink that reads "Tamara M. Paltin". The signature is written in a cursive, flowing style.

SUBJECT: **BFED-1 PROPOSED FISCAL YEAR 2022 BUDGET FOR THE  
COUNTY OF MAUI** (CC 21-30)

The attached information pertains to Item BFED-1, Department of Parks and Recreation on the Committee's agenda.

Attachment

**ECONOMIC DEVELOPMENT, ENERGY,  
AGRICULTURE, AND RECREATION COMMITTEE**  
Council of the County of Maui

**M I N U T E S**

**Council Chamber**

**November 29, 2016**

**CONVENE:** 1:34 p.m.

**PRESENT:** VOTING MEMBERS:

Councilmember Don S. Guzman, Chair  
Councilmember Elle Cochran, Vice-Chair  
Councilmember Don Couch (arrived at 2:44 p.m./left at 3:16 p.m.)  
Councilmember Stacy Crivello  
Councilmember Riki Hokama  
Councilmember Mike White

**EXCUSED:** Councilmember Michael P. Victorino

**STAFF:** Sharon Brooks, Legislative Attorney  
Pauline Martins, Committee Secretary

Ella Alcon, Council Aide, Molokai Council Office (via telephone conference bridge)  
Denise Fernandez, Council Aide, Lanai Council Office (via telephone conference bridge)  
Dawn Lono, Council Aide, Hana Council Office (via telephone conference bridge)

**ADMIN.:** Jerrie Sheppard, Deputy Corporation Counsel, Department of the Corporation Counsel  
Jeffrey Ueoka, Deputy Corporation Counsel, Department of the Corporation Counsel  
Mark Walker, Deputy Director, Department of Finance  
Teena Rasmussen, Director, Office of Economic Development, Office of the Mayor  
Kaala Buenconsejo, Director, Department of Parks and Recreation  
Wendy Taomoto, CIP Coordinator, Department of Management  
Frederick Redell, Energy Commissioner, Office of Economic Development, Office of the Mayor

**OTHERS:** Blossom Feiteira, Executive Director, Friends of Moku`ula  
Tiare Lawrence  
John Monahan, President and Chief Executive Officer, Hawaii Visitors Convention Bureau

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Jay Talwar, Senior Vice President of Marketing, Hawaii Visitors  
Convention Bureau  
Tanya Lee-Greig, Maui Island Director, Cultural Surveys Hawaii, Inc.  
Stanford Manuia  
Plus (12) other people

**PRESS:** *Akaku Maui Community Television, Inc.*

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CHAIR GUZMAN: . . . *(gavel)*. . . Economic Development, Energy, and Agriculture, and Parks and Recreation Committee now shall come to order. My name is Don Guzman. I'm the Chair of the Committee. Before we begin, please turn off your cell phones or put it in silence mode. I'm gonna introduce our Members for today's meeting. Our Vice-Chair of the Committee, Elle Cochran.

VICE-CHAIR COCHRAN: Aloha, good afternoon, Chair.

CHAIR GUZMAN: Good afternoon. Stacy Crivello.

COUNCILMEMBER CRIVELLO: Aloha, Chair.

CHAIR GUZMAN: Riki Hokama. And Mike White.

COUNCILMEMBER WHITE: Aloha, Chair.

CHAIR GUZMAN: And also we have for our Corporation Counsel, Deputy Jerrie Sheppard. And our Staff is Pauline Martins, our Secretary, and our Legislative Attorney is Sharon Brooks. Before we begin, I'd like to remind everyone that you'll have three minutes to testify and when you testify and you come to the podium, please state your name and/or organization in which you represent. You'll have three minutes to testify and when the red light blinks, you should conclude your testimony. I'm gonna go ahead and check in with our District Offices. Checking in with Lanai Office, are you there?

MS. FERNANDEZ: Good afternoon, Chair. This is Denise Fernandez on Lanai.

CHAIR GUZMAN: Is there anyone wishing to testify?

MS. FERNANDEZ: There is no one waiting to testify on Lanai.

CHAIR GUZMAN: Thank you, Ms. Fernandez. And on Hana Office, are you there?

MS. LONO: Good afternoon, Chair. This is Dawn Lono at the Hana Office and there is no one waiting to testify.

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CHAIR GUZMAN: Thank you, Ms. Lono. Turning our attention to Molokai Office, are you present?

MS. ALCON: Good afternoon, Chair. This is Ella Alcon on Molokai and there is no one here waiting to testify.

CHAIR GUZMAN: Thank you, Ms. Alcon. Bringing us back to the Chambers, can you please call our first testifier?

MS. BROOKS: The only testifier at this point is Blossom Feiteira.

**. . . BEGIN PUBLIC TESTIMONY . . .**

MS. FEITEIRA: Good afternoon, Members of the Committee, Mr. Chair. Thank you for this opportunity to provide testimony on three items on your agenda and specific Item No. 43, 55 and EAR-2. In regards to Item No. 43, I'm sorry, you are looking at possibly the creation of, I'm sorry, I think I'm reading the wrong one. Actually I'd like to start off with EAR-55, Establishing a Hawaiian Cultural Restoration Fund. The Friends of Mokuula actually really likes this idea and I think it's important enough to stand in support of the Committee's recommendation to establish this fund. I also believe that putting the money from the parking lot is a good idea. Our experience, as you know, Mr. Chair, with trying to establish the way we were spending the money over the course of the past ten years, having the money in a fund means that you have more control and accountability for this, so we would very much strongly support the establishment of this fund. I would also like to recommend that because the County has other municipal parking lots available to you, that you might also want to consider using them as fund generators to supplement the money in this fund. There is a dire need for historic preservation funds in Maui County and the more money that we have available for the County and community to use to do that kind of work would be a great help to us. In regards to the recommendation by the, and I think this is EAR-43, you're talking about possibly disapproving the original recommendation that we continue the operation of the concession license. We've had issues and challenges and you know that. I am trying to come up with an adequate response to your concerns about how we were spending the concession funds since 2003. As you notice, I have nothing in front of me. I brought no paperwork and no reports because I need to inform the Committee that we did an internal audit ourselves and I went through all of the messed-up files and I'm gonna tell you straight up, sir, that the Friends of Mokuula used that money for admin and operations, bottom line. Whether or not it was used for preservation and restoration purposes, from 2003 to 2013, there was no activities regarding preservation and restoration. It wasn't until I came on board and I saw the requirement from the amendment to the original license that we began to focus efforts and investing funds into cleaning the place up, maintaining it, opening it up to the public, you know, doing minor repairs as we needed to and sinking a lot of that money in a research and development of a new project plan for the

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restoration. So, you know, I'm putting myself at your mercy. I know that you had asked me to do a very comprehensive research and report and I did. And I have to tell you that emotionally, when I realized what had happened, I was very not happy with what I found. And I think that we can use all the excuses in the world to address this, but the bottom line is this, the Friends of Mokuula, in my opinion, as the Executive Director did not adequately spend the money the way we were supposed to for the first ten years. The other consideration that I would like to bring before this Committee is that when reviewing all of these documents, I also realized that there was no real guideline set by the County on how we should be spending the money. When I looked at the reports that were called for starting in 2010, it was focused in on use of the property and not necessarily the concession funds. So taking all of that into consideration, I would ask for this Committee, you know, we are at the point in our planning process that we are very, very close --

MS. BROOKS: Thirty seconds.

MS. FEITEIRA: --to opening a, starting the project. We are looking at a year. The latest development actually is pushing it back a year, but we're looking at actually breaking ground in the end of 2017. And so I would ask this Committee to consider allowing us to keep the concession funds until we can break ground. I am in the process of getting all of my grant applications out the door. The monies will become available if we're successful starting in July.

MS. BROOKS: Three minutes.

MS. FEITEIRA: And if I could just impose a little bit. And then the second one is the, your last one. There is a consideration to essentially take away the lease and the license from us. As I said earlier, we are very, very close to breaking ground. It has been a focus of our, of my time at the Friends of Mokuula to get this project off the ground. The community has been in strong support of our efforts. We've kept them online and well-informed over the course of the past three years. And so I would ask the Chair to support our efforts once again for at least another year. Let us show you that we do have the capacity to be able to keep to what our commitments are. Thank you.

CHAIR GUZMAN: Thank you. Members, do you have any follow-up questions for the testifier? Seeing none, thank you very much, Blossom. Thank you.

MS. BROOKS: Next testifier will be Tiare Lawrence.

MS. LAWRENCE: Aloha, Committee. I just wanted to just do a brief testimony on EAR-55 and EAR-2. When I saw this come up on the agenda for the Hawaiian Cultural Restoration Fund, I was a little bit questionable as how things would be managed and I just wanted to take the time to say that I would hope that whatever funds are generated are used for Mokuula. You know, it's a struggle to resource funding and I just personally would hope that the monies be used there because they need every

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penny that they can get at this point. As far as EAR-2, I will say that growing up in Lahaina, I've seen the course of what had happened to the park and the past two years I can say that I've seen much more progress than before and bless Uncle Akoni, so, I miss him so much, but I think things are moving and I think there's progress coming. And I'm hopeful that within a year, that things are gonna move. So I would hope that still give the opportunity for the Friends of Mokuula. I know they have had their issues in the past, but I think they're trying really hard to work through it because obviously, you know, there was different executive directors and board members and, but I see progress happening and I just kinda wanted to share that today and thank you.

CHAIR GUZMAN: Thank you very much for your testimony. Members, have any follow-up questions? Seeing none, thank you very much. Next.

MS. BROOKS: There are no more testifiers in the Chamber.

CHAIR GUZMAN: Okay. Last call for testifiers. Seeing none, Members, there are no other testifiers. Without objections, I'd like to close public testimony.

COUNCILMEMBERS VOICED NO OBJECTIONS.

CHAIR GUZMAN: Thank you.

**. . . END OF PUBLIC TESTIMONY . . .**

**EAR-67    USE OF COUNTY PROPERTIES IN THE HAIKU SUGAR EAST SUBDIVISION  
AT HAMAKUALOA (MISC)**

CHAIR GUZMAN: Moving to the first item on today's agenda, we have a long agenda, Members, and I'll try to go as fast as I can. Starting with EAR-67 and this is basically under our rules regarding temporary investigation committees, TIGs. We are to submit just the report and there will be no discussion on this matter. And it is EAR-67, Use of the County Properties in the Haiku Sugar East Subdivision at Hamakualoa. This is actually a, the background dated September 6, 2016, from the County Clerk, relating to the use of the County properties recently acquired in the Haiku Sugar East Subdivision in Hamakualoa, Maui, Hawaii. Correspondence October 12, 2016, from myself, relating to the proposed, proposal establishment of a temporary investigative group to make findings and recommendations on: (a) a process by which a master plan for the County properties in the Haiku Sugar East Subdivision, Hamakualoa, Maui, Hawaii, may be developed; (b) identification and resolutions on the immediate issues including signage, access, gates, and security; and (c) general identification of potential appropriate areas of the use. The Committee may be present, presented by the temporary investigative group's findings, but no

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deliberations may be taken and no legislative action on this first reporting. Members, the committee chairs of the TIG were myself and Elle Cochran, as well as Member Mike White as a member of the TIG. A copy of the report has been passed out to all of you and under Section 92-2.5 of the HRS and the State Sunshine Law the Committee may only receive the report at this meeting and may not have any deliberations on it until a subsequent meeting. So our next meeting for disclosure and actual discussion of the report is set for December 6, 2016. Members, do you have any questions at this time? Seeing none, at this time, without objections, the Chair will defer this matter.

COUNCILMEMBERS VOICED NO OBJECTIONS.

CHAIR GUZMAN: Thank you.

**ACTION: DEFER.**

**EAR-68 HAWAII VISITORS AND CONVENTION BUREAU MARKETING OVERVIEW AND STRATEGIES (CC 16-215)**

CHAIR GUZMAN: Members, moving on to the next item on today's agenda, EAR-68. The Committee is in receipt of the County Communication 16-215, from the Council Chair, relating to the Hawaii Visitors and Convention Bureau Marketing overview and Strategies. The Committee may receive a presentation from the representatives of the Hawaii Visitors and Convention Bureau and discuss the matter. The Committee may also consider the filing of County Communication 16-216 and other related actions. Members, the HC...HVCB is a private marketing contractor to the Hawaii Tourism Authority. We have two members here today from the company and they will describe the company, as well as the different strategies that they use to market. We have John Monahan, is that right, Monahan?

MR. MONAHAN: Monahan.

CHAIR GUZMAN: Monahan. Monahan and he's the President of the, and also Chief Executive Officer. His responsibilities are to oversee the marketing of the leisure travel, corporate meetings and incentive sales and marketing for North America. And we have Jay Talwar and he's the Chief Marketing Officer. Gentlemen, can you, would you please proceed, whichever one will proceed with the presentation first.

**. . . BEGIN PRESENTATION . . .**

MR. MONAHAN: Thank you, all. We appreciate the opportunity and the invitation from the Council Chair to come present to you today. We had a nice introduction, so I won't bother telling you who we are. HVCB is the parent organization of the Maui Visitors Bureau. And in addition to having the Statewide contract from HTA to market Hawaii

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to North America currently, we are, we stand in support and assist MVB on their, all of their Maui Nui efforts. So, we are a support arm for them as they market to North America. We'd like to apologize, Sherry Duong, our Executive Director was scheduled to be here, but I guess that's the bad news. The good news is she's currently on Oahu at a meeting where she's fighting for CPEP funds for Maui, which is the County Product Enrichment Program money, of which for this year Maui County received about 400,000 from HTA, so that battle's going on today. I'm sure Sherry will be successful. Jay, you want to talk a little bit about the noise?

MR. TALWAR: Aloha. Alright. I think what we first wanted to talk about a little bit is the funding we're entrusted with to market the islands, the Hawaiian Islands, includes a challenge which is being noticed first and foremost and it takes an approach that allows us to break through the clutter of the marketing noise that's out there. If you think about yourself, how many ads you saw in the newspaper this morning, what you heard on the radio, what you saw on TV last night, what you see on your computer, there's more than 100, you know, we need to be better than 1 in a 100 to stand out, more than 1 in a 1,000, more than 1 in 5,000. So, the first thing we do is we make sure we have some science behind our messaging in the way we structure things and the way we go about things. Generally stated, for all of our campaigns, what we're doing is helping promote the islands, the way the islands want to be positioned across the market to get visitors to visit the islands. And we drive people from awareness, general awareness of each of our islands in a positive way so they desire to visit here and then move them closer with communications to intend a visit in the next two years. And those are measures that we have in the marketplace that allow us to see how well we're moving people down that continuum towards conversion where we work real closely with all the partners on island to go ahead and make the sale and now thanks primarily to social media, we're able to work with folks after they've been here and while they've been here to have them come back and be loyal advocates for the islands. Before we get too far into that, though, I think it's important to understand kind of the marketplace we work in. So, John, I'll give it back to you.

MR. MONAHAN: Yeah. You know, we do a lot of research. We spend a lot of time trying to understand the market. We have a philosophy and a marketing method that we use which we'll describe in a minute, but it's important to understand the playing field, where we are currently and adjust our plans accordingly. We feel we've had a pretty good year this year and we feel that we've kind of got a stable situation in the U.S. domestic area. We're forecasting spending to be about the same in 2017 as has been the last two years and we're seeing that personal trips, the number of trips taken appears to be tightening a little bit, but in an election year, there's a little bit of uncertainty. But we don't see a major change in the desire for people to vacation, so all in all, it's pretty stable. Further in our research, we take a look at Hawaii, specifically, and the good news is we have consistently shattered records coming out of the recession for desire to visit Hawaii over the next 24 months. We measure using the MMGY Global travelhorizons study which HTA pays for and are able to ask specific questions. So when air leisure travelers are asked, are you very, are you likely to visit



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Hawaii in the next 24 months, we are at this last quarter, 43 percent of the air leisure travelers say that they would be visiting Hawaii or they were likely to visit Hawaii in the next 43, in the next 24 months. All time high, you can see coming out of the recession how things have exploded, so Hawaii is getting their good share of travel demand out there. On the negative side, the strengthening dollar has hurt us a bit. The, Europe is very exciting, particularly for our East Coast visitor right now because of the strength of the dollar. Countering that a little bit in France has been the terrorism activity, but the strengthening dollar is hurting us a bit particularly for the international traveler. On the good news side, our airlift is, been, has shown unbelievable growth. We've gotten more than 2.3 million non-stop schedule air seats to Maui from the U.S. and Canada in this past year, which is a 21 percent increase over the previous peak back in 2006. We really have Alaska Airlines and an assist from Hawaiian to really thank for that. Alaska stepped in and has just taken over the routes that Aloha Airlines used to fly, as well as ATA, and has been just an instrumental part in our recovery from the recession, particularly in the neighbor islands, because they fly a disproportion number of their seats to the neighbor islands. In terms of arrivals on Maui, this is our data through September. Year-to-date arrivals, Maui's up 3.7 percent. U.S. is up 4.8. Canada is down 7.4 percent primarily due to the strength of the dollar and the loonie had a catastrophic fall over the last 18 months. That's stabilizing a bit now with actually expenditures growing in the most recent month. International arrivals on a pretty small base were up 5.6 percent.

MR. TALWAR: And we also want to make sure that as we craft the advertising, the promotions, the marketing materials, we understand who we're targeting and make sure we're effectively spending the funds. The good news is through, use to be DBEDT, now HTA, they have a on-going study of visitors as they're leaving the destination, where they're asked a series of questions on what they actually did while they're here. And we look at that and we look at the component that was extremely satisfied with their visit to Hawaii and generally, we are finding that those are people who engage in the destination, they don't just kind of plop and drop on the beach, but they get out, they engage in the cultural activities and the different experiences that are around the destination. They also spend a little higher. And so we create profiles of those folks with the higher satisfaction and focus on them. As a composite, the U.S. overseas traveler is kind of the larger target and what we're able to do with this study is create our own target, the Hawaii target traveler, which is roughly half of that overall audience. So it helps us focus our messaging a little bit better, get a little better efficiency out of our media plans and our media spend. That evolves, as times evolve, as we hit the financial crisis in 2008, we were able to look at that database again and pull in and really focus on those folks who were most likely to visit within the next year and we really highly-tuned our messages to those folks and came out of the recession fairly strong. The good news has been the last several years, visitation has been great. Spending has been wonderful by visitors in the islands and so we've been able to look at the data a little closer and what we've seen is just about a 98 percent visitor satisfaction rating with their vacations to Hawaii from the U.S. market and about 74 percent of U.S. visitors on island are repeat visitors. So they're

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coming. They're having a good experience and they tend to come back and so as the long-term branding agency for the Hawaiian Islands, what we focus on now is those who fit the profile, but have yet to pull the trigger on a vacation to Hawaii so we can get some new customers into the mix because we know they'll come here based on past visitors, they'll enjoy their visit and start to repeat. We look at them closely. There's, you know, geographic segmentation that happens beyond the U.S. East and the U.S. West, we get down to individual markets as well. We pull a lot of demographic data on them that's helpful, but what's really helpful is getting to understand them in terms of their travel values and what they value more in terms of experiences, why they vacation, why they select the destinations they go to, why they haven't selected the Hawaiian Islands yet, what they like to do when they're on vacation. And beyond these kind of more macro studies, we go and we meet with visitors across the country in focus groups and also in electronic focus groups that allow us to scale that up to bigger numbers to really get a good understanding of why they're coming and sometimes why they're not coming. And so those challenges are all kind of feeding into the machine that allow us to understand who we're targeting, how to target them and then how to define a marketing plan to get those never-beens to come to the Hawaiian Islands for the first time.

MR. MONAHAN: And this is a process, by the way, not only does the central organization at HVCB follow, but also all of our island chapters, so it's important for us to make sure that our marketing dollars are precious and they need to be targeted to the areas where we are most likely to create the sale, so this is a company-wide process that everyone follows, and at each, each island has their own brand. We've rebranded the, about seven or eight years ago, so that each island has a specific, unique brand.

MR. TALWAR: And then working with the data, we develop profiles for the types of travelers, the overall avid traveler, then the first timer who's that person who has yet to select a trip here. Then people have slightly different values. Some are more interested in cultural activities, others in soft, outdoor recreation, golf as well as the romance traveler. And so we put this data together to allow us to select the media profile. Working through that audience research, we append it with Nielsen and Forrester and other data that allows us to enrich our understanding of this audience. We can then look at where they go for information, entertainment, education, their reading and media consumption habits, then the final filters are passed, performance, cost efficiencies, the environment of our messaging, how well we can target and also the kind of the added value that negotiate and custom opportunities. So that all feeds our overall marketing plan, which generally stated, can be comprised of paid media, which is the advertising, earned media, which is public relations, and owned media, which are the social media channels we now manage. On the paid media side of things, there are publications. Generally, magazines and print as a category, readership is down, but in the travel and in the cuisine categories, it's still a very healthy environment. People particularly in our target audience are still reading these publications, so we monitor that and place our ads in the right places as well as the online opportunities. On broadcast, we work with the Travel Channel and HGTV and

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we select the appropriate programming on those networks that attracts the audience. There are also high-end cinema networks across the country now, that have theatre experiences where generally people are spending about \$100 per person per night, come in, see the movie. Then also have cuisine and hot food and, you know, the craft cocktails or the high-end wines by the glass, so it allows us to then put our messaging in front of an audience that fits our profile, also on the big-screen environment and we select particular cinemas and the movies that are playing, so it's the right environment, the right crowd. On the social media channels, you know, we've learned a lot the last three-four years as this has just kind of taken off as a medium for us and we've had good luck, particularly, with Facebook and a lot of the social media channels. We're currently wrapping up an edit for a social media video on Lanai, I'm sorry, on Molokai and we'll be doing Lanai in the first quarter and one for Maui Island as well, so, exciting stuff. On the PR side of things, it's still, we call it earned, but there's still a paid component because you generally need to somehow convince the writers, the editors to come to the island. The on-island partners help us quite a bit, but it allows us to tell a deeper story about the destination in a way, in a format that's longer than a commercial. And then there's social media which has really taken off. We work with two groups of people. One are the on-island ambassadors and the other are the folks who we bring in much like travel media in the old days, the influencers, as we call 'em and they have followers that are passionate about the same things. And so we bring them on island and allow them to share experiences. We pair the influencers with an on-island ambassador and we pair 'em up in a way that they have a shared passion and we put together an experience for them over several days that just knocks their socks off and so they post like crazy and one or two days we follow them around with a camera crew and capture that content for our use as you see here. We also use that content as you can see in print ads. This is an example of a print ad and more and more people want to get their information from other people as opposed to organizations or brands and so our ads are looking more and more like an opportunity for the influencer or the on-island ambassador to share what they want to share about each of their islands to potential visitors. And so more and more we're coordinating our messaging that way and we're getting great results in terms of the research we're doing on its effectiveness. The other thing we're doing is we're looking at TV a little differently. One thing we found is, if you think of our target audience, you know, they're generally, you know, professional, busy people. Time is an issue. Free time is a real challenge when they're back home and so what they value in their vacation is the opportunity to get away, not have a schedule that's completely marked up for the full day, to make stuff up as they go along, but to have an experience that no one else in their peer group has had. We call them merit badge worthy moments. So they can go back home to their peer group and say, you may have been to Maui, but did you know you can go up to Makawao and see X, Y, Z. In fact, we saw this glass blower and here's the bowl you're eating out of right now is from Makawao. And so they have that kind of merit badge they can share with their friends. The recent research shows more than that now. They also want to be enriched by the experience, so they want to have a vacation. They want to relax, but they want to be enriched also. And it's either personal enrichment and/or having a better relationship with

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their travel partner. And so we take that insight and we create videos that we play on social channels as well as on TV and here's one, hopefully it plays now that we had on air all year this year. So it just kind of shows what happens to people in Hawaii, they can kinda let their guard down and get to know each other again the way they were before work kinda grabbed a hold of them. So in terms of the program, what we always do is look to see what's working. We do this, it's an on-going survey across the country and then we get a quarterly report and rolls up to an annual report. And it kind of, not only gives us a benchmark for how well things are working, but it also teaches us what's not working, what we need to fine-tune. As I mentioned earlier, the focus of this campaign really has been on those folks who fit the profile, the Hawaii target traveler, but have yet to come here and so that's the never-beens on the chart. And you can see in the blue line, the 17 percent have not seen any of those marketing materials, but 17 percent of those people still are interested in coming to Hawaii within the next 2 years, but it doubles after they've seen the campaign. And then the good news is, we also want to make sure what we're doing with the marketing has a positive effect on those people who have been here in the past. We don't want to turn them off because they are today's customers. And so we see a big delta between those who have not been exposed versus those who have been exposed to the marketing elements. So it's working for both components of the target audience. And then we break it down quite a bit. There's a lot of different data in there that allows us to look at what's working, what's working better than others. We can look at by media, we look at it by specific message we put out on the marketplace, so it's a great tool for us to keep learning each year and evolving and kinda fine-tuning the messaging as we go forward. We also from time to time go into a market and do a deep dive in the research to understand what's working and what's not working. We went into the Los Angeles market and put in a program right after, I guess this was in 2009 after the economy just dropped and visitation to the islands dropped significantly. As John mentioned earlier, Aloha and ATA Airlines went away, 15 percent of our lift in a matter of 2 weeks, so kind of dire times and we were able to go into the market with some additional funding that we got and look at developing a program and it allowed us to really break down the complete marketing program to see what worked, what didn't work. I had a bias where I didn't think the events we hosted in different areas, like the Grove, would work as well as and efficiently as the media programs, but the data showed us that in fact those programs worked extremely well. When people in the market connect with people of Hawaii, they're much more likely to want to come visit, much more likely than if they just saw the commercials or something on PR. But I think this is the chart. There's a lot of soft measures there, but the hard measures are shown here real clearly.

MR. MONAHAN: Yeah, we have just an incredible pickup incremental spending for this Los Angeles blitz. We measured \$41 million incremental trips was 32,000, below 32,000. Tax dollars generated, 2.68, \$2.68 for every dollar we spent. But even more important, the spending generated for every dollar we spent, \$25 were generated. And, you know, those are dollars, tax dollars obviously are important, but the

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spending dollars indicate people having jobs and people working within the industry, people working, period, that those visitors help, that \$25 helped pay a lot of bills.

MR. TALWAR: And the survey was done three times with the same group and so we went in before the marketing program, then immediately after the marketing program and then, again, a year after. So we could actually see people who had booked trips and so it was real visitation as opposed to projected visitation, so.

MR. MONAHAN: I always want to close with something exciting coming in for next year and we have long looked at the East Coast. We've lived off the West Coast. Our aggressive advertising is we do very, very well from West Coast, but the East Coast is one that we feel we're under-developed in and so, for 2017, with additional funding from HTA, we are going to be attacking New York, specifically.

MR. TALWAR: What we saw that helped kind of framed this for us, we looked back at the data in terms of just U.S. West versus U.S. East, just pre-recession or financial meltdown, to current days, current day data that we had at this point through the end of full year 2015 and both, U.S. East and U.S. West recovered, but the U.S. West recovered in a much, much bigger way. And certainly part of that is proximity, but we think there's something else there and what we were able to do immediately after we saw we were in dire straits in the early 2009, we started doing incremental marketing programs on the West Coast where we'd take over San Francisco, Los Angeles, Seattle for a month at a time, focus on an island for a week, Maui one week, et cetera, and really allow the culturalists, the entertainers, the chefs, the activity folks to go out and connect with people in the market and let them know there's so much more to do here than what they thought there was to do here. And what it's done is it's allowed people to understand that there's so many more reasons to come back. If they'd been here before and reasons to come they didn't know about if they haven't been here and that has a long tail to it as you can see it here. And so we looked at that data and then we looked at our top ten market list.

MR. MONAHAN: And obviously we have a real glitch in our resume here and that you look at the far right-hand column for our top ten markets and see the market penetration beginning with Los Angeles at 4½, San Francisco, 9.4. You drop all the way down to our seventh market, which is the New York City area and our penetration, visitors to total market population is .8 or eight-tenths of a percent. Obviously, extremely weak in what is by far the biggest market. If you look at the population, there's 20 million people versus the next largest at 13 million. So it screamed for there should be an attack on New York.

MR. TALWAR: And that's general population numbers. So we looked at it a little closer with regard to the Hawaii target traveler, the folks we know who are more likely gonna come visit in the short term and we were pretty surprised. It has the largest population base of Hawaii target travelers in any market. LA's the next largest at 10, 10.6, then it falls off a cliff. So it shows us that there's, there are a lot of people there

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who fit the profile. We've gone in and done another wave of research in there to understand those people in the marketplace, why they haven't been coming. You know, I was a little concerned that maybe, you know, the typical time, distance, price, but they travel to other destinations that take just as long and they spend money that suggests that they can afford and enjoy a trip in Hawaii. But what we saw is they didn't understand the destination. Three of the top things they look for in a destination are unique cuisine, unique culture and soft adventure. And those were in the high 70's in terms of the desire for that in a destination they want to select and Hawaii was rated at highest in the 30's. And so, we know we have unique cuisine, unique culture and soft adventure, we just haven't told our story there well enough and so that's the pitch we made to HTA to go there. And we said, you know, we get 152,000 visitors from New York right now, what if we doubled that? What would that do and is that possible? And we think it is. We think it is, based on the comprehension of the destination, they don't understand us and so what we were able to do is get some incremental funding from HTA to go in for a month at a time, twice a year. So we go in March and October for three years in a row to really start to build comprehension of all there is to do on each of the Hawaiian Islands.

MR. MONAHAN: We take the market penetration from eight-tenths of 1 percent to 1.6 percent, which still makes it the lowest penetration of our top ten arrivals. We move the entire destination almost 2 percent, so it is incredibly worth it, based on the size of the market.

MR. TALWAR: So the market activation from New York City really focuses on a long-term brand-building program against the avid explorer which is a subset of the Hawaii target traveler. In general, it's the younger half, so building the future customer for the destination from the East Coast and as I mentioned earlier, one thing they really look at is unique cuisine when they're looking for a destination. We know we have that story and we have so much more to tell, so we'll start with cuisine as kind of the opening to invite them to the table, if you will, then we'll share the culture and the activities and the soft adventure once we get their attention with the cuisine. So we're looking forward to that over the next three years and want to say mahalo for your time, appreciate the opportunity.

MR. MONAHAN: Thank you very much.

**. . . END PRESENTATION . . .**

CHAIR GUZMAN: Thank you very much, Mr. Monahan and Talwar. Members, do you have follow-up questions for the gentlemen? I believe they flew in all the way...

COUNCILMEMBER WHITE: Just a quick one, Chair.

CHAIR GUZMAN: Mr. White?

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COUNCILMEMBER WHITE: So essentially what your plan is to take the LA blitz to New York?

MR. MONAHAN: Yeah. As Jay describes it best and he says we go into a market like we did, you know, we did it almost 20 times during the recession, 20 different locations up and down the West Coast. We actually did Chicago a couple times, too. And we build what we call a big brand tent in the market. And we build a, our brand and it's not a discounted brand, it's a regular price brand, all the unique values, the unique experiences, et cetera. That's the job that HVCB Maui, Kauai, Oahu, Hawaii Island will undertake. But then we'll invite our partners, we want their investment, too, to come in underneath that big brand tent and sell their product the way they want to sell their product, how they best do it. And it has proven to be very successful in the past and we think it will be the same in New York.

COUNCILMEMBER WHITE: My recollection is that we participated, our hotel participated in and my recollection is that you were on radio shows, you did events, you did a wide variety of things in that market that allowed participation from hotels and activities and others, to bring entertainers, to bring food and a variety of things. If you could just maybe...

MR. MONAHAN: We'll do the same and I'll let Jay elaborate a little bit. New York's a big place and it's not as easy to take over as to take over Seattle, for example, but we'll, we take two very important areas, one being the Chelsea area and even probably more important the Columbus Circle area, which is, you know, right in the heart of the hub of the population of New York. And, Jay, you want to walk through a little bit of what we'll do?

MR. TALWAR: And it'll be a little different. And when we were in LA and those markets, we'd do a deal with NBC or ABC. You know, we'd put an RFP out and get a deal where we'd have on-air talent and so we'd have entertainers, you know, the chefs, activity folks on the morning show, the evening show. Every Friday was Aloha Friday, we'd bring in fresh flowers, flower lei, dress the host if they'd let us in aloha wear and what we found with this audience in New York is they don't watch TV like that. They just don't, you know, they, to get to work in New York, they kind of gird up and they've gotta battle the subway. They gotta battle the weather. They gotta battle the crowds. And on the way in, that's all it's about, it's just getting to work. But on the way home, it's a little more relaxed and so then they're open to more things. And so with our media partner, what we've been able to do is understand our audience and their commute patterns throughout greater Manhattan and into the boroughs as well, particularly Brooklyn, and see where they're going through, particularly, in the evening commutes and get our messaging in from that way. And so they'll be place-based media basically kind of old form outdoor but it's also informed by our audience's cell phones and GPS and so we can see where they're tracking and we could literally put digital boards up with messages in the right places based on where

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they are. Then on top of that, New York is such a big and expensive market, you can't attack it on all fronts. You know, they have the best cuisine, just ask them. They have the best museums, ask them. The best art, you know, the best this, that, and the other thing. So what we knew we needed to do is we had to pick one front to go in and with the importance the audience told us that culture placed, culture and cuisine play in selecting a destination, that's what we chose. And so we're doing partnerships with *Bon Appétit* magazine, but then also with the online versions, so there's *Eater*, *Thrillist* and there's a variety that *New York Times* that we're partnering with and then we'll do specific events that will allow us what we were able to do with TV in the past, but really focused on those influencers in the marketplace. So we want to get kind of the top of the pyramid aware of all the unique beauty that Hawaii has and get them to start feeding that down through their networks, through their influencers, through their social platforms but we'll definitely have room because we need the help from all the partners across the islands to come, again, with entertainment, with, you know, we're talking to folks right now about the chefs and what we're bringing out that way.

COUNCILMEMBER WHITE: And just one more question, if you don't mind, Chair. Following the LA blitz, do you have a sense of what the residual effect of the LA blitz was in the LA area and however it reached out into other communities from there?

MR. MONAHAN: It helped us build our brand. We think it's still going on. In fact, where's the one, go back the...no, the New York slide...that one.

MR. TALWAR: Oh, right.

MR. MONAHAN: I mean, look how it's continued to grow. The blitzes took place beginning in 2009 and ended in, right at the end of 2011 and we probably were in the LA market, wow, two to three times a year.

MR. TALWAR: Yeah.

MR. MONAHAN: You know we think that the reason that grew more rapidly on the U.S. West is we were pounding LA, San Francisco and Seattle. And we really helped build...at the same time coincidentally, we had changed our marketing strategy away from, remember it used to be the islands of aloha and Hawaii was the logo? It's now the Hawaiian Islands and there's specificity in all of our advertising about a specific island, so we re-branded all the islands so that we suddenly were, we just, we opened up, you know, five unique places versus...five, six unique places, rather than just this thing called Hawaii.

COUNCILMEMBER WHITE: Thank you. Thank you, Chair.

CHAIR GUZMAN: Thank you. Any other Members? Mr. Hokama?



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COUNCILMEMBER HOKAMA: Chairman, thank you. I have two areas I'd like to ask the gentlemen, which I appreciate being here this afternoon, for their perspective. The first one is, what is your entity's position regarding the disposition and splitting of the current TAT tax revenues?

MR. MONAHAN: I'm sorry, I didn't...

MR. TALWAR: The TAT tax revenue...

COUNCILMEMBER HOKAMA: What is HVCB's position on the TAT?

MR. MONAHAN: You know, as a contractor to the Hawaii Tourism Authority, we are not allowed to lobby by contract. So in terms of...

COUNCILMEMBER HOKAMA: Aren't you lobbying me?

MR. MONAHAN: What's that?

COUNCILMEMBER HOKAMA: For future County funding?

MR. MONAHAN: No, we're not allowed to lobby. We, actually, the question would be asked of George Szigeti or Randy Baldemor. The question is asked of HTA. But I will tell you that we're opportunistic and with HTA's blessing, we invest more of our money in the neighbor islands than we invest on Oahu and it's very simple, why, is there's rooms to sell on neighbor islands where on, Oahu's pretty full. Half of the...

COUNCILMEMBER HOKAMA: That's not my concern. My concern is for this County to get its fair share of revenues back for what we produce, so I can then make the adjustment on General Fund on the residential tax base to give them the benefits of what we do from the business component, so that is my priority.

MR. MONAHAN: Okay. I understand. Unfortunately, that's not an area that I'm responsible for. I'm...we're a private company that's hired by the governmental entity, the Hawaii Tourism Authority.

COUNCILMEMBER HOKAMA: Well, thank you for your comment on that. The second thing that I find interesting and I hope you folks would consider having a component in a future presentation is I thought we'd get more of the foreign visitors component in your presentation, especially the Asian market and what your agency does to provide potential visitors some pre-arrival education. And let me give you a couple examples because I fly a lot, interisland and interstate, so I get a lot of experience. I see more frustration now, by our local people, especially on crowded interisland flights and one of 'em is just plain courtesies. For some reason, there's local people who although sit in the front rows 4 to 8, fourth rows, 4 to 10 on a Hawaiian Airlines jet, by the time they board and you normally sometimes it's at the end of the line, they sit in the front

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and yet all the overhead baggage has been taken by people in the backseats. So I, this past weekend returning back to Maui from Lanai via Honolulu, I'm in my seat, row 9, I see this little local family, row 6, 3 empty seats, the father goes, who's bags are these? He asks everybody in that area, everybody said, no, not ours. He has his overhead. He pulls off all those bags, puts his bags up and he tells the attendant, you deal with this and your passengers from the back.

MR. MONAHAN: That was an employee?

COUNCILMEMBER HOKAMA: No, that's a resident flying home.

MR. MONAHAN: A resident flying home.

COUNCILMEMBER HOKAMA: Okay. And then, we disboarding [sic]. For whatever reason, people in the back want to rush to get out of the plane, but people know, until the gate's connected, nobody's moving off that plane. So there's people who fly regular, just sit and wait patiently and then as it being disboarded [sic], the guys in the front are being crowded out by all the guys in the back trying to rush through the front door. All I'm saying is, until somebody starts doing something, you gonna know, you gonna get confrontation in the planes with local people and visitors 'cause I can see it happening. I see the, how residents are reacting. And the last one I'm gonna bring up is I find it interesting, attitude. When I come back from the mainland, a lot of people think it's a joke on our department agriculture form. A lot of them don't file it. And my thing is, I don't have a problem with us changing procedures that let each passenger give the inspector at the gate their form and if you don't give 'em, you don't get off the plane or you get back on that plane and go home, because we do that to protect our State's environment and it's not a joke to me.

MR. MONAHAN: So the joke is any passenger?

COUNCILMEMBER HOKAMA: It's not a joke.

MR. MONAHAN: No, no, no. The joke you're referring to is any passenger is taking it as a joke or is it...

COUNCILMEMBER HOKAMA: All I'm saying is, I think we need better education so that people understand why we implement certain procedures and requirements. And for one, this State, we are involved with fighting invasive species. This Council appropriates millions to fight invasive species. Every Member has to find ways of how we're gonna fund this battle because there are people who are irresponsible, they have no problem screwing up this State and I have to find ways with my colleagues on how to pay to mitigate issues that we can avoid or mitigate pre-serious condition. So I just expect the industry to do things better.

MR. TALWAR: Yeah. We can talk...

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COUNCILMEMBER HOKAMA: Thank you, Chairman.

CHAIR GUZMAN: Mr. Hokama. Is there any other questions before we on?

MR. MONAHAN: One, just to answer the first question. We don't, we're a marketing contractor to the United States and North America. We do not do international, that's why we didn't talk about international.

COUNCILMEMBER HOKAMA: Who would do that component, please, Mr. Monahan?

MR. MONAHAN: There are a number of international contractors hired by the HTA. There's...

COUNCILMEMBER HOKAMA: So, and HTA is the responsible government entity to make sure this --

MR. MONAHAN: They're the government entity, right.

COUNCILMEMBER HOKAMA: --is done the proper way?

MR. MONAHAN: Yeah. They hire, there's nine or ten marketing contractors they hire to cover the globe. We're one of them and we have the United States. Going forward, we've had Canada up until 2017.

COUNCILMEMBER HOKAMA: Well, I hope you would please consider an educational component --

MR. MONAHAN: Thank you for your comments.

COUNCILMEMBER HOKAMA: --because I think it's important, gentlemen.

MR. MONAHAN: Yeah. I understand. Thank you.

COUNCILMEMBER HOKAMA: Thank you.

CHAIR GUZMAN: Thank you, Mr. Hokama. Ms. Cochran?

VICE-CHAIR COCHRAN: Thank you, Chair, and thank you, gentlemen, for being here. And my line of questioning, I guess, too, or thinking is sort of in reference to what Mr. Hokama's speaking towards. So I'm looking at your slide, what is this, it says 18 on my screen here, I'm not sure if our numbering system is the same, but Hawaii's target traveler profile and it sort of breaks down in percentages what they would likely want to do while on vacation and No. 1 at 73 percent is visit natural wonders. That is our volcanoes, rain forest, waterfalls, what have you, so my thing towards Visitors

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Bureau, the question always is how much monies that is given is put towards the protection of these things, to our natural environment, what makes this unique, why people come to visit our, you know, thriving reefs and sandy shorelines and all this stuff. So, do you folks have any type of, you know, input on that?

MR. TALWAR: Yeah, we feel the same way. And just to help kinda clarify roles and responsibilities, we're a marketing agency, kind of the old model of an ad agency that's focused on building the brand in the U.S. marketplace with HTA. And then, HTA has a much larger span of responsibility and authority and so we report up to them. And we'll share both, Councilmember Hokama's and your comments with them. That's gonna be the appropriate channel for that.

VICE-CHAIR COCHRAN: Okay. Yeah, I mean, as a marketer...

MR. MONAHAN: Yeah, they have that responsibility. But we have the same frustration. I mean, there and, you know, there's some in, times we would like to direct visitors to something great that we enjoy, but we, you know, sometimes the condition isn't one that we would want to, you know, allow that to happen because of, you know, whatever reason.

VICE-CHAIR COCHRAN: Well, I mean, I'm thinking as marketers, what you're marketing you would want to keep it at a, you know, a nice level of acceptability and pristineness or whatever the, you know, the thing is, natural wonder is that you're trying to sell and market to the world. So, I just see this connection between what you do and what actually happens here.

MR. TALWAR: Yeah, I couldn't agree more that the one thing that could probably not be helped by marketing is if someone come and has a bad experience with a natural, you know, what used to be a beautiful natural resource, you know, we don't have the funding to overcome that. It's important to us as residents. It's important to the visitors we market to, so we work with HTA on that. They have a list of areas that we do not promote for a variety of different reasons. We just want to make sure, you know, that we're promoting the right things that we can deliver on, like you said.

VICE-CHAIR COCHRAN: Right. And I think it goes hand in hand for what Mr. Hokama's saying in regards to education, you know. And it is, things can be loved to death. You know, things can be visited too much and trampled on and trashed or whatever. But and then, moving on, I noticed another slide saying No. 1 reason for why people do not come to Hawaii is because of airfare? So you're trying to target clear across the entire United States in New York now? I would suspect that the airfares from all the way across the United States would have higher airfare, so how do you folks see...are looking to overcome that?

MR. TALWAR: It's a hurdle. Airfare and time out of office, time out of home, you're just never gonna really change that. And so what we do is we target people who are

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spending that kind of money on vacations already. And so we know that in their mind, okay, I'm gonna spend X dollars on vacation. They may be going to Portugal. We're trying to lure them to come to the Hawaiian Islands instead. So, we know we can't talk to everyone in New York, they don't fit the profile and so we have to target that real closely.

VICE-CHAIR COCHRAN: Okay. And the other thing is, you know, people wanting to immerse in cultures and learn about, you know, about the world, I guess, in general, so that also ties into, you know, preserving, protecting, restoring our culture as Hawaii, again, along the same lines as the thought Mr. Hokama brought up as an education, as in...so those type of thing within your marketing I think is also educational, is hugely educational for the visitor to come here, but also to entice them with the uniqueness of what our islands and our culture have to offer for them to come here because they're not gonna experience that anywhere else in the world. So I think that's really important on your folks behalf as marketers to understand what it is you truly are selling. And I hate to put it that way personally to sell my culture, but...

MR. TALWAR: To, yeah, to experience something unique that they can't find anywhere else in the world and part of that is our culture and the way we welcome people.

VICE-CHAIR COCHRAN: Right.

MR. TALWAR: And so I think, you know, that's, we see it in the research, you know, intuitively, but absolutely agree with you.

VICE-CHAIR COCHRAN: Okay, very good. And another percentage I think was interesting is that a lot of people came here by word of mouth. A lot of people came here because friends and family came here, had a good time and they went, really? Well, yeah, we want to go visit, too. So, that doesn't take any monies to market. That is the, that personal experience a person has had here, you know, first hand and then went home to, you know, tell them how stoked they were about visiting and the things that they enjoyed. So, hopefully, you know, you can target or get feedback from what are people explaining to their friends and families that entice them to want to come and be here.

MR. MONAHAN: You're right. It is the No. 1 influencer and, you know, in the past, it was the No. 1 influencer, now it's becoming even more important because of social media. Social media moves, it's so much faster. In the past, you would see someone at a reunion or something and talk about it or you might have a phone call. Now, instantly, you see it on Facebook, on Instagram. I mean, I got something this morning from my daughter about wanting, you know, she lives on the mainland, about, you know, coming to visit Hawaii. So, it's everywhere now with social media.

MR. TALWAR: That's the last block we added on three years ago. Based exactly on what you said, we said we've got...if we've got 98 percent visitor satisfaction, we have what we

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call latent brand ambassadors who want to talk about Hawaii and their experience in Hawaii and how good it was, but it's hard for them to scale that up. And now with social media, we've created a platform hashtag #lethawaiihappen. It allows them to do that at scale. And so that was the start of our social media program was to take advantage of that very thing.

VICE-CHAIR COCHRAN: Okay. Yeah. But, alright, well very good and thank you for your gentlemen's time, but I think education is very key here to, you know, teaching, you know, to show respect and, yeah, reverence, I guess, and respect for this area and our culture, especially. Thank you.

CHAIR GUZMAN: Okay.

MR. TALWAR: Mahalo.

CHAIR GUZMAN: Thank you very much, gentlemen, for the presentation. I appreciate you coming all the way over here and...

COUNCILMEMBER HOKAMA: Chairman?

CHAIR GUZMAN: Yes, Mr. Hokama?

COUNCILMEMBER HOKAMA: Just one last question. For the New York market, I'm assuming the, one of the main competitors is the Caribbean area. Their advantage, is it in their same time zone versus traveling five to six time zones for Hawaii, is that their advantage?

MR. TALWAR: Their advantage is that they can be there the same day exactly. Their disadvantages, they don't have all that's beyond the beach, you know. What they have there, basically, are beaches. They don't have a, they don't have the spirit of aloha in their community. They don't have the welcoming, sharing, caring, kind of experience that you get across our islands.

COUNCILMEMBER HOKAMA: No 'cause I'm just wondering on the time zone. If you're a New York workaholic --

MR. TALWAR: Right.

COUNCILMEMBER HOKAMA: --your day still matches where your work is?

MR. TALWAR: Yeah. So if you just want to chill out, go to the beach, vacation, you can plop out to Florida or the Caribbean and be there in four hours --

COUNCILMEMBER HOKAMA: Right.

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MR. TALWAR: --for sure.

COUNCILMEMBER HOKAMA: And be in the same time zone.

MR. TALWAR: Exactly. Exactly. In touch with your work --

COUNCILMEMBER HOKAMA: Right.

MR. TALWAR: --if you need to be, with your family, if you need to be, absolutely.

COUNCILMEMBER HOKAMA: So that's what we compete...

MR. TALWAR: It's a challenge, yeah.

MR. MONAHAN: One of our real advantage is we have such a different experience that you'll have in the Caribbean or in Mexico because they are very heavily all inclusive, so you do a package deal with a hotel. And they want to keep you right on campus. In many cases, you want to stay on campus because it's...

COUNCILMEMBER HOKAMA: Safer.

MR. MONAHAN: Yeah, exactly.

MR. TALWAR: Which is why you saw the campaign that showed the couple kind of exploring and kind of getting to know themselves as they were able to safely explore the island.

MR. MONAHAN: The advantage is we're safer but even more so it's the people who...Councilmember Cochran's comment. The No. 1 thing that people comment on why we're different...I'm sorry. ...(turns on mic)... The number one difference, differentiator we have is the people without a doubt and the fear is that we lose that because it is the number one advantage and the people...well, when you do the research, yeah, the Caribbean's good, Mexico's good, but, you know, it's not Hawaii. And when you dig down a little deeper, it ultimately comes to the fact that they can move around the island, they can meet people and they can have a more human experience.

COUNCILMEMBER HOKAMA: Thank you, gentlemen.

MR. MONAHAN: You're welcome.

CHAIR GUZMAN: Thank you very much, gentlemen. Thank you. So, Members, without any objections, I'd like to defer this matter.

COUNCILMEMBERS VOICED NO OBJECTIONS.

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CHAIR GUZMAN: Thank you. This item is deferred.

**ACTION: DEFER.**

**EAR-43 MOKU'ULA ISLAND AND MOKUHINGIA POND (LAHAINA) (CC 15-238)**

CHAIR GUZMAN: Moving on to the next item, EAR-43, the Mokuula Island and Mokuhingia Pond. Members, without objections, I would like to move that item to after EAR-2. This EAR-43 is basically an update of the archaeological inventory, the AIS. That's the 250,000 that we appropriated for the engagement in conducting the AIS as well as the fencing of the 50,000 that we appropriated and also, that's the matter of the Corps of Engineers for the Mokuhingia. So if you guys, if the Members don't mind, can I move that until after EAR-2? EAR-55 and EAR-2 are legislative action matters that I'm hoping to get to before I lose quorum.

COUNCILMEMBERS VOICED NO OBJECTIONS.

CHAIR GUZMAN: Thank you, Members.

**EAR-55 ESTABLISHING AN HAWAIIAN CULTURAL RESTORATION FUND (CC 16-83)**

CHAIR GUZMAN: So moving on to EAR-55, this is the Establishing of an Hawaiian Cultural Restoration Fund. The Committee is in receipt of the following County Communication 16-83, from myself, as well as correspondence dated November 21, 2016, from the Department of Corporation Counsel, transmitting a revised proposed bill approved as to form and legality, entitled, A Bill for an Ordinance to Establish the Hawaiian Cultural Restoration Revolving Fund. The purpose of the revised proposed bill is to establish a fund for the deposit of all proceeds from the parking concession located on property under the control and management of the County on area identified as Tax Map Key 2 4-6-007 paren...excuse me, :036 in Lahaina, Maui, Hawaii. The Committee may consider whether to recommend passage of the bill, with or without revisions, as well as consider the filing of County Communication 16-83 and other related actions. Members, I asked this bill, for this bill in order to be created as a depository for the funds from the parking concession on the Mokuula property, to be used only for the preservation and restoration of the Hawaiian historic and cultural sites and artifacts relating to Mokuula and Mokuhingia and the ponds at the Lahaina, Maui, Hawaii, including maintenance of the sites. The revolving fund would be established by the Director of Finance. The proceeds collected from a parking concession would be deemed appropriated upon receipt and authorized to be expended for the payment of costs associated with the preservation and restoration of Mokuula and Mokuhingia. And as the Committee knows, in 2003, the parking concession was granted as an incidental use to the amended lease and license to the Friends of Mokuula, Incorporated, but this Committee has seen that the proceeds as



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Ms. Feiteira has come forthright as indicated through her admissions that it has been difficult to manage the finances through this type of concession method of appropriations, the mechanism as well as the checks and balances. And so although I believe that the Friends of Mokuula have been doing a good job culturally and they have, create a networking with the descendants and are doing a good job. I feel that more checks and balances need to be in place for the financing. So this would create the financing fund that would, the concessions, the parking lot monies would go into and Friends of Mokuula could come and ask for certain specific funds for specific phases of the restoration. If Members can recall, back in our Budget Session, we appropriated 400,000 from the parks assessment, that is still waiting in an RFP grant. And so this...oh, yeah, so if we go to Item No. EAR-2, which is the actual concession approval or disapproval, if we disapprove the concession as required for us to review every five years, that resolution in EAR-2 indicates that disapproval will come into effect July 1<sup>st</sup>. So they would still have access to the concession monies until July 1<sup>st</sup> because we need to make sure that the contract of Diamond or another RFP for another concession is completed before, that'll give the County enough time to negotiate a new contract with the new vendor, which entail, would then have the monies from the new vendor be placed into this Cultural Restoration Fund. So there are opportunities for FOM to continue their work based off of the fund if they would request it from the Council what specific restorations that they're using it for and would be approved and also the RFP process of the 400,000 that we appropriated back in the budget. So, I feel that this is a good method to move forward and if you have any questions about this particular Cultural Restoration Fund, you may ask that on the floor. I'm opening it up to the floor, to the Members.

COUNCILMEMBER CRIVELLO: Chair?

CHAIR GUZMAN: Yes, Ms. Crivello?

COUNCILMEMBER CRIVELLO: Thank you for bringing this forward. Who would manage this fund? Would it be under Finance or Parks or...

CHAIR GUZMAN: It would be under Finance. The fund is under the Finance Department, and so they would be able to, eventually, the monies that are being put into that fund are the monies that are gained at the park concession. And so if they would like the funds from that, whoever is requiring that to restore, they would come to the Council and then request that, just like any other, I believe, grant. Or we already have an RFP out there, which is 400,000 waiting to be worked on and engaged, so that monies from the fund could possibly go to the RFP grant or another RFP. It's just one way trying to get them funded without using the old method and I'm just trying to find the checks and balances and this is one way that I've tried to create and visualize that would work. Do you have any...Mr. Hokama?

COUNCILMEMBER HOKAMA: Chairman, I believe, I am willing to move, support this revised proposal and thank you for your revisions, Chairman, with the help of Corporation

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Counsel, because I think this is an improvement of the current procedures we are operating under. And like all other revolving funds, you still have to come back to Council unless there is a clause, but there's not one in here that it's pre-appropriated upon receipt of funds because I wouldn't support that. So, Mr. Ueoka --

CHAIR GUZMAN: Mr. Ueoka?

COUNCILMEMBER HOKAMA: --as I read this current proposal, this revised proposal that you have presented to Chairman Guzman, there's no language regarding pre-appropriation approval, so that is my understanding.

CHAIR GUZMAN: Mr. Ueoka?

MR. UEOKA: Thank you, Chair. Three point three eight, oh three oh B, proceeds collected from a legally established parking concession are hereby deemed appropriated upon receipt and are authorized to be expended for the payment of costs associated with the preservation or restoration of Hawaiian historic and cultural sites and artifacts relating to Mokuula and the ponds at Mokuhinia at Lahaina, Maui, Hawaii, including maintenance of the site. So there is appropriate upon receipt language in the bill. Thank you, Chair.

COUNCILMEMBER HOKAMA: Under what?

MR. UEOKA: Thank you, Chair. Thank you, Chair. Three point three eight, oh three oh B.

COUNCILMEMBER HOKAMA: Oh three oh B.

MR. UEOKA: The bottom, Mr. Hokama.

COUNCILMEMBER HOKAMA: Okay. I have a problem with that. I'm just being upfront, Chairman.

CHAIR GUZMAN: Did you want language that they would need to come to the Council for the appropriate...

COUNCILMEMBER HOKAMA: At this point, Chairman, I, you know, I really want to thank Ms. Feiteira for her testimony. I think she has shown a willingness to work with the County and the departments. And again, you know, for most of us who sat here with the late Akoni Akana who had great clarity in his mind of the vision of Mokuula, we trusted in that vision he had and the clarity of where he wanted to go. Unfortunately, it wasn't transcended to many others that can then take it, as we lost Mr. Akana, to be able to move that clarity forward and so we've had some issues regarding the use of the funds and the speed of the project moving forward toward its goal. I rather take the baby steps to ensure that the funding is appropriate, it's accounted for and that the Council has a regular review to understand why things are happening well, why

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things are not happening. And for me at this point, I'd rather have that annual check --

CHAIR GUZMAN: Okay.

COUNCILMEMBER HOKAMA: --through the budget process.

CHAIR GUZMAN: Why don't we put that language in there, Mr. Ueoka, if we could add that, without objections, Members? Okay. Mr. Couch, do you have objections to that?

COUNCILMEMBER COUCH: This is one of those things that, you know, it's a constant influx of money, so you're gonna have to set some timing on it, then, if you're gonna have it come to Council. Are they gonna come to Council every month when they get more money in or need to spend more money in the restoration? So, we have to put some parameters on it if we, you know, this is what we normally do if we're gonna do a concession or a, an RFP which is the way it looks like it's here. It talks about the County or the County's designee, so it looks like it's going out, potentially can go out for an RFP. It'll be very time-consuming for the Council if there's no specific, you know, annual basis, they get a check.

CHAIR GUZMAN: Okay.

COUNCILMEMBER COUCH: We don't know how much it's gonna be. I don't know. I think it's...it will be troublesome.

CHAIR GUZMAN: No, I get where you're going, but in my thought processes, it was, okay, we have 400,000 for an RFP. That's seed money for Phase 1. Initially when I spoke to Wendy Taomoto, it was 700,000, roughly, and I requested that during budget, 400,000. So she didn't get the 7, but that was for Phase 1. Okay. So in my mind, there's going to be an RFP out there, Wendy's gonna be working on it and it could possibly be FOM that gets it, depending on their qualifications. I know that they're working with Theresa Dunham and she's the historic preservation consultant and she's retired from the State. And so she's a really thorough and experienced consultant and they've currently hired her, so they could possibly get the RFP. So from the funding that we put into the Cultural Restoration Fund, we could at some future time, you know, as it's being collected, appropriate that money along with the additional 400,000. It depends. I don't...because initially, Phase 1 is over 700,000.

COUNCILMEMBER COUCH: Right, right.

CHAIR GUZMAN: And there's only 400,000 in the RFP grant.

COUNCILMEMBER COUCH: Right. And you don't know how much is coming in for parking. So...

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CHAIR GUZMAN: Yeah. Right. Right. So I'm just putting that money aside as its being collected and then, when the 400,000 is completed as verified...what is Phase 1? We don't know what Phase 1 is. They've gotta come to Council and show us what Phase 1 is and how much it's gonna cost, specifically. And if it's more than 400,000, then we can tap into the Hawaiian Cultural Restoration Fund and add into it. I mean, we have control in the budget, right? We have control to switch monies from that fund to the specific purpose and the specific purpose as indicated in the language is for restoration of Mokuula. That's specifically in the language --

COUNCILMEMBER COUCH: Yeah.

CHAIR GUZMAN: --so we can transfer it.

COUNCILMEMBER COUCH: Right. But it would have to be, I mean, I would think you'd want to do on an annual basis or something --

CHAIR GUZMAN: Oh, right.

COUNCILMEMBER COUCH: --like that.

CHAIR GUZMAN: I don't know, you know, whether it's gonna be an annual basis because I don't know, how, you know, how fast they're gonna go through the 400,000 in Phase 1.

COUNCILMEMBER COUCH: Right.

CHAIR GUZMAN: So, they would have to come back to the Council, specifically, what much more do you need from this fund?

COUNCILMEMBER COUCH: That's, you're okay when, since we front loaded or --

CHAIR GUZMAN: Right.

COUNCILMEMBER COUCH: --we're loading it, but in the future as money comes in monthly from the parking, the fees, they need to expend money monthly for expenses for everything, so do they have to come monthly or?

CHAIR GUZMAN: Well, I would assume that from the RFP, the 400,000 that we're, they're gonna be applying for, it's gonna be managed, you know.

COUNCILMEMBER COUCH: Yeah. But the language has to allow for that in here. That's why...

CHAIR GUZMAN: Oh.

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COUNCILMEMBER COUCH: That's what I'm talking about is the language to allow for it.

CHAIR GUZMAN: Okay. I don't...okay, Mr. Hokama?

COUNCILMEMBER HOKAMA: Chairman, thank you. If anybody came to me and tell me I only have a monthly budget for you to consider, I would say, come back when you're more competent. Okay.

COUNCILMEMBER COUCH: That's right.

COUNCILMEMBER HOKAMA: Because this is just, it would be too bizarre. We have a history of the monthly revenue generations of that property for years. Okay. Who doesn't do an annual budget forecast? Plus they got the historic information to base a annual budget on, or how do you plan to take your payroll and everything else if you going operate monthly? Okay. If that's the case, I'm gonna find, I'll tell you that we need to find another entity because this then current entity cannot do the job we expect financially. Okay. And I don't expect a monthly request. I expect an annual request.

CHAIR GUZMAN: Annual, just like every other nonprofit.

COUNCILMEMBER HOKAMA: Like any other entity or department that comes before the Council.

CHAIR GUZMAN: Yeah, I think it would, I mean, I think the language is sufficient for an annual budget. I don't think we should be appropriating monthly.

COUNCILMEMBER HOKAMA: Chairman, as they...we mature and this thing seems to be moving according to our parameters, we can loosen up the strings.

CHAIR GUZMAN: Right.

COUNCILMEMBER HOKAMA: Okay.

CHAIR GUZMAN: And, I think, you know, it's just the management of the monies. I think they're doing a great job culturally. They've got ties in with the families as well, so my recommendation at this time is to pass EAR-55. Mr. Couch?

COUNCILMEMBER COUCH: The other question I had before Mr. Hokama brought up his comments, for the proceeds, it doesn't talk about administration, which is fine. I'm fine with that. So the entity, whoever it is, that is going to do the RFP is going to come up with their own funds for administration and payroll? Because this is just for preservation and restoration, so, are we going to be able to lump some of the administration under? I don't know. I just want to make sure that that's talked about.

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CHAIR GUZMAN: My only intent was to concentrate on the restoration and the maintenance of Mokuula and Mokuhinia and that's what the original intent of the concession clause in the lease was for. And so this would, in my mind, have a better structure, checks and balances and would allow, you know, just a cleaner method.

COUNCILMEMBER COUCH: Okay. Agreed.

CHAIR GUZMAN: Ms. Cochran?

VICE-CHAIR COCHRAN: Thank you, Chair. And, yeah, I completely support the creation of this. This is an ordinance to establish this Hawaiian Cultural Restoration Revolving Fund and yes, I agree. The part that I'm not understanding, Chair, is you're speaking about the existing 400,000 and then, comingling or mixing it in with this fund?

CHAIR GUZMAN: No.

VICE-CHAIR COCHRAN: I don't quite get that part.

CHAIR GUZMAN: Okay. Okay. So we originally put 400,000 under an RFP request for service grant and it, that hasn't been worked on yet, initially, because we have to get the AIS completed and the report. And then after that's completed, I believe that's gonna be December, then we can move forward into a drafting and preliminary and objectives for the RFP. Once an applicant has applied for it and we get applicants for it and they meet the objectives, then they would have the ability to move forward on the RFP, Phase 1 of the restoration. That 400,000 could be used in addition to the funding that's, the monies that's gonna be in the funds for the cultural restoration. So you can, there's two pots of money that could be used. Initially, Phase 1, I was presented, cost more than 700,000. We were able to appropriate only 400,000 for the RFP. Where's the rest of the money coming from? So, we've gotta find that money and that money could come possibly if there's enough or whatever we gain in that Cultural Restoration Fund to supplement the RFP.

VICE-CHAIR COCHRAN: Right, and I understand, but I guess in speaking completely in reference to this particular revolving fund, we're establishing it, we're setting the purpose for it and we're stating where the money's coming from via the parking lot --

CHAIR GUZMAN: Right.

VICE-CHAIR COCHRAN: --concession --

CHAIR GUZMAN: Correct.

VICE-CHAIR COCHRAN: --to be added into here. So that's why I was just like, okay --

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CHAIR GUZMAN: Yes.

VICE-CHAIR COCHRAN: --period.

CHAIR GUZMAN: Yes.

VICE-CHAIR COCHRAN: You know, Department of Finance will be in charge of collecting and creating this separate fund or what's the wording, establish a separate account --

CHAIR GUZMAN: Yes.

VICE-CHAIR COCHRAN: --to record these revenues that'll be credited to, period. So, it kinda threw me off to talk about this 400, which I know already is there, but it's in like you said, this separate --

CHAIR GUZMAN: Right. I think it's --

VICE-CHAIR COCHRAN: --pot, so.

CHAIR GUZMAN: --roughly about 125,000 yearly that comes out of that concession. So --

VICE-CHAIR COCHRAN: Right.

CHAIR GUZMAN: --that's pretty good.

VICE-CHAIR COCHRAN: Yeah, it's excellent. So, I mean...

CHAIR GUZMAN: And plus with whatever entities gonna, you know, fundraise as well, I mean, it will add to the RFP project for Phase 1.

VICE-CHAIR COCHRAN: Very good. Yeah, I'm in support, Chair.

CHAIR GUZMAN: Okay. Mr. White?

COUNCILMEMBER WHITE: Thank you, Chair. You know, I'm comfortable with the bill as it's drafted because I think the, as you mentioned, the funds will continue to go to the Friends until the end of this fiscal year.

CHAIR GUZMAN: Yeah, January...July 1<sup>st</sup>.

COUNCILMEMBER WHITE: And the other concern I think we need to have is that...and we've spoken about this is that we are gonna have to provide funds from other sources anyway. The concern that I have with deriving the revenues from the parking is that if you look at this presentation about ten pages...six pages in, if somebody can move it up, does anybody got control over that?

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CHAIR GUZMAN: Yeah, we can get to that.

COUNCILMEMBER WHITE: Anyway, the, my point is that as this restoration takes hold, a good portion of the island is in the parking lot and it takes up about half of the parking lot, so the revenues from the parking lot are simply not gonna be there anymore. I don't know how many...it doesn't look to me like you can reconfigure it with more than about, at a maximum, maybe a dozen parking stalls. So, revenues are gonna go, you know, go away unless we create parking in another location, which I know they've spoken about from time to time, so I...

CHAIR GUZMAN: And when we do create the additional parking, we could amend this fund, the language and add in, just like what we did on the first one because the first ordinance was so encompassing. It said, all County parking lots in Lahaina, so we narrowed it to just the adjacent parking lot that was attached via the lease agreement. But we can expand this later on. I just thought we would keep it narrow, keep it baby steps like Mr. Hokama said and as we grow and we, that the project is moving more forward, maybe we can add in additional parking lots in Lahaina and that's not a problem.

COUNCILMEMBER WHITE: I think what you've got here is a very good start and I think we can build on it between now and the time that the funds will start flowing in there which is --

CHAIR GUZMAN: Right.

COUNCILMEMBER WHITE: --not until July 1<sup>st</sup>.

CHAIR GUZMAN: Yeah, July 1<sup>st</sup>.

COUNCILMEMBER WHITE: So I appreciate the work you've done on it and I think, I'm comfortable with the bill as it is.

CHAIR GUZMAN: Okay. Thank you. So, Members, that's the Chair's recommendation is to pass this Item EAR....

MS. BROOKS: Chair?

CHAIR GUZMAN: Yes?

MS. BROOKS: Excuse me. I'm looking at a version of the bill that was signed by Jeff Ueoka and returned to us on November 21<sup>st</sup> and in that version it says, the ordinance shall take effect upon its approval. On an earlier version of the bill had said that it would take effect on July 1<sup>st</sup> --



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CHAIR GUZMAN: Oh, yes.

MS. BROOKS: --of the next fiscal year, so we will have to amend this version that was signed by Mr. Ueoka.

CHAIR GUZMAN: Okay. That's okay, it's nonsubstantive, do you know?

MS. BROOKS: Alright.

CHAIR GUZMAN: Mr. Ueoka?

MR. UEOKA: Thank you, Chair. I don't think it matters if a fund's created immediately or on July 1<sup>st</sup>. There's not gonna be a mechanism to fund it until a certain date so --

CHAIR GUZMAN: Right.

MR. UEOKA: --the fund can exist tomorrow and it wouldn't really matter.

CHAIR GUZMAN: Okay.

MR. UEOKA: Thank you, Chair.

CHAIR GUZMAN: Okay. Thank you. I think that July 1<sup>st</sup> language is in the disapproval. Okay. Okay. Thank you. Members, so, the Chair will entertain a motion to recommend passage on the first reading of the proposed Bill for an Ordinance to Establish the Hawaii Cultural...Hawaiian Cultural Restoration Revolving Fund; incorporating revisions; and filing of County Communication 16-83.

VICE-CHAIR COCHRAN: Mr. Chair, I make the motion.

COUNCILMEMBER WHITE: Second.

CHAIR GUZMAN: Moved by Ms. Cochran, seconded by Mr. White. Any further discussion? Mr. Hokama?

COUNCILMEMBER HOKAMA: Chairman, I would move to amend Section B of 3.3.030 [sic] so that and, again, I will ask you that I'm okay to rely upon Committee Staff and Corporation Counsel to deal with the appropriate language regarding the proceeds collected from the concession and to take away the pre-appropriation language.

CHAIR GUZMAN: Okay. There's been a motion on the floor by Mr. Hokama, is there a second?

VICE-CHAIR COCHRAN: Mr. Chair, I second the motion.

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CHAIR GUZMAN: Seconded by Ms. Cochran, any further discussion? All those in favor, say "aye."

COUNCILMEMBER COUCH: So --

CHAIR GUZMAN: Oh, excuse me.

COUNCILMEMBER COUCH: --what are we...

VICE-CHAIR COCHRAN: Wait, wait, wait.

COUNCILMEMBER COUCH: He's removing the --

COUNCILMEMBER HOKAMA: Pre-appropriation.

COUNCILMEMBER COUCH: --pre-appropriation.

CHAIR GUZMAN: The pre-appropriations.

COUNCILMEMBER COUCH: Okay. Thank you.

CHAIR GUZMAN: Okay. Mr. Hokama?

COUNCILMEMBER HOKAMA: Chairman, if I can? Again, Members, you've heard my earlier comments and I will stand by that. But as I understand the process, this is one of many steps to make it happen because we're still gonna need, Mr. Chairman, and correct me, please, if I get it incorrectly my understanding, we're gonna still need to deal with the current Friends of Mokuula lease. There is still more than likely because this is executive ordered lands, Land Board will have some component of a review and approval process and then, potentially, as I read the proposal, Corporation Counsel may recommend or require Council then to find a way for the County to concession it out ourselves to be legal or do it appropriately within procedure.

CHAIR GUZMAN: Correct. Correct.

COUNCILMEMBER HOKAMA: So I just share that because this is one of many steps that we are gonna go through, Chairman, to make this truly happen and so, I just share that because that's my understanding and I'm happy to make this step move forward. Thank you.

CHAIR GUZMAN: You're correct on that. So, any further discussion? Seeing none, all those in favor, say "aye."

COUNCILMEMBERS VOICED AYE.

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CHAIR GUZMAN: All those opposed, say "no." We have seven "ayes," two excused.

VICE-CHAIR COCHRAN: Wait, wait.

CHAIR GUZMAN: Oh, sorry. Six "ayes," one excused, motion carries.

**VOTE:       AYES:   Chair     Guzman,     Vice-Chair     Cochran,  
                          Councilmembers Couch, Crivello, Hokama, and  
                          White.**

**NOES:   None.**

**ABSTAIN:   None.**

**ABSENT:   None.**

**EXC.:   Councilmember Victorino.**

**AMENDMENT CARRIED.**

**ACTION:   REVISE BILL.**

CHAIR GUZMAN: Thank you. Members, moving on to the next item.

COUNCILMEMBER WHITE: Back to the main motion.

COUNCILMEMBER HOKAMA: Chairman, as the amended.

CHAIR GUZMAN: Oh, the main motion. What is the main motion? Oh, yes, going back to the main motion, the Chair is going back to the...all those in favor, say "aye" for the passage of the Bill for an Ordinance Establishing a Hawaiian Cultural Restoration Revolving Fund; and the filing of County Communication 16-83 --

COUNCILMEMBER COUCH: As amended.

CHAIR GUZMAN: --as amended.

COUNCILMEMBERS VOICED AYE.

CHAIR GUZMAN: Okay. There's six "ayes" and one excused, motion carries.

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COUNCILMEMBER COUCH: That's fine.

CHAIR GUZMAN: In reality, yeah, if this doesn't pass through, it's, if the disapproval is, if we don't disapprove, then it's the same as usual. We'll have to put forward for a vote the approval resolution and then Friends of Mokuula will continue on business as usual with the concession. So there is two resolutions in the agenda. One is to approve and one is to disapprove, and I'm bringing forth before you right now is the disapproval.

COUNCILMEMBER COUCH: The question I have and I'm trying to read it in the discussion from Ms. Sheppard, will, if there's no approval, if there's nobody to, if we don't get anything by July 1<sup>st</sup>, apparently, then we can't do parking there according to the BLNR agreement?

CHAIR GUZMAN: The disapproval will come into effect --

COUNCILMEMBER COUCH: On July...

CHAIR GUZMAN: --on July 1<sup>st</sup>.

COUNCILMEMBER COUCH: Right.

CHAIR GUZMAN: So...

COUNCILMEMBER COUCH: Which means we have to get somebody by July 1<sup>st</sup>.

CHAIR GUZMAN: Right. So instead of doing it immediately as the disapproval, then we would have to go through the baby steps of RFP'ing ...(inaudible)...

COUNCILMEMBER COUCH: Right.

CHAIR GUZMAN: But by putting forth the disapproval as the effective date of July 1, 2017, that gives us a little leeway for the County as well as Friends of Mokuula to make arrangements as well.

MS. FEITEIRA: Mr. Chair, with all due respect, can I make a short comment?

COUNCILMEMBER COUCH: I don't know any...

CHAIR GUZMAN: We're in discussion. You can't talk.

COUNCILMEMBER COUCH: Six, well, seven months if we, by the time we get this out, six months to go into that whole process and be done with that whole process in six months, it might be tight. Just...so what happens if we don't have an RFP assigned by

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July 1<sup>st</sup>? According to, what it sounds like, that use, that incidental use is then disallowed, which means you gotta close the parking lot.

CHAIR GUZMAN: I would assume that.

COUNCILMEMBER COUCH: Is that correct?

CHAIR GUZMAN: Yes. I would assume that.

COUNCILMEMBER COUCH: Until you...

CHAIR GUZMAN: Ms. Sheppard?

MS. SHEPPARD: Yes, based on this resolution, that would be correct.

COUNCILMEMBER COUCH: Okay, alright. It's a tight window, but...

CHAIR GUZMAN: Did you want to extend the disapproval? Is that possible at some point?  
Could we extend the disapproval --

MS. SHEPPARD: You could change this --

CHAIR GUZMAN: --effectiveness?

MS. SHEPPARD: --now you can change this resolution at a different time. I believe that the testimony today was they were asking until December or a year from now or something like that, but, you know.

CHAIR GUZMAN: Okay.

MS. SHEPPARD: I don't know if that's what Ms. Feiteira wanted to comment...

CHAIR GUZMAN: So, why don't, my suggestion is that we just keep it --

COUNCILMEMBER COUCH: Yeah.

CHAIR GUZMAN: --at the fiscal year, July 1<sup>st</sup>, and that way, you know, if things happen the way we want it to happen, we can arrange, you know, be ready for the budget and have, you know, the processes worked out through our Budget Session, or if we, if they need more, if we need, the County needs more time, then we can come back and try to amend this for an extended effective date for the disapproval. Does that sound reasonable? Yeah. Okay. Yeah, Ms. Sheppard?

MS. SHEPPARD: I think given the nature of having somebody else running a concession on that property, if we want to give that process more time so that the County has more

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time to work things out, it would be more appropriate to make that change now. Because if they're trying to arrange a contract and they're like, our due date is July 1<sup>st</sup>, they make all the arrangements to terminate and then this body says, oh, we're gonna give you more time, that might not be effective for them to have a contract. So if you want to give them more time, it would be appropriate to do it now and say, perhaps, you know, another quarter or another six months. Instead of July 1<sup>st</sup>, make it October 1<sup>st</sup> or December 1<sup>st</sup> or something like that so that the contract they have in place they can continue and wrap it up a little bit later. That does give you more time. If you want to do it for July 1<sup>st</sup>, you can, but them having the ability to continue a contract with an unknown finished date becomes very questionable.

CHAIR GUZMAN: That was one of the documents that we never got to receive, was the contract itself, so I don't know when the, you know, if it's a yearly contract or a monthly contract by this point, but it's up to you, Members. I mean, I'm good with the July 1<sup>st</sup> disapproval date. Mr. White?

COUNCILMEMBER WHITE: Thank you, Chair. Just to be clear, what we're dealing with here is just the concession on the parking lot?

CHAIR GUZMAN: Yes, just the concession --

COUNCILMEMBER WHITE: It's not the --

CHAIR GUZMAN: --not the lease.

COUNCILMEMBER WHITE: --control over --

CHAIR GUZMAN: Not the entire lease, yeah.

COUNCILMEMBER WHITE: --the entire area?

CHAIR GUZMAN: Right. It's just the money portion. Yeah.

COUNCILMEMBER WHITE: And this is in order to begin to establish the fund --

CHAIR GUZMAN: Yes.

COUNCILMEMBER WHITE: --and do it concurrently, right?

CHAIR GUZMAN: Yeah.

COUNCILMEMBER WHITE: Thank you.

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VICE-CHAIR COCHRAN: Yeah. Chair, sure, so moved. You want me to state...

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CHAIR GUZMAN: Thank you, Members. Okay. Moving on to item number...do you guys need a break, a five-minute break or a ten-minute break?

VICE-CHAIR COCHRAN: Yeah. Yes.

CHAIR GUZMAN: Okay. So we'll take a, let's see, a ten-minute break and we'll be here at 3:25. . . .*(gavel)*. . .

**RECESS: 3:16 p.m.**

**RECONVENE: 3:26 p.m.**

CHAIR GUZMAN: . . .*(gavel)*. . . The EAR Committee shall now reconvene.

**EAR-43 MOKU'ULA ISLAND AND MOKUHINIA POND (LAHAINA) (CC 15-238)**

CHAIR GUZMAN: Members, moving on to the item on the agenda, EAR-43. And this as mentioned earlier, Members, this is an update regarding our, I guess, our 250,000 for the AIS, let me see, hold on...that there was a letter that I sent out to management regarding the updates for the property and I think we have...we have Wendy Taomoto, here as well as, Tanya Lee-Greig, who is the archaeologist assigned to this property. And so, why don't you go ahead and present, Wendy, the updates, any opening comments that you have.

MS. TAOMOTO: Hi, good afternoon, Wendy Taomoto, Department of Management today. I think on your computers you have a letter dated November 22<sup>nd</sup> from the Department of Management, giving you the update for Mokuula and Mokuhinia Pond, EAR-43, but the update really is for the Archaeological Inventory Survey for the Mokuhinia. In this status, we are pretty confident and hopeful that we can complete the AIS draft report by the end of December. We're still wrapping up the field investigations, but following that, we hope Tanya can complete the AIS by the end of December. As stated in the letter, the draft AIS report will include the findings on the condition of the perimeter rock wall of the Island of Mokuula. We also anticipate that the draft Archaeological Inventory Survey report will provide a recommendation on which section of the rock wall perimeter should be restored first and the potential challenges with the restoration. And as Tanya goes through her presentation following me, you will see where portions of the rock wall are intact and then, there's also other sections that are damaged and that's what I mean by the condition of the rock wall. Regarding the request for proposal and the 400,000, our response is that at this time, without the draft AIS report and its findings and recommendations before us, I feel it was premature to, for me to draft the RFP because I, you know, the, I need that information as it's critical. I do anticipate that once I receive the draft report, I will be able to complete a draft RFP for the Committee's review. So once I can review the draft

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report, I'm pretty confident I can submit something to you and I'm anticipating that to be somewhere at the end of January or early February. And that's my update, Chair.

CHAIR GUZMAN: Very good. Thank you. Members, do you have any questions for the Department? Mr. Hokama?

COUNCILMEMBER HOKAMA: Chairman, thank you. Ms. Taomoto, so, in reality, we'll be more than six months late on the timetable that was originally presented to us?

MS. TAOMOTO: You're talking on the Archaeological Inventory Survey report, I mean, survey?

COUNCILMEMBER HOKAMA: Yes.

MS. TAOMOTO: Yeah, we, if you recall, we initiated the Archaeological Inventory Survey and there was some vandalism and some issues --

COUNCILMEMBER HOKAMA: You had challenges, yes. You had challenges.

MS. TAOMOTO: --challenges. I came forward with a budget amendment for the fencing --

COUNCILMEMBER HOKAMA: Right.

MS. TAOMOTO: --the delay is due to that, that the vandalism, the budget amendment, the construction of the perimeter fencing, but as soon as the perimeter fencing was completed, Tanya went right back to work and is on schedule. You know, once we adjusted the schedule for the perimeter fence installation, she has been pretty much on schedule.

COUNCILMEMBER HOKAMA: Okay. So your original schedule where CSH is to submit the final AIS report for SHPD approval, which is the end of this month, is not gonna happen 'til approximately, what's your current estimation?

MS. TAOMOTO: End of next month.

COUNCILMEMBER HOKAMA: So just one month. That's great. That's great. Good job, Tanya, on catching up on the clock, so I appreciate that effort. Thank you, Mr. Chairman.

CHAIR GUZMAN: I believe Mr. White and Ms. Cochran did a site visit and saw some of Tanya's work. So, Wendy, the floor's still yours and did you want to introduce Tanya?

MS. TAOMOTO: Okay. So Tanya is from Cultural Surveys Hawaii. She's the lead archaeologist on the Archaeological Inventory Survey and her full name is Tanya Lee-Greig and she will give you an update of our inventory survey as of today, I guess.

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**. . . BEGIN PRESENTATION . . .**

MS. LEE-GREIG: Aloha. So, I'm just gonna go through a couple of slides that show the progress and kind of our findings to date. But before we do that, just kind of a brief review of kind of what our scope is. So, back when the Army Corps did their, did the EA to look at the Mokuhinia portion of the restoration, SHPD expressed concerns about having the on-the-ground perimeter of the island positively identified as opposed to looking at all these different historic maps and trying to do GIS overlays. They were uncomfortable with that and that's when the County engaged us to attempt to try and find those boundaries. So the goal of this AIS scope of work is one, to identify the edges of Mokuula Island and associated holding pond adjacent, that's parallel to Front Street, and SHPD also expressed some concerns about not knowing much about the pond area, so we were also scoped with doing additional exploratory trenching within the further extents of the pond itself on the east side or the mauka side. Using the different historic maps, we, through our work and through the different GIS layouts, we've come to start to realize that this particular map, the Department of Public Works' 1916 map and fill plans were the more reliable of the historic maps available. Basically, because they were drafted with the specific purpose of understanding how much fill was needed to backfill the Mokuhinia Pond. So we have some really good information there. We engaged the survey, a survey company to go out and take that outline from the Department of Public Works' map and overlay that onto modern aerials, as well as provide some control points for us so we could do sort of this reverse engineering approach to identifying the edges of the island and that's what that is. So, to date, we have done some backhoe trenching in the east end of Mokuhinia Pond, on the mauka side of the pond, to get a better idea of what that looks like. This is on the opposite side of the island, just to allay any fears of the use of equipment. So we, through our trenching, we did identify two features within a subsurface context. The first is an interesting historic feature and that's right about this backstop here. You'll see here there's a concrete edging here and it extends in...oh sorry, it extends in this sort of arc here. What we've come to realize is that that's a, we believe that to be a former, a remnant of a former race track of some sort, so we not only have our modern ballpark that people remember playing football on today, but we have this previous ballpark surface with features in it as well. And this is gonna come in, this feature we'll see come up near the island perimeter later on. So, that's one of our subsurface features. The other really interesting thing that we identified was located adjacent to Waiola Church. This right here is Wainee Cemetery and these are the administrative offices for Waiola Church. Our backhoe, our exploratory trench was right along this line here. We got to about a meter-and-a-half to two meters down and we identified these wood planks here. If, you may recall from Dr. Klieger's presentation or previous reports, there was a pier-like structure that was identified on the island edge. This may be a corresponding pier-like structure on this side of the church because there are stories or moololo that talk about the alii using the, or going by canoe from the island to church. So this may be one of those, that

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corresponding pier and would require more, a closer look at it. Because it's wood, because it had been submerged for so long, we didn't quite have the capacity to do a thorough investigation of it at this point, so we did what we could, we documented what we could and we backfilled it so that it would be safe. Yeah. So this is the base of the excavation here and then you can see in the side walls here, there's some additional wood planks there in the side walls. So those are the results of our additional exploratory trenching. We did do some additional trenching--where is my-- in this region right here with no feature finds, so, in this area, limited to the edge of the race track and this possible pier-like structure. So the identification of the island perimeter, what I'm gonna do is I'm just kinda go through what we've been finding around the island itself, beginning in the parking lot area. So we'll go in a clockwise-like manner around the island. This was our first attempt at identifying the perimeter of the island. When we first started, we started back here working toward the island, not wanting to do too much damage, so we try to go toward the island. In these units here, we did not encounter any pohaku or remnant of what the perimeter retaining wall of the island. And it is in this unit here that we encountered our first pohaku. Having that be our first pohaku and having pohaku or stones in the side wall here, we're like, okay, that appears to be the edge of the island, so let's find the next one. Most interesting is, of course, the proximity of this finding next to this red line, which represents the island perimeter, as depicted in the 1916 map. Okay. Move forward to here, again, right on that red line, the island perimeter map, we drop down on stacked basalt rock that we have interpreted as being a part of the perimeter rock wall. Again, we did some exploratory testing in here and in here and identified no rocks. When we drop down right on this line, we identify the pohaku, the perimeter wall. This is right parallel to Front Street. Front Street is right here. We got a little, a lot more confident in the 1916 map, so we laid our excavation unit down here and we dropped right down onto the pohaku perimeter wall. Our goal here since we had not opened up these units here, we followed it out until it dropped out into where we believed the base of the pond is located, so that's what you see here. This is our first unit where we dropped down and we encountered pohaku, followed that out and this is where it drops down into the pond. This is the entryway to the parking lot here. This red line here is the 1916 depiction of that holding pond wall that's adjacent to Front Street. We came down here and encountered these pohaku, as we were digging here; however, we encountered some issues with water. Yeah. So, after we received or the Friends of Mokuula brought a sump pump for us to use to pump out the water. When the water was removed, we were able to see this rock wall alignment here below the water table. Yeah. So we followed this out this way, looking for where it meets up with the island entryway off of Front Street and we encountered that perpendicular to it right here. So we're, this map is looking really, really good as far as that goes. And as far as the parking lot goes, we've been very successful at finding what we're looking for. We moved out to follow this line here to find this edge of the rock holding pond wall and we encountered it first right on the red line here. This is the alignment of the rock wall. We followed that out to where it dropped into the pond and, again, we had a lot of water to deal with, a lot of pumping to deal with to be able to find the base stones for that wall. This is where it gets a little tricky, where we start seeing more

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damage to the subsurface structures of the island. The goal for this area here was to find where this rock wall connects up with the perimeter of the island. Unfortunately, as we were going through it, first we encountered this very old pipe, looks like it's steel or cast iron pipe. It's very old. So we moved away from there and then we encountered that race track curbing again right in here, right. So we're like, okay, we'll move over to get out of that and then we came down on a concrete jacket. So, thinking about that in terms of restoration effort and what needs to be done, that will be a potential issue. Having had to deal with this and kind of looking at all the disturbance in the area, we decided to move out a ways and to find this edge of the rock, this holding pond wall. So we moved here. This is probably the furthest away from this red line that we've gotten to where we dropped down onto this facing right here that appears to be this connecting wall here, the face of this wall. So to date, so as of now, we have this perimeter and the positive identification of intact portions of the holding pond wall here. This area here is the makai side of the island. Again, you'll see we have the older pipe. We have a newer PVC pipe. This is where we have pohaku in here to identify the perimeter of the wall, water here, and this is where it starts to slope up to go toward the island. And just, it's more of that, pretty much everywhere we're looking for the rock perimeter wall. We're within a meter or two of finding it in the makai section. The other issue with regard to restoration is in this section here, this corner we were looking for this long, linear feature here that only shows up on the 1916 map where it connects with the island here. We were able to identify what we believe to be the perimeter wall. The other thing that came up is the discovery of this thin burn layer that follows the topography of the island. And we see it all around the mauka edges of this as well. We see this burn layer that follows the slope of the island. It's very thin and there's, the other thing that comes up is toward the base of that slope we have these burnt logs. So, why that's relevant is because we see in the 1916 map that they note, the surveyors note that the island was covered with algarrobo, which is kīawe. What it's looking like happened to help facilitate the fill, it's possible that the vegetation on the island was burned and then, subsequently, grubbed and pushed off toward the mauka side of the island. And that's our preliminary, what we're looking at right now. So identifying the perimeter wall along this mauka side has been rather challenging. The other challenging thing that we've encountered is trying to identify this, what exactly this is. We didn't know. It wasn't in the, any of the stories, so we didn't know if it was a rock wall or if it was earthen and it took a little while to identify it, but we identified it as an earthen feature, so an earthen kind of dam or berm or something like that. That's an entirely new feature that was uncovered at this point and verified. So again, we have that earthen berm feature coming up and then the fill layers in here. So at the end of the field work, where we are at right now is we've completed the mauka side. I don't have those images ready because we're still processing the data for that and we have one trench left that is going to be backfilled tomorrow or Thursday and then, we are done with the field work as of the end of this week. One of the things that we can say is that the condition of the island perimeter rock wall ranges from excellent in the parking lot area to remnant in the mauka section that's underneath the ballpark. The condition of the wall pond area parallel to Front Street ranges from good in the parking lot area

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and portions of the ballpark to poor where the pond wall potentially meets the island perimeter where we have all those, all that piping and the concrete curbing and all of that. The condition of the earthen berm, that's that new feature, appears to be in fair to poor condition and we still don't know a whole lot about that. And the other consideration for future restoration is that the water table we reached at an average of a meter to a little over a meter or 3.2 feet and inundation required constant in pumping to positively identify the base stones. So water will be something that will have to be considered during the restoration process. So we're anticipating report write-up through December and submittal of the draft report to SHPD by the end of December. Currently, we are looking at a recommendation of a reduction of the Mokuhinia Pond restoration area to account for additional study of both that earthen berm feature that we don't know a whole lot about. We don't know what the purpose is, and the pier-like feature identified in the mauka section, so leaving that out of the Army Corps or potential Army Corps Mokuhinia Pond restoration area. So, again, reduction of this overall pond, recommendation for a reduction of the Army Corps pond restoration area, to be mauka of here, so that we can preserve this until we know more about it, as well as a reduction in this region right here to account for that pier-like structure and preservation and further investigation of that. And then, of course, as a part of the AIS update, we will be revising the ten-meter buffer that's based on the current field conditions and findings of the island perimeter. And that's all. Mahalo.

**. . . END PRESENTATION . . .**

CHAIR GUZMAN: Very good, very informative. Members, do you have any questions?  
Mr. White?

COUNCILMEMBER WHITE: You're turning this into SHPD?

MS. LEE-GREIG: Yes.

COUNCILMEMBER WHITE: Is their review required before we proceed with the next phase?

MS. LEE-GREIG: Yes.

COUNCILMEMBER WHITE: And do you get to the front of the line with SHPD? Because I know we've had a project that took two years to get reviewed.

MS. LEE-GREIG: They...we have been meeting with SHPD regularly, they're aware, but I am unable to push their hand and we can only hope to just stay on top of it for the review process and get it done, but I can't speak to the review timeline.

COUNCILMEMBER WHITE: Have they suggested what they might be able to do?

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MS. LEE-GREIG: Basically, they're waiting for the recommendations and the AIS, so, in conversations, you know, they are aware, but I can't, I'm sorry.

COUNCILMEMBER WHITE: Well, we'll cross our fingers.

MS. LEE-GREIG: Yeah.

COUNCILMEMBER WHITE: And for Ms. Taomoto, the title of this remains of wetland restoration and for me, yeah, the pond is part of the project, obviously, but is that still a requirement from the Army Corps? And if it is required to continue to be referred to as a wetland restoration, have we now moved pass their requirement to fence the area and do other things that most of us found objectionable?

MS. TAOMOTO: What I would like to do once the AIS is completed is, naturally they'll get a copy of it for their review and comment, and I would like to have a discussion with them because they had previously indicated they were open to a reduced pond area or wetland area, but they do have minimum requirements before they can fund it. So depend...we're waiting for Tanya to finalize her recommendations to see what the reduced pond area would look like. It may be that it's too small for them to fund, but we would only be speculating at this point. So, it's another month and they realize the schedule and the need for her to, you know, complete the field processing and we're expected to have this conversation with them. But in terms of the fencing, I don't...I think everything is open for discussion and everybody's keeping an open mind waiting for this AIS information to make the best possible decision for the community and the project, including the Army Corps.

COUNCILMEMBER WHITE: Okay. Thank you. And on the 1916 map, the extent of the pond, you know, looks like it goes right to the church and is the area with the X's in it or I can't tell whether those are X's or...

MS. LEE-GREIG: This here?

COUNCILMEMBER WHITE: Yeah. Is the extent of the pond wherever those X's are?

MS. LEE-GREIG: Yes. That's the pond symbol for that. So, back then, the pond went around here and down in this way, and extended into this lot here.

COUNCILMEMBER WHITE: And so when you refer to a reduced pond size, what is, what roughly is your thought about the recommendation for the reduced, what's the extent of the reduced size?

MS. LEE-GREIG: I don't have the exact area calculation yet, but it'll basically be creating for the island, a 10-meter buffer or 30-foot buffer from where the stone perimeter wall ends out for 30 feet, so they...that's a no-build zone for pond restoration, right, as well as the end of the pier. We were able to find where we believe the end of the, those

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wood planks are, so it would be, we would also recommend the 10-meter, 30-foot buffer from that last plank out.

COUNCILMEMBER WHITE: But I thought their purpose of identifying where the perimeter of the island was so that we could eliminate the ten-meter buffer?

MS. LEE-GREIG: The one way that that would be possible to eliminate the ten-meter buffer is if the restoration came first and because the condition, we are only looking at it in terms of these half-meter-by-half meter squares, right, and when we go out to the site, the site is quite large. So following that out, there may be beyond where we found in that one half-meter-by-half meter square, five feet away, it may be a little bit further out. So that ten-meter buffer is there as a protector to account for any pohaku that might have rolled off that. Does that...if the pond comes first. If the restoration comes first, then there's no need for the buffer because the rock wall will be there already and that will serve as it, serve its purpose.

COUNCILMEMBER WHITE: Right. Yeah, my, well, I guess my understanding was that we were wanting to do the restoration so that we knew where the rock wall was so with the pond was restored --

MS. LEE-GREIG: Yeah.

COUNCILMEMBER WHITE: --so we have a, we have the edge of the island and then pond, not the edge of the island and then ten feet of or ten meters of fill remaining --

MS. LEE-GREIG: Right.

COUNCILMEMBER WHITE: --and then the pond.

MS. LEE-GREIG: Right. So because there are two...even, it's, I know, I understand that it's difficult to visualize it as two separate projects, but if the pond restoration, if that comes first, they're gonna move in a completely different manner than if the restoration of the wall comes first.

COUNCILMEMBER WHITE: It's a --

MS. LEE-GREIG: Whether it's...

COUNCILMEMBER WHITE: --simple decision for me, Chair.

CHAIR GUZMAN: Well, depending on whether the, we have the funding for the restoration and if the Army Corps is ready to go before the, you know, the restoration.

COUNCILMEMBER WHITE: If I recall, this Council when we discussed it last, basically said if the Army Corps is going to drive us to leaving the buffer and requiring fencing, we'd



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look for money elsewhere. And this is where, you know, Mr. Hokama brought it up earlier. This is where the TAT is really critical because this is a perfect use for a significant increase in the TAT --

CHAIR GUZMAN: Yeah.

COUNCILMEMBER WHITE: --because it's there for the, you know, to give us the ability to offset the expense of some things that are great for the residents and great for the visitors at the same time, so.

CHAIR GUZMAN: I mean, we'll have opportunity to discuss this further as, when the AIS is complete and the report is out and I believe, Wendy, is going to be negotiating further with the Army Corps, so, we'll see what comes up. Hopefully, we'll get the restoration done before the pond, so.

COUNCILMEMBER WHITE: Yeah. And I'm very excited to be where we are and I thank you for the work.

MS. LEE-GREIG: Thank you.

COUNCILMEMBER WHITE: We just need to keep going. 'Cause this has --

CHAIR GUZMAN: Yeah.

COUNCILMEMBER WHITE: --been a, you know, this has been a long, long time in getting this far.

CHAIR GUZMAN: Sure.

COUNCILMEMBER WHITE: Thank you, Chair.

CHAIR GUZMAN: Ms. Cochran or...

VICE-CHAIR COCHRAN: Yeah, thank you, Chair, and first of all, yeah, I completely concur in regards to complimenting you folks on your work. And thank you for the tour and it's, just to see it in real life is amazing to be on the site and seeing the water be sucked out and then, see how quickly it fills back up because there's water flowing under our earth that we're standing on, like, wow, fresh, you know, spring water. And those trenches, I didn't realize are hand dug, hand by hand, of like a spatula...sorry, trowel? Is that what it is?

MS. LEE-GREIG: Trowel and a shovel.

VICE-CHAIR COCHRAN: And it's like, wow, I just thought the backhoe bucket went scoop, no, no, no. Sorry, the gentleman's name?

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MS. LEE-GREIG: Jonas?

VICE-CHAIR COCHRAN: Yeah, Jonas. Oh, perfect, I mean, those, look at those. Looks so clean and, but by hand. It's amazing. So thank you for that. And, yeah, I was curious in regards to that 30-meter buffer. I was just reading your last slide, so I understand scoping it down because you found the possible pier by Waiola and the northern berm and what have you. So, have you, and so I'm looking at the, that map that you have on the screen currently. The water, was it intended to do the makai side of the island, too? Was that part of the restoration, the holding pond? Because I'm just trying to picture what's existing on Front, you know, Front Street and also the tennis court is still there and also the basketball court is still there. And I had been approached by Parks Director the other day about expanding and improving those two items, so, you know, if those are gonna stay, it's gonna be, I mean, now you got water up against that...I don't know. Was that in the plan? Do you know at all if...I know this is probably more detail than what we're really looking at today, but if you have any idea whether the water?

MS. LEE-GREIG: The Army Corps plan did account for restoring Mokuhinia Pond all the way around the island, so that's the Army Corps plan, it would've.

VICE-CHAIR COCHRAN: Okay. Alright. That seems kind of challenging --

MS. LEE-GREIG: Yeah.

VICE-CHAIR COCHRAN: --but we'll deal with that when we get there I suppose.

MS. LEE-GREIG: Yeah. With this here, however, that creates a little bit of a roadblock. And then, thus the recommendation for scoping it down to the mauka side for now.

VICE-CHAIR COCHRAN: And that causeway is very interesting. Members, if you go there as Tanya pointed out when we were walking the land with Chair White, that the island itself is showing itself by the growth of what's occurring on land currently as we speak. So there's sort of this green growth down the causeway and then it branches out in that rectangular form of the shape of the island. It's kind of just showing it's, wow, it's pretty incredible. The other thing if I may ask Tanya, have, so those, I think there are about 18 squares in those 2 rows on the island that's on the maps, I don't think it's on this one, but on the blue map, have you, you folks have not actually gone and dug onto the island itself?

MS. LEE-GREIG: No.

VICE-CHAIR COCHRAN: Okay.

MS. LEE-GREIG: No. That was...

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VICE-CHAIR COCHRAN: Just the perimeter wall and that's pretty much the basis?

MS. LEE-GREIG: Right. So our goal was just to find that perimeter wall.

VICE-CHAIR COCHRAN: Okay. That's so intriguing, I'm just curious what those are. Okay. Chair, no further questions, but comments are they're doing an incredible job. Thank you very much.

CHAIR GUZMAN: Thank you.

MS. LEE-GREIG: Thank you.

CHAIR GUZMAN: Yeah, it was, I was able to do the site visit before you folks and it was, it's quite an amazing feeling and even, I guess, Jonah [sic] picked up a, like a bucket full of dirt and I get to shift through it and, it was really neat. But, yeah, it's an incredible project and such history behind it and such presence and I don't know if you had it, but I had chicken skin when I was --

VICE-CHAIR COCHRAN: Oh, yeah.

CHAIR GUZMAN: --walking the premises, but it's an amazing project. I'd like to thank, Ms. Tanya Lee-Greig, as well as, Ms. Taomoto, for being here and giving us an update.

MS. LEE-GREIG: Thank you.

CHAIR GUZMAN: We look forward for the next, I guess, the next update that will be coming after the AIS and we'll go, move forward from there. Okay. Thank you. Without objections, Members, I'll defer this matter.

COUNCILMEMBERS VOICED NO OBJECTIONS.

**ACTION: DEFER.**

CHAIR GUZMAN: Okay, thank you.

**EAR-70 NEDO JUMPSMARTMAUI EQUIPMENT TRANSFER AGREEMENT (CC 16-217)**

CHAIR GUZMAN: Moving on to the last and final item. This is EAR-70. I think we have Mr. Redell, our engineer...Energy Commissioner, as well as, Ms. Rasmussen, I guess she's not here, present. I just...okay, why don't you come down? And this is EAR-70, Members, NEDO JUMPSmartMaui Equipment Transfer Agreement. The Committee's in receipt of the following, County Communication 16-217 and also a correspondence

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dated November 16, 2016, from the Economic Development Director, proposing a resolution entitled, Authorizing the Acceptance of a Donation of JUMPSmartMaui Project Equipment to the County of Maui, Pursuant to Chapter 3.56, Maui County Code, and copies of the Resolutions 14-134 and 14-135 (2014). The purpose of the proposed resolution is to authorize the Mayor to enter into an agreement to accept certain equipment provided as part of JUMPSmartMaui Project. The Committee may consider whether to recommend the adoption of the proposed resolution, with or without revisions, as well as consider the filing of County Communication 16-217. And so we have here the Office of Economic Development and they have requested the County to accept the donation of the equipment situated on the County property, including a static VAR compensator at the Makawao Garage and battery energy storage system at the Kihei Wastewater Treatment Plant that was previously a portion of the JUMPSmartMaui Project. And apparently, under Chapter 3.56 of the Maui County Code, the Council authorizes, needs to authorize the acceptance of the gifts or donations on behalf of the County. So it's my understanding that the County plans to work with MECO on an agreement by which MECO would operate the equipment and we have with us, as I said, our Energy Commissioner, Mr. Redell, and do you have any comments that you'd like to share with the Members?

MR. REDELL: Yes, thank you. I can give you a little better description of it so you know the scope of it and then the discussions that we're having with MECO and their letter of support, looking forward to working with us to bring grid flexibility through this equipment. So this equipment was installed as part of the JUMPSmartMaui Project. There's two pieces of equipment. One is a battery energy storage system. It's about a half of a megawatt for one hour, which is equivalent to about 50 tesla walls to put it into some sort of perspective that you might see in a magazine. The other, the static VAR compensator is a piece of equipment that when systems don't have a lot of reactive power or the current that you need to actually operate rotating equipment because your system is largely supported by DC as more and more systems get installed that don't, that aren't providing that service. It can support and provide reactive power or shift that back where it's in and support voltage on the system. So these two pieces of equipment represent about a \$4 million investment by Hitachi. We would be accepting these and then giving that or working with MECO, in an agreement where MECO would pay for a license agreement with the County to use the equipment and then pay for the operations and maintenance of that equipment and then ultimately, they would dispose that equipment. That's the agreement that we're currently working on with them. And they sent us a letter of support that they're looking forward to entering into that agreement. This would give more flexibility to the grid. It, from a home standpoint, it's equivalent to about, let's say, 200 instantaneous, you know, the demands of 200 homes on an instantaneous basis to give you another scale perspective. So, it really will bring a lot of flexibility to the grid. If we don't do it, we would just lose the value of that. Hitachi would remove it and we would end up with a lost opportunity to bring some flexibility to the grid in a cheap manner.

CHAIR GUZMAN: Mr. Hokama?

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COUNCILMEMBER HOKAMA: Regarding that battery storage and I had hoped we would get some, maybe, pictures so we know what the equipment really looks like --

MR. REDELL: Yes.

COUNCILMEMBER HOKAMA: --Commissioner. And I would still request that if you would, maybe, have something visual for you to share with the Chairman to share with the Members, I would ask for that consideration, please. What is the remaining life cycle of the equipment that you're trying to work an agreement with Maui Electric?

MR. REDELL: Sure. And that was a prior concern when we were first looking at this. The battery itself is a lead acid battery. It has a rating of about...let's see here, 4,500 cycles. Those would be full cycles on the battery. It's been used about 1,000 times, which leaves about 3,500 cycles remaining, which if you look at a daily cycle is about 8 or 9 years of cycling. We would expect that they would probably use it more often. So let's say they use it 2 times a day, it should have a value of about 4 years. The static VAR compensator itself is as it says, is static. It doesn't really have moving parts. The only maintenance that would occur on something like that over the lifetime is whether or not a component needs to be replaced, so it has a durable life that's for a long time.

COUNCILMEMBER HOKAMA: Okay. And the County is released of all liability and potential issues since MECO is gonna be willing to accept that, coming on our property, using our assets?

MR. REDELL: We would still be working on that agreement with MECO, but the agreement that we would have to have with MECO would be that they would be responsible for their liability. I would defer to...

CHAIR GUZMAN: Ms. Sheppard?

MS. SHEPPARD: Yeah. We would work out a right of entry with MECO and they would have to agree to indemnify the County of Maui, our standard language on any right of entry.

COUNCILMEMBER HOKAMA: Okay. So, is there a need to have both, a lease to MECO and a service agreement with MECO to make this work?

MS. SHEPPARD: I would think, yes.

COUNCILMEMBER HOKAMA: Okay. So you've talked about the service component. When is the lease thing taken cared of?

MR. REDELL: These would be done concurrently, is what we're working on. The actual transfer, we would enter into this agreement and then the end of the project for

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Hitachi and NEDO is the end of February. So by the end of February we'd be looking to get into agreement with MECO.

COUNCILMEMBER HOKAMA: Okay. And just a last question, Chairman. Who owns the equipment out front of the County Building regarding the recharge stations? Is that still Hitachi's equipment or is that...

MR. REDELL: Yes.

COUNCILMEMBER HOKAMA: That will remain under the Hitachi --

MR. REDELL: All of the equipment...

COUNCILMEMBER HOKAMA: --responsibility?

MR. REDELL: Yeah, so this is only for these two, specific, pieces and sorry, I didn't bring pictures, but they look like shipping containers, short shipping containers. They're like 20-foot shipping containers. The equipment around the island that is also part of the project, Hitachi and NEDO are looking at how to transfer those two other entities and the charging equipment in front of the County Building. Tight now, one of the ways that they're looking at is to transfer that to MEDB and then, working on some continuation of that program. Otherwise, we're looking at other structures on how the County may be able to assist to keep those charging stations going. But that, those haven't, the final disposition of those or where they get transferred to, hasn't been determined yet.

COUNCILMEMBER HOKAMA: Okay. Thank you, Mr. Redell. Chairman, thank you.

CHAIR GUZMAN: Thank you. Members, any other questions? Mr. White?

COUNCILMEMBER WHITE: Thank you, Chair. Not a question, but I think we all owe a thank you and gratitude to Hitachi for their partnership over many, many years and I think we all have, I hope that Hitachi has gotten knowledge and benefits from this program over the years that is very beneficial to them going forward because they've certainly been very generous to --

CHAIR GUZMAN: Yes.

COUNCILMEMBER WHITE: --the County of Maui and all the residents with their work to show what is possible with PVs, show what's possible with putting out enough chargers so that we can have a fleet of electric vehicles. So, a big mahalo to Hitachi and we take our hats off to them and just hope they've gotten great benefits out of their partnership here on Maui because we certainly have, so.

CHAIR GUZMAN: Yes. Thank you for those comments. Any other questions?

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VICE-CHAIR COCHRAN: Chair?

CHAIR GUZMAN: Ms. Cochran?

VICE-CHAIR COCHRAN: Yeah and I guess along the lines of what Mr. White is saying. What, this was a smart grid demonstration project, so they came in and set this all up and now they're done and now they want to give it over to us, the County. So what is it that they got, I mean, I don't know if you're privy to that, you know what I mean, so now I guess trying to go into this agreement with MECO to utilize this battery system into their grid, so I'm just wondering what --

MR. REDELL: The...

VICE-CHAIR COCHRAN: --happened with --

MR. REDELL: Absolutely.

VICE-CHAIR COCHRAN: --all these years.

MR. REDELL: Absolutely. The, this portion of it was a portion of the larger project, which included all the charging stations, all of the, as I understand it, all the people who participated in the home charger, who were paying for that, I think those are even being gifted to the, to those residences. They, what they got out of it was to try to demonstrate and they're still working on the demonstration of a virtual power plant. So a virtual power plant, you can do it with all sorts of components, but imagine, you know, instead of just having a power station in one location, and then radially from there, everything gets power, this demonstration was to take all of these different things and specifically here, a bunch of cars and then, some assets like the static VAR compensator and this larger battery to give a grid response that looks like a power plant connected somewhere on the grid. And that's really the value of the demonstration that they were looking for and I believe they got out of that. And so now, we're just, you know, how do we then use these assets because they don't...you...they don't serve their purpose unless somebody's managing that project as a whole and so I know that they're now working on the next phases and what they want to do on the island and in other locations using this knowledge to continue to promote that platform.

VICE-CHAIR COCHRAN: Okay. So, is there any way to utilize it for that Kihei Wastewater Treatment Facility to offset all electrical costs?

MR. REDELL: Sure. It's 500 kilowatts for 1 hour. We were looking at that as an option to try to capture some of the extra solar that we have there. The solar photovoltaic system that is there is actually larger on the DC side than it actually puts out on the AC side because they were trying to get to a economic optimal point. Looking at that

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option and with the Director, it takes an investment to reconfigure that unit to capture that power and that investment could be costly. Right now, it's actually connected to the MECO grid, connected to a transformer.

VICE-CHAIR COCHRAN: Okay.

MR. REDELL: All that work's already done. So, one of the other things I'm looking at, but not necessarily related to this, is another company looking to do a demonstration project of a battery and I'm trying to either cite that at that facility to grab more of that solar or here for this building to deal with demand response. So we're looking at other projects to do exactly what you're trying to do or considering.

VICE-CHAIR COCHRAN: Okay. Alright. Well, very good. I'm glad you're taking a look at other options for this to help offset our costs if possible. Thank you.

MR. REDELL: Well, here, we will get some revenue from it, so it looked better to take some revenue from MECO and give that value because of the way it's connected, than make an investment and hope for that revenue to come in.

VICE-CHAIR COCHRAN: Right. Okay. Very good. Thank you.

CHAIR GUZMAN: Okay. So, Mr. Redell, is there any cost to the County to enter into the agreement?

MR. REDELL: So without MECO, there could be cost. We would have the cost of an electric bill that, for the parasitics for the air conditioning to maintain the system. The goal here is to avoid that by working with MECO so that we don't burden those costs, although they're low. The duration that according to the agreement, there's a four-year period that you see in the agreement, but that actually starts from the date that it was installed, so the cost that we would be incurring if we didn't enter into an agreement with MECO would be something up to December of next year and then at that point, we would sell the unit, you know, for more than the cost of disposing it.

CHAIR GUZMAN: Okay. And you have potential buyers for...

MR. REDELL: Yeah, we would sell it off as parts, as battery energy components for --

CHAIR GUZMAN: Okay.

MR. REDELL: --other people.

CHAIR GUZMAN: Okay. Members, any other questions that you have? If the Members feel that it's...or let me ask Mr. Redell, is this time sensitive, this donation of the equipment?



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MR. REDELL: Yes. We were trying to get this completed in the November timeframe, and it looks like we now, if we were to get it approved or move to Council today, that we would have it done in December. It is time sensitive, yes.

CHAIR GUZMAN: Okay. Is it possible to get us photos by the next, when is our next Council, if this were to pass out? December 2<sup>nd</sup>? Wait, no, that's this, yeah, two weeks from now, I suppose.

MR. REDELL: Two weeks from now.

CHAIR GUZMAN: Yeah, if you can provide us photos...

MR. REDELL: Well, I can get photos for sure. Just let me double check that I'm --

CHAIR GUZMAN: Okay.

MR. REDELL: --actually here.

CHAIR GUZMAN: Okay. Thank you. So, Members, Chair's recommendation is to pass this through for first reading and Mr. Redell will expeditiously try to get the photos to you by that time. So, Chair, will entertain a motion to adopt, for the adoption of the proposed resolution entitled, Authorizing Acceptance of the Donation of the JUMPSmartMaui Project Equipment to the Maui County, Pursuant to Chapter 3.56 in the Maui County Code; and incorporating any revisions; and filing of the County Communication 16-217.

VICE-CHAIR COCHRAN: Mr. Chair, so moved.

COUNCILMEMBER WHITE: Second.

CHAIR GUZMAN: Moved by Ms. Cochran, seconded by Mr. White. Any further discussion, seeing none, all those in favor, say "aye."

COUNCILMEMBERS VOICED AYE.

CHAIR GUZMAN: All those opposed, say, "no." We have five "ayes," no "noes," two excused. Motion carries.

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**VOTE:**

**AYES:** Chair Guzman, Vice-Chair Cochran,  
Councilmembers Crivello, Hokama, and White.

**NOES:**     **None.**

**ABSTAIN: None.**

**ABSENT: None.**

**EXC.: Councilmembers Couch and Victorino.**

**MOTION CARRIED.**

**ACTION: ADOPTION OF RESOLUTION AND FILING OF COMMUNICATION.**

CHAIR GUZMAN: Well, thank you very much, Mr. Redell, Ms. Sheppard and Staff. This will conclude today's items on the agenda and thank you very much for a very, very productive meeting. Meeting adjourned. . . .(gavel). . .

**ADJOURN: 4:19 p.m.**

APPROVED BY:

Alon S. Szyman

DON S. GUZMAN, Chair  
Economic Development, Energy,  
Agriculture, and Recreation Committee

ear:min:161129:jb

Transcribed by: Joanne Bista

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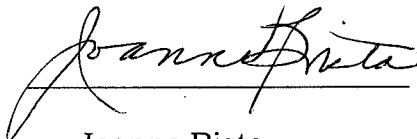
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CERTIFICATE

I, Joanne Bista, hereby certify that the foregoing represents to the best of my ability, a true and correct transcript of the proceedings. I further certify that I am not in any way concerned with the cause.

DATED the 21<sup>st</sup> day of December, 2016, in Kahului, Hawaii

A handwritten signature in cursive script, reading "Joanne Bista", written over a horizontal line.

Joanne Bista

## **BFED Committee**

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**From:** Tamara A. Paltin  
**Sent:** Monday, April 12, 2021 11:59 AM  
**To:** BFED Committee  
**Subject:** Informational Document for the BFED-1 File  
**Attachments:** FY22PRMemosigned.pdf; 161129min.pdf

Aloha BFED Committee Staff,

I hope this email finds you well. I have attached an informational document for inclusion in the BFED-1 review.

Mahalo,  
Tamara