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July 9, 2018

Council Member Elle Cochran, Chair  
Infrastructure & Environmental Management Committee  
200 S. High Street  
Wailuku, HI 96793

Aloha Committee Chair Cochran,

Thank you for the invitation to present at your upcoming July 23<sup>rd</sup> meeting of the Infrastructure, Environmental Management Committee. Unfortunately, I am unable to attend your meeting. In light of that, I am offering the following comments for clarification to your committee.

The Maui County Tourism Industry Strategic Plan (2017-2026) was updated and released in October 2017. A copy was delivered to all council members prior to our public release.

The final plan was a compilation of months of meetings and interviews held with industry leaders, cultural advisors, business and government organizations and community stakeholders. The plan's focus is divided into four areas: Community, Culture, Environment, and Visitors. The stakeholders designed the architecture of this plan to be a living document which has specific action items assigned to various organizations. These organizations are Maui Nui Marine Resource Council, Maui Economic Development Board, Maui Hotel and Lodging Association, Maui County Planning Department, OED, cultural advisors within Maui Nui, National Oceanic and Atmospheric Administration, Activities & Attractions Assoc. of Hawaii, Hawaii State Dept. Of Health, Maui Chamber Commerce, Native Hawaiian Chamber of Commerce and the Maui Visitor's Bureau. These stakeholders created performance goals to hold each organization accountable to carry out their duties as assigned in the plan. It is MVB's responsibility to submit a report each year to the Mayor's Office of Economic Development as to the progress on implementing the plan. MVB is currently working with each stakeholder organization to make sure they are starting their plan implementation.

The plan is robust in the ways it speaks about all aspects of tourism including the challenges our number one industry brings. The plan addresses the well-being of the industry, community, culture, and the environment; emphasizing balance amongst these sometimes-competing constituencies.

Respectfully,



Sherry Duong  
Executive Director

CC: Council Chairman Mike White