

ENVIRONMENTAL, AGRICULTURAL, AND CULTURAL PRESERVATION COMMITTEE

Council of the County of Maui

MINUTES

August 20, 2019

Council Chamber

CONVENE: 1:34 p.m.

PRESENT: VOTING MEMBERS:

Councilmember Shane M. Sinenci, Chair
Councilmember Tasha Kama, Vice-Chair
Councilmember Kelly T. King
Councilmember Alice L. Lee
Councilmember Michael J. Molina
Councilmember Tamara Paltin
Councilmember Yuki Lei K. Sugimura (arrived at 2:54 p.m., left at 4:10 p.m.)

NON-VOTING MEMBERS:

Councilmember Keani N.W. Rawlins-Fernandez

STAFF: Kasie Apo Takayama, Legislative Analyst
Nicole Siegel, Committee Secretary

Zhantell Lindo, Council Aide, Molokai Council Office (via telephone conference bridge)
Denise Fernandez, Council Aide, Lanai Council Office (via telephone conference bridge)
Mavis Oliveira-Medeiros, Council Aide, Hana Council Office (via telephone conference bridge)

Don Atay, Executive Assistant to Councilmember Shane M. Sinenci
Sarah Freistat Pajimola, Executive Assistant to Councilmember Keani N.W. Rawlins-Fernandez

ADMIN.: Jennifer Oana, Deputy Corporation Counsel, Department of the Corporation Counsel
Kay Fukumoto, Economic Development Director, Office of the Mayor
Terry Vencl, Community Liaison, Office of the Mayor

OTHERS: Dick Mayer, Retired Economics Professor, Maui Community College

Jasee Lau
Jacque Sinenci
Autumn Ness
Francine Aarona

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Raymond Hutaff, President, Valley Isle Excursions; Hawaii Ecotourism
Association; Sustainable Tourism Association
His Highness Kaua
Rob Parsons
Jennifer Karaca
Albert Perez, Executive Director, Maui Tomorrow Foundation
Moke Bergau (via telephone conference bridge, Hana Council Office)

Others (3)

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

CHAIR SINENCI: . . . *(gavel)* . . . Aloha mai kakou.

AUDIENCE: Aloha.

CHAIR SINENCI: Aloha. And will the Environmental, Agriculture [*sic*], and Cultural Preservation Committee meeting--it's August 20, Tuesday--please come to order. And it is 1:34 p.m. I'm Shane Sinenci, the Chair of the Committee. Before we begin, may I please ask that we silence all cell phones and noisemaking devices. Thank you. Introductions, today in the Chambers we have Vice-Chair Tasha Kama. Welcome.

VICE-CHAIR KAMA: Aloha.

CHAIR SINENCI: Aloha. We also have Councilmember Tamara Paltin. Aloha.

COUNCILMEMBER PALTIN: Aloha auinala, Chair.

CHAIR SINENCI: Aloha. We also have Member Alice Lee.

COUNCILMEMBER LEE: Aloha, Chair.

CHAIR SINENCI: Aloha. And from Upcountry or Makawao, Mike Molina. Welcome.

COUNCILMEMBER MOLINA: Aloha, Mr. Chairman.

CHAIR SINENCI: Welcome. And we also have joining us Chairman Kelly King.

COUNCILMEMBER KING: Aloha. Good afternoon.

CHAIR SINENCI: Aloha. And visiting us today, our non-voting Member Keani Rawlins-Fernandez. Welcome.

COUNCILMEMBER RAWLINS-FERNANDEZ: Aloha, Chair. Mahalo for having me.

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CHAIR SINENCI: Hi. And Member Yuki Lei Sugimura is in route so she should be joining us soon. Also today, we have from the Department of Corporation Counsel, Ms. Jennifer Oana. Welcome.

MS. OANA: Good afternoon, Chair.

CHAIR SINENCI: Administration representatives, we have Ms. Terryl VencL.

MS. VENCL: Good afternoon, Chair.

CHAIR SINENCI: Good afternoon. And Ms. Kay Fukumoto, Director of Office of Economic Development.

MS. FUKUMOTO: Good afternoon, Chair.

CHAIR SINENCI: Good afternoon. For our community resource person today, we have Mr. Dick Mayer. He's a retired economics professor from the Maui Community College, and he's going to be sharing some information with us today. Also on our Staff we have Ms. Kasie Apo Takayama, Legislative Analyst, and Nicole Siegel, our Committee Secretary. Welcome, everybody. In our District Offices, we have Ms. Mavis Oliveira-Medeiros from Hana District Office, Ms. Denise Fernandez from our Lanai District Office, and Zhantell Lindo from our Molokai District Office. So, welcome. Today, Members, we have EACP-6. Should be easy, only one item versus this morning's one. Visitor Impacts to County Environmental and Infrastructural Resources. So, if there are no objections, we'll begin today's meeting with testimony.

COUNCILMEMBERS: No objections.

CHAIR SINENCI: Okay. For individuals testifying in the Chamber, please sign up at the desk just outside the Chamber door. If testifying from one of the remote testimony sites, please sign up with District Office Staff. Testimony will be limited to the item on the agenda today. And pursuant to the Rules of the Council, each testifier will be allowed to testify for up to three minutes. When testifying, please state your name and the name of any organization you may be representing. Pursuant to the Rules of the Council, if you are a paid lobbyist please inform the Committee. So, we've established a connection to the Council District Offices, we'll go to them first. Hana, Ms. Mavis Oliveira-Medeiros?

. . . BEGIN PUBLIC TESTIMONY . . .

MS. OLIVEIRA-MEDEIROS: Aloha, Chair. This is Mavis Oliveira-Medeiros from the Hana Office and there's no one here to testify --

CHAIR SINENCI: Okay, thank you.

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MS. OLIVEIRA-MEDEIROS: --yet.

CHAIR SINENCI: Alright, we might have some later. Okay. Ms. Denise Fernandez from our Lanai District Office, do you have any testifiers there?

MS. FERNANDEZ: Aloha, Chair. This is Denise Fernandez at the Lanai Office and there are no testifiers.

CHAIR SINENCI: Thank you. Ms. Zhantell Lindo at our Molokai District Office, do we have any testifiers there?

COUNCILMEMBER RAWLINS-FERNANDEZ: Chair? The Molokai Office said that they have been disconnected.

CHAIR SINENCI: Okay. We can contact...

COUNCILMEMBER RAWLINS-FERNANDEZ: And they don't have any testifiers --

CHAIR SINENCI: Oh, they don't have any. Okay, thank you.

COUNCILMEMBER RAWLINS-FERNANDEZ: --yet.

CHAIR SINENCI: Yet. Okay.

COUNCILMEMBER RAWLINS-FERNANDEZ: Just kidding.

CHAIR SINENCI: Alright, Ms. Kasie Apo Takayama, would you please call the first testifier in the Chambers please?

MS. APO TAKAYAMA: Chair, the first testifier is Jasee Lau testifying on EACP-6.

MR. LAU: Aloha, Shane, everybody, all the Councilmembers and everybody out there in TV land. Thank you, *Akaku*, down in the basement for this public service announcement. There's no way of counting how many tourists have used up forks and then throw them in the rubbish can. But a conservative estimate, this is 500 forks, I'd say at least 100 of these boxes have gone to the landfill since the last time I saw you. And I was hoping that Maui would...there's a bill going through Honolulu, Bill 40, they're going to ban the plastic eating utensils, and I would hope that Maui could beat them to the punch. Thank you for your time.

CHAIR SINENCI: Thank you, Mr. Lau. We have a question for Mr. Lau? Seeing none, thank you for your testimony. Ms. Apo Takayama?

MS. APO TAKAYAMA: Chair, the next testifier is Jacque Sinenci testifying on EACP-6.

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MS. SINENCI: Aloha, Chair and --

CHAIR SINENCI: Aloha.

MS. SINENCI: --Councilmembers. I just wanted to bring attention on the topic EACP-6.

CHAIR SINENCI: Jacque, can you move forward? Yeah, speak into the...

MS. SINENCI: Okay.

CHAIR SINENCI: Thank you.

MS. SINENCI: Yeah. Okay, thank you. Bringing attention since the last time we got together as far as with visitor impacts. I notice that we wanted to motion for a assessment on tourism, and since the month of April of this year, I've been doing it myself. I noticed...the community has noticed a lot of the impact with Honolua Bay and they're just like going crazy, going what we can do, this and this, and I'm out there every day now because we got now eight boats in the bay and two out in Slaughterhouse waiting for the other two...two out of the eight to exit out so that the other two from Slaughter House to come in, and it's lining up. And we're noticing also during the night there's boats all over from Slaughterhouse, Honolua Bay, out to Honokohau Bay that are just sitting in there. And we don't know if they're permitted, if it's commercial, if it's personal vessels and we want to find out why. And a lot of the kupuna from Honokohau Bay approached me asking why we no can fish, they get all these guys going in the bay but we cannot even go fish. And I'm going I don't know that. I can bring it up for your folks but that is of concern right now. And as far as the helicopter rides, they're coming over the valley seven o'clock in the morning and they no stop until like 5:00 and it's crazy, it's like one after another. And, you know, I noticed on Big Island they're going through these things, and with the helicopter companies they've timed it to where it's like every seven seconds they have helicopters flying over their homes. I don't want that and for the valley, so bringing that to attention. Traffic is crazy. Now, they're parking everywhere and anywhere they can fit, and whether it's crossing the white line between the roadway and on the side of the roads, and also in the wrong directions. And it's...a great kupuna has shared with me 'cause I brought these concerns to him and he told me, Jacque, the only thing we can do, we can never stop progress, which I understand, but we can slow it down. And that was his manao and I'm going to use that manao because I look up to this kupuna very much. And that's all I have to offer. So, I do endorse urging assessment and research how we can curb this, signage and all, you know, preserving as far as the stone walls down in Honolua Bay because there is terraces down there, gravesites. We need to, yeah, just makaala.

CHAIR SINENCI: Thank you, Ms. Sinenci.

MS. SINENCI: Thank you.

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CHAIR SINENCI: Members, do you have any questions? We have a question for you.
Mr. Molina --

MR. MOLINA: Yeah.

CHAIR SINENCI: --and then Member Paltin.

COUNCILMEMBER MOLINA: Thank you, Chair.

MS. SINENCI: Hi.

COUNCILMEMBER MOLINA: Aloha, Jacque.

MS. SINENCI: Aloha.

COUNCILMEMBER MOLINA: You know from where you're observing all of this, traffic-wise, you see a lot of traffic going towards, in through Kahakuloa as well?

MS. SINENCI: Yes.

COUNCILMEMBER MOLINA: Yeah.

MS. SINENCI: If...I haven't done it yet but what I do plan to is sit at the bus stop in Honokohau and count how many cars going in and how many cars coming out. Today...well, one day I did observe 172 cars as I was going out to Napili. Now, I'm looking at this going 172 cars times 2 people, that's 300 just in that 15 minutes that I'm traveling and it's concern. And I know that they're all going out to Nakalele of course. Again, we have rescue efforts like at least once a week or some...so we want to curb that too. But I do want to, yeah, find out about Kahakuloa 'cause...

COUNCILMEMBER MOLINA: Yeah, the reason I ask that is I know the residents have put up signage there for preferably residents coming in, and, you know, maybe over the years it's been inundated with more visitors just out of curiosity that go there and then creates all the potential problems.

MS. SINENCI: Yeah. So...

COUNCILMEMBER MOLINA: It's a dangerous roadway too, yeah, we have so much traffic yeah.

MS. SINENCI: Yeah. Yes.

COUNCILMEMBER MOLINA: Okay, thank you.

MS. SINENCI: You're welcome.

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COUNCILMEMBER MOLINA: Thank you, Chair.

CHAIR SINENCI: Member Paltin, you had a question?

COUNCILMEMBER PALTIN: Aloha.

MS. SINENCI: Aloha.

COUNCILMEMBER PALTIN: Mahalo for your kilo efforts, the valuable information. I just was wondering, so I know that there are supposed to be three days' mooring buoys bow and stern. Do you report the things that you see or...

MS. SINENCI: I just hold on to 'em because it's like...it's from...I don't know how, maybe later it's going to serve, you know, 'cause then I got the dates and the times and we're looking at with the boats 9:00 to like maybe about 5:00. Sometimes there isn't anybody in there and it looks so beautiful, but maybe, I was thinking maybe if we can put...they got to put flags on their mast. You know like okay, I'm commercial, I have the permit, you know, 'cause like sometimes when I taking...I just figure just take the picture, because yikes, we look...at one point we went look like Hanauma Bay with all the tourists. The other day I stopped there and there was someone standing on the reef. And we have the boats that bring in the tourists that is there. Instead of they educate this one individual, they just don't say anything, so I'm like trying to kapu aloha and kind of let it...let him know, can you get off, get, get off, and he's like looking at me with the camera and I'm going get off the reef, just move. You know and I have to yell at 'em like off the reef --

COUNCILMEMBER PALTIN: Yeah.

MS. SINENCI: --and then okay.

COUNCILMEMBER PALTIN: I kind of think, you know, maybe it would be helpful, there's two numbers, 643-DLNR and 244-6400 is the police non-emergency number and I mean I think if we call them more often --

MS. SINENCI: Okay.

COUNCILMEMBER PALTIN: --and just, you know, like let them know about your documentation, that might be one step in the right direction. Like, you know, I seen also some of the pictures of the cars outside of the, like into the roadway and it's just daily, every day kind of thing. Now, little bit, some people are leaving back to the continent so hopefully mellow until maybe Halloween.

MS. SINENCI: Yeah. But yes, okay.

COUNCILMEMBER PALTIN: But --

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MS. SINENCI: Yeah, go ahead.

COUNCILMEMBER PALTIN: --I went message you the next Honolua planning meeting for Monday if can.

MS. SINENCI: Okay. Thank you very much --

COUNCILMEMBER PALTIN: Thank you.

MS. SINENCI: --Councilwoman.

CHAIR SINENCI: Anyone else? Member Keani Rawlins-Fernandez?

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay. Mahalo, Chair.

MS. SINENCI: Aloha.

COUNCILMEMBER RAWLINS-FERNANDEZ: Aloha, Ms. Sinenci. Mahalo for your testimony.

MS. SINENCI: Thank you.

COUNCILMEMBER RAWLINS-FERNANDEZ: Your last sentence of your testimony kind of, I was a little taken aback. So, what you described to me in your testimony sounds like an over-consumption of natural resources at the expense of our residents.

MS. SINENCI: Yeah.

COUNCILMEMBER RAWLINS-FERNANDEZ: And so, I...you said that you describe this as progress. And so, I looked up the definition of progress, and progress is forward or onward movement toward a destination.

MS. SINENCI: Okay.

COUNCILMEMBER RAWLINS-FERNANDEZ: And so, if this is what you consider progress or if you agree with the kupuna who shared that with you --

MS. SINENCI: Yes.

COUNCILMEMBER RAWLINS-FERNANDEZ: --and it...and so this progress is toward a destination. Do you support that destination that we're heading toward in the over-consumption of our natural resources at the expense of the residents?

MS. SINENCI: No. Progress meaning, you know, we understand about economy, we understand about...we do at times depend on tourism. But because it's being overwhelmed, it's being just so over the top, instead of...we cannot never stop it, but we can slow it down meaning if we don't slow it down now, it's going to be even more

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so. I don't know how to put...

COUNCILMEMBER RAWLINS-FERNANDEZ: So, do you...so I guess my question is do you want to just slow down the progress of this overwhelming destination that we're heading toward --

MS. SINENCI: I don't...

COUNCILMEMBER RAWLINS-FERNANDEZ: --or would you rather control it and pull back?

MS. SINENCI: Control it and pull back, yeah.

COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo.

MS. SINENCI: That would be...thank you.

COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo, Chair.

CHAIR SINENCI: Thank you. Okay, any others? Seeing none, thank you, Ms. Sinenci --

MS. SINENCI: Thank you.

CHAIR SINENCI: --for your testimony.

MS. SINENCI: Thank you very much.

CHAIR SINENCI: Ms. Apo Takayama, can you call the next testifier please?

MS. APO TAKAYAMA: The next testier is Autumn Ness testifying on EACP-6, to be followed by Francine Aarona.

MS. NESS: Aloha, Committee. Thanks for bringing this up, Chair. I, my name is Autumn Ness, I worked on this subject a lot when I worked with Councilmember Cochran. I have like files of research that I'd be happy to share with anybody who wants to hear about it. I'm really excited this conversation is happening now, but the needs assessment part gives me severe anxiety. We have a lot of reports and a lot of assessments and a lot of recommendations. In my hand right here, I hold the HTA strategic plan and the Maui tourism industry strategic plans, two volumes. They do a really good job of identifying all the problems, all the pukas, all the concerns, but they stop short on the plan part. I saw the part about in the resolution asking the Mayor to hold grantees accountable for specific actions that would manage tourism. That's good if I had any confidence in this Administration or the actual Tourism Authority to do so, but they've been dodging this problem for years, even dodging phone calls from Member Cochran while we were working on this. We're at a 40 percent tourism load right now which I know Mr. Mayer will go into so I'll skip that part, and it's climbing in all the studies and headlines that come out. We're breaking visitor numbers every

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year and each visitor is spending less and less per capita so we are literally burying ourselves in a problem with diminishing returns. Florida State University just now released a study that puts Hawaii at the top of the list nationally for how big our tourism industry is, but at the very bottom for how much someone working in tourism earns. We're looking for concrete solutions and lines, hard lines drawn now. No more studies, no more recommendations, lines that actually affect the numbers of people that come here, the carrying capacity. And that's literally the only thing that works. If you look at Hanauma Bay, that's how they saved this bay from extinction was they drew lines of numbers of people, because the reef literally cannot handle one more person swimming there. And it's working. Something like a cap on the number of rent-a-cars that can be on Maui County roads on any given day. That's something that I think is within our purview. A moratorium on the increase of the actual numbers of tourist accommodation units, no more hotel rooms, no more short-term rentals, no more B&Bs. I worked on this really extensively with Elle and we put together a solid list. A moratorium on units expansions until A, B, and C is done, and those all came from the Maui Island Plan. I did months of research on it, and we were told by the Administration no need because there's no more hotels in the pipeline. Insert Grand Wailea expansion, South Maui's Coast Hotel expansion, and it's just happening. I'm almost done. So, I saw the letter, the reso goes to the Mayor, the Mayor sends back a response that says why don't you work with the airlines. So, he's kicking back the kuleana to you guys, why don't you guys work with the airlines to educate incoming tourists, which is not really your guys' job. So, the bottom line is the Mayor has the authority to hold grantees that are getting our County taxpayer dollars accountable to specific benchmarks which I hope he does and which I hope the Visitors Bureau takes into account. The Council has the authority to draw hard lines on things like rent-a-car numbers or units, and I think after working with this industry for so long, that's the only thing that's going to work. Resolutions and studies and recommendations, nobody's listening, and meanwhile we're drowning under our own numbers and we're not even getting the money that we expect to be getting in return. Thank you very much.

CHAIR SINENCI: Thank you, Ms. Ness. We have a question from Chairman King.

COUNCILMEMBER KING: Thank you, Chair. Thank you for being here --

MS. NESS: Yeah.

COUNCILMEMBER KING: --and I think we all have those same reports. Are those from 2019...2018 I mean?

MS. NESS: These are the...this one is for the Maui MVB 2017 to 2026 Strategic Plan.

COUNCILMEMBER KING: Oh, okay. So it's --

MS. NESS: Yeah.

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COUNCILMEMBER KING: --their long-term report. So, what I wanted to ask you is you said you had a list of some of the activities that we could look at halting until we get the affordable housing we need, until the numbers come down. My first question is, the numbers that are in the Maui Island Plan which I think is something like one-third --

MS. NESS: Yeah.

COUNCILMEMBER KING: --tourists to residents. In your opinion, is that a good number to adhere to? 'Cause I don't know why we need a study to say that, we already did that apparently, but is that a good number?

MS. NESS: I mean I defer to...I know how many hours of work went into that plan by people that know a lot more about this island than I do, so...

COUNCILMEMBER KING: But is that what you were working off of when you were doing...

MS. NESS: Yeah, that's what I...my whole...our whole project was off the Maui Island Plan and off each community plan and their specifically infrastructure benchmarks that have a nexus with tourism impacts.

COUNCILMEMBER KING: Okay.

MS. NESS: I went through all of them and picked out.

COUNCILMEMBER KING: Okay. And then if you can share with us that list that you said you had of the items that we could address --

MS. NESS: Yeah.

COUNCILMEMBER KING: --within a page or two, 'cause I don't...I mean I already have all that other information. And I know you've got...I know you have boxes of...

MS. NESS: I actually have the bill that we wrote up, I can just send it to you guys.

COUNCILMEMBER KING: But yeah, yeah, I mean I would like to see that because I think that, I think you're right, I think a lot of what happens is, you know, it's easy to keep pushing things off and say we'll do another study. And then, you know, ask for a plan and it comes out to be more of a report than a plan --

MS. NESS: Right.

COUNCILMEMBER KING: --so I think this Council, you know, is ready to look at, you know, take a hard look at what actions can be taken, so.

MS. NESS: I mean if you're, if you look at what the Maui Island Plan and the community plans say --

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COUNCILMEMBER KING: Right.

MS. NESS: --they include all of the directives, and one of those directives is for this body and all of the administrative departments to ensure that there is no more expansion of development until the other infrastructure benchmark in there...

COUNCILMEMBER KING: Right. But the Maui Island Plan was done a while ago so --

MS. NESS: Right.

COUNCILMEMBER KING: --you know, I'm assuming that your research is a little more current so that's why I asked you...

MS. NESS: We updated a little bit.

COUNCILMEMBER KING: Yeah.

MS. NESS: Like some of the --

COUNCILMEMBER KING: So...

MS. NESS: --collector --

COUNCILMEMBER KING: Yeah.

MS. NESS: --roads and stuff like some of the names of the roads --

COUNCILMEMBER KING: Anyway, if you can just send that, that would be great.

MS. NESS: --we updated it. Yeah.

COUNCILMEMBER KING: Okay, thank you.

MS. NESS: I will do. Okay, thank you.

CHAIR SINENCI: Okay, any other questions? Member Paltin? For the testifier.

COUNCILMEMBER PALTIN: Thank you, Chair. I just was wondering if you had more specifics on the rental cars, like about how much we have currently, the capacity of the CONRAC, and if they're beyond the capacity of the CONRAC.

MS. NESS: That's a great question. This is one thing I can't just speak to off the cuff. I do know that conceptually limiting the number of cars that traverse our County roads is within the power of this Council. But when we were doing the numbers, we were looking at more like infrastructure and accommodation units. We were thinking if you

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can't cap the number of people arriving on Maui, if you cap the number of accommodations that are available, people won't come if they can't book a room, right? So now, if we're already past that because we have so many units being added to our current inventory, if at least we can cap the number of cars that they're being used and they're forced to take public transportation or ride share stuff, then maybe that accomplishes the same goal. But I didn't do the research on numbers. I'd be happy to help though.

COUNCILMEMBER PALTIN: Yeah. 'Cause I was thinking, you know, like if we can't fund the northern bypass, we can't fund moving the road inward, then we should right size the amount of cars --

MS. NESS: Yeah.

COUNCILMEMBER PALTIN: --traveling the road. 'Cause like when I drive back and forth, I'm surrounded by Jeeps and Mustangs --

MS. NESS: Yeah.

COUNCILMEMBER PALTIN: --you know, so it's like is the road not appropriate or is it vice-versa, the car is not appropriate.

MS. NESS: Yeah. And I'd be interested in talking to you more about...I imagine that the Council may be not...won't have the authority to cap the number of cars on State highways, but you definitely have purview over County-managed roads. So, I don't know, I'd be interested in sitting down and talking with you more about that.

COUNCILMEMBER PALTIN: Or yeah, even just information about, you know, how much rental cars we had on island ten years ago, five years ago --

MS. NESS: Right.

COUNCILMEMBER PALTIN: --and now, and what's the capacity of the CONRAC.

MS. NESS: I'm wondering if Mr. Mayer knows that. That seems right up Mr. Mayer's alley.

COUNCILMEMBER PALTIN: Okay, I'll save it for when...

MS. NESS: I'll sit down with him though if he doesn't.

COUNCILMEMBER PALTIN: Yeah, okay. Cool. Thank you.

MS. NESS: Okay, yeah.

CHAIR SINENCI: Okay, one more question. Ms. Fernandez?

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COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo, Chair. Aloha, Ms. Ness, mahalo for your testimony. So, the current resolution that this Committee is considering is Urging the Administration to Conduct a Sustainable Tourism Assessment and require grant recipients to incorporate environmental and infrastructural action steps into grant objectives. That's a mouthful, sorry.

CHAIR SINENCI: And it's...we've made some changes since that reso, so I think there's an August 8th revised version on your Granicus. We've since taken out the grant recipients. That's was one of the issues --

COUNCILMEMBER RAWLINS-FERNANDEZ: Oh, okay.

CHAIR SINENCI: --that came up at the last meeting.

COUNCILMEMBER RAWLINS-FERNANDEZ: So, just Urging the Administration to Conduct a Sustainable Tourism Assessment for Maui County?

CHAIR SINENCI: Yes.

COUNCILMEMBER RAWLINS-FERNANDEZ: So, that's the current reso?

CHAIR SINENCI: Yes.

COUNCILMEMBER RAWLINS-FERNANDEZ: Sorry. It went through several iterations. So, what you showed us are two plans that have already been conducted. So, is your testimony in support or in opposition to this resolution?

MS. NESS: My testimony is in support of doing something concrete, but I don't think a resolution is it, with all due respect, because I don't have faith in this Administration or to be frank, the tour...the Maui Visitors Bureau, because they wouldn't even attend a Committee meeting of this Committee. When Elle...when Chair...Member Cochran was the Chair, they wouldn't even come to the meeting when they were required in the Budget line items to attend the meetings talking about the visitor impacts as part of their funding. They refused to come. So, a resolution asking this Administration or them to do anything is totally moot, I think. Unless you're talking about hard lines where they follow the directions or they lose their money is the only thing that I see being worthy of this body's time at all frankly.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay, mahalo. So, the examples of the concrete recommendations are capping tourism accommodation units until certain infrastructure is built to adequately address the needs of our residents. And 33 percent, I guess, of the population in tourism which was recommended by the Maui Island Plan, and capping the amount of rental cars.

MS. NESS: For a start, yeah. I mean I will send you the list of things that we had in our moratorium language. Other things like requiring that CORA permit holders don't do

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certain things, don't give out reef shoes to allow their guests to walk on the reef, that they don't give out reusable water bottles, that they actually...that their guides actually know the names of the islands that they're talking about instead of just making things up, you know. That people are responsible for the parking of their guests. If you have a tour going out of somewhere and your guests are parking all over the road, that should be your responsibility. Things like that, there's a whole list I can send you guys, but.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay. Mahalo. Those are --

MS. NESS: Yeah.

COUNCILMEMBER RAWLINS-FERNANDEZ: --awesome recommendations. Mahalo, Chair.

CHAIR SINENCI: Thank you. Ms. Kama?

VICE-CHAIR KAMA: Thank you, Chair.

CHAIR SINENCI: You had a question.

VICE-CHAIR KAMA: Thank you, Autumn, for being here again. So, I just wanted to ask you a question, who in the visitor industry refused to come to, before the Committee last year?

MS. NESS: The Maui Visitors Bureau, the recipient of the 3 to \$4 million every year in the Budget Session. And I have written correspondence between them where we actually invited them to a meeting and they said they wouldn't be here. So, we gave them a list of the dates of the entire calendar year of every single environmental...IEM meeting, and they said they couldn't be at any of them for the entire year.

VICE-CHAIR KAMA: Thank you. Thank you, Chair.

MS. NESS: Yeah.

CHAIR SINENCI: Thank you. And I believe there may be some correspondence --

MS. NESS: Oh, it might even be in there.

CHAIR SINENCI: --still on Granicus.

MS. NESS: Yeah.

CHAIR SINENCI: Yeah. We've seen some of that.

MS. NESS: Right.

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CHAIR SINENCI: So, we're just continuing this from the --

MS. NESS: Yeah.

CHAIR SINENCI: --past Council. Thank you for your testimony.

MS. NESS: Alright, mahalo.

CHAIR SINENCI: Ms. Apo Takayama, can you call the next testifier please?

MS. APO TAKAYAMA: Chair, the next testifier is Francine Aarona testifying on EACP-6, to be followed by Raymond Hutaff.

MS. AARONA: Aloha, Chairman --

CHAIR SINENCI: Aloha.

MS. AARONA: --and Members of the Council. Mahalo for letting me be here. I didn't realize that testimony could be given for this, I just got off the plane. But it was important for me to be here, and I ditto everything Autumn had to say. But urging the Administration to do an assessment on our tourism industry is way overdue, way, way overdue. The conduct of our visitors is overwhelming in the sense of having ownership of our aina. Yesterday, while I was on Oahu, my husband called me and there was an incident 'cause I live on the shoreline in Paia, there were vacation rental tourists who came to the beach to swim. And they started grumbling at my neighbor who was fishing for oama. And that's good bait if everybody's a fisherman. And they accused him of not living there. They accused him of being a visitor, because he had friends there from Japan, and they said this is...you shouldn't be fishing here. And Mr. Gima said excuse me, I do live here. So, he called the police. The husband went into the water with his fins and splashed where he was fishing. So, the disrespect that our tourists have who rent on the shoreline is really overwhelming, and it's getting worse and worse. So, it makes you feel that you cannot even swim in your backyard or fish in your backyard or poke taco in your backyard, because they feel that they have ownership of our shoreline. So, the conduct of our visitors is, needs to be addressed. Accountability of vacation rental owners must be managed through the Administration, this Administration. Like Autumn says, we can do reports, studies, but the hard line is you need to implement it. You need to implement what you spend money on, all of these studies. So, our shoreline and forest areas are being impacted by disrespect to our aina and our culture. So, I urge this Administration to quickly...don't do any more studies, do the hard line, implement something so that we the people that live here, your community won't feel that we're overrun by visitors. Mahalo.

CHAIR SINENCI: Mahalo, Ms. Aarona. Members, any questions for the testifier? Ms. Paltin has a question for you.

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COUNCILMEMBER PALTIN: Aloha. Thank you --

MS. AARONA: Aloha.

COUNCILMEMBER PALTIN: --you for being here with us today. You know I can certainly identify with what you're talking about. My husband was just diving in the backyard this weekend, and, you know, because it's the law you got to have a flag, it's like a magnet for the SUPs, the standup paddlers come, scare the fish away. And even to the point where he come up on shore with his catch, and all the tourists want to take picture with him and his fish. But other than the SUPs chasing the flag, at Napili Bay the tourists are really genuine in asking their questions and appreciating what he do. But while he's in the water, they're like is he supposed to be catching the fish and right in front of us he's killing fish. And so, my question is how do you think that we can keep the genuine and get rid of the rudeness?

MS. AARONA: You know when that incident happened and the police came, they knew exactly what they were doing. They swam out to keep away from coming in to answer any questions or be accountable for their actions. The shoreline is a public place for everyone to enjoy. And to have that in your backyard, that's your playground, that's been your playground for many, many years. But to have someone tell you that you cannot do the things that you've been doing all your life, aole, that doesn't sit right. Not with me, not with my neighbors, and not with our families. So, yeah, I cannot give you the correct answer, but for myself I hold you accountable because you're there because of us. You're here to do your best as you can for us the people who live here in the County of Maui. I applaud you for listening to all of us. I applaud you for the tasks that you have in front of you to do the best that you can by the law, for the law, something has to be done. Yeah. There's no correct answer I think in my book, it's a hard answer. It's a hard answer.

CHAIR SINENCI: Thank you. We have a question from Chairman King.

COUNCILMEMBER KING: Aloha.

MS. AARONA: Aloha.

COUNCILMEMBER KING: Thank you for coming, Aunty Mopsy. So, the people that were, that you were having issues with on the shoreline were staying at a shoreline short-term rental?

MS. AARONA: Yeah, they --

COUNCILMEMBER KING: Okay.

MS. AARONA: --are and...

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COUNCILMEMBER KING: Because I know we just had this issue about shoreline rentals and we, we're limiting them in Paia-Haiku area. But my...

MS. AARONA: Yeah, according to our neighbor, Mr. Clint Gima, he's part of the Kakiuchi family and the police in the information that was given to him, they will be here for a month and they're from Italy. And I believe they're up around side of the bomb shelter and they could be in...see we know all the owners, could be vacation renters for Bob Nelson.

COUNCILMEMBER KING: Okay, so my question 'cause I know you do know a lot of the owners and you work with some of the owners, is do...in your opinion do you think there's a way to make the owners of bed and breakfasts and short-term rentals responsible for the behavior of some of the tourists that they rent to?

MS. AARONA: Yes. They should be responsible for them and for their actions, because...and I think this Council needs to implement that on the owners that do have vacation rentals that they need to be sure that their guests are respectful and know our way of life I guess.

COUNCILMEMBER KING: Okay. Well, yeah, and we can, you know, we can look at policymaking --

MS. AARONA: Yeah.

COUNCILMEMBER KING: --we can't implement, that's for the Administration to do, so that's kind of what we're...discussion is like what kind of policies or ordinances are necessary to create a system where we can attract the responsible tourists.

MS. AARONA: Yeah. I think that they should be responsible for the guests that they allow --

COUNCILMEMBER KING: Okay.

MS. AARONA: --to stay.

COUNCILMEMBER KING: Thank you.

MS. AARONA: Yeah.

CHAIR SINENCI: Member Molina?

COUNCILMEMBER MOLINA: Thank you, Mr. Chairman. Aloha --

MS. AARONA: Aloha.

COUNCILMEMBER MOLINA: --Aunty Mopsy. I appreciate your perspective because, you know, historically, you know, we recall when Paia was at one time I think maybe

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bigger than Kahului, but it was different, it was more agricultural based, the economy, yeah, based on sugar and pineapple, and now it's busy again because of, you know, tourism.

MS. AARONA: Right.

COUNCILMEMBER MOLINA: And you live with it, you've seen it. So, we really appreciate your thoughts on this. You mentioned in your testimony about implementation of what the Administration can do, and I agree with you, like, you know, we can only do so many studies and there's a point now it's time for action, yeah. So, what can you suggest to the Administration or the visitor industry that we can do right now to help alleviate some of these concerns with tourism?

MS. AARONA: Well, for one thing, what Councilwoman Kelly King said is to hold the owners accountable for the people that they allow to stay in, and some kind of, you know, violation or disrespect. I don't know...you know, in my testimonies I speak of aloha, yeah, we give our aloha, we give the breath of our life to the people who come here. Yeah. The ha, our breath we share with them. So, we want to have that aloha, but in the meantime we really need to make them realize or maybe there...should have a code of conduct that needs to be implemented at every vacation rental, that this is the code of conduct that you need to follow like how they have the code of conduct on the mauna. But, you know, it's very...yeah. But that's probably the only thing that you can do right now is have that code of conduct among the vacation renters. Because really, when I say...and not all of them, they make me feel that they own this place and not I. When I'm cleaning yard, they will come to me and says oh, are you the cleaner, you know, for this place? I said no, I'm the owner. And they look at me in great surprise, and they tell me oh, can we swim there and I said of course, that is public, enjoy yourself. I said but on this side of the line this is mine and this is private. And then they become aware that they have stepped into residential land, you know, it's not a hotel or a resort area. Because if you look at Paia Bay and you look at...it looks like a resort area, it feels like a resort area. Yeah.

COUNCILMEMBER MOLINA: It's certainly changed from what I recall. But thank you, and I agree it's not an easy problem to solve, but the education like you said, the code of conduct is a good first step. Thank you.

MS. AARONA: Yeah. Thank you.

COUNCILMEMBER MOLINA: Thank you, Chair.

CHAIR SINENCI: Mahalo. We have one more question from Member Kama.

VICE-CHAIR KAMA: Good afternoon and aloha and thank you for being here.

MS. AARONA: Aloha.

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VICE-CHAIR KAMA: So, in your testimony, I hear you saying that you want the or you'd like to have the owners of the short-term rentals or B&Bs or whatever you want to call them have some kind of a code of conduct. Do you think that would be also feasible for every visitor on this island to know that code of conduct, whatever that might be?

MS. AARONA: Definitely.

VICE-CHAIR KAMA: Because I know in some of our discussions on the floor, we've talked about getting things like this put onto the airlines so if they're going to be sequestered for a few hours, they should be learning some things before they land here, before they get here, about what would be acceptable to us and what is unacceptable so that, you know, get a briefing before you come to this place so that you know how to behave. Do you think that would a great idea?

MS. AARONA: That would be a great idea. They have --

VICE-CHAIR KAMA: Thank you.

MS. AARONA: --maps that they hand out on the airlines --

VICE-CHAIR KAMA: Right.

MS. AARONA: --it should be implemented in the air...in the map.

VICE-CHAIR KAMA: Yeah, yeah. So...

MS. AARONA: I mean the airport now, they have a lot of videos on the do's and the don'ts, but how many of them really stop by and look at those videos?

VICE-CHAIR KAMA: Right.

MS. AARONA: Because they're heading...I need to get my bag.

VICE-CHAIR KAMA: Right.

MS. AARONA: So, do they really stop and really look at that? They just look at the dancers and, you know, but I always say that when you have something in your hand that's visible, even though you're going to throw it away in the trash later, you're going to read it, somehow you're going to read it. But yes, it should be definitely a code of conduct for every island on the dos and don'ts of our visitors.

VICE-CHAIR KAMA: Well, I was just thinking we'll put it on the videos on the airplanes. If you're going to come here, the pilot will not turn on your TV screen until you watch this video. And, Chair, that'd be something I think --

MS. AARONA: Correct.

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VICE-CHAIR KAMA: --you could do.

MS. AARONA: Yes. I applaud that.

CHAIR SINENCI: We can have that discussion --

MS. AARONA: I think it's a great idea.

CHAIR SINENCI: --later.

VICE-CHAIR KAMA: Yes, we can have that --

CHAIR SINENCI: Yeah.

VICE-CHAIR KAMA: --discussion. Thank you, Chair.

CHAIR SINENCI: Thank you.

VICE-CHAIR KAMA: Thank you, Ms. Aarona.

MS. AARONA: Thank you. Aloha.

CHAIR SINENCI: Thank you for being here today. Ms. Apo Takayama, do you call the next testifier?

MS. APO TAKAYAMA: The next testifier is Raymond Hutaff, to be followed by His Highness.

MR. HUTAFF: Aloha, Chair.

CHAIR SINENCI: Aloha.

MR. HUTAFF: Aloha, Councilwomen and Councilmen. Aloha, Staff. Aloha, Corporate [sic] Counsel and Dick Mayer. You're a hero of mine by the way, almost. I am here...my name is Raymond J. Hutaff. I am representing Valley Isle Excursions, I am the vice-president of that company. My wife is the president for you ladies. She has given me permission to be here. I'm also president of Hawaii Ecotourism Association and Hawaii Sustainable Tourism Association. My family has been in Hawaii for almost 200 years. I am descendent of Souza and Rapoza. Good Portuguese names. Okay. And for Autumn, she left, but wow, she had all my points and they raised a whole bunch of stuff. Twenty-five years ago, I began pointing out that the Hana Road was getting overcrowded, not the road itself back then but the State and the County parks, bathrooms, hiking trails. I dropped the ball and quit reaching out about issues raised 25 years ago. We have made more laws that prevent responsible companies from hiking and from visiting the parks and I dropped the ball and not complained more than I should have. I should have complained a lot more. Now, look where we are.

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We have not enlisted the support of airlines and hotels, yeah, we complain about them, it's time that we demand support and begin to manage tourism from a cultural standpoint. We cannot continue to ignore the families that live here either. The good news is that we're here now and I support this effort. I commend the effort, but be aware that we are very much behind schedule. We need more action, not complaints. We realize the problems, it is the solutions that are not clear. For instance, putting up red poles on the Hana Highway appears to be a solution, maybe, maybe not. Now, people will just go elsewhere and do more damage someplace else. They will find out from social media . . . *(inaudible)* . . . any what to do. This has happened before at La Perouse. The kayakers went to the parks, nothing was solved, they just moved the problem to the parks. Kicking tour companies out of the parks and highways means more people will go unescorted and create havoc. It is not the real problem now. Some people even call visitors stupid. Sorry, they're not stupid, we are, for we're not educating them like we should be. All the complaints about them being do this and do that, like she said too at her...at her house, that's all wrong. Why is it wrong? 'Cause they don't know any different. If a child steals something, grabs something, does something wrong, we correct them, not sit there and call them stupid. I have a lot more but the yellow button says I have to go.

CHAIR SINENCI: Mahalo, Mr. Hutaff. Members, any questions for Mr. Hutaff? Seeing none, thank you for your testimony. Yes, we have one from--sorry--Ms. Paltin.

COUNCILMEMBER PALTIN: Thank you for being here. I just was wondering like...thank you for speaking up in the past and today, but are you not concerned for your business? It...does it run on tourism?

MR. HUTAFF: I believe that if we...first of all, okay, tourism sucks. The tourists are nice people, contrary to what some people have said here. If we educate them correctly then we all win. And I believe that the tourism industry, the tour industry that I run, that the way we run it, the way we support HTA, that those things can make tourism viable and proper. And so, no, I'm not worried. I'm actually hopeful that we all have a chance to sit down and talk to make this thing work well. So, yes, I'm all in favor of tourism but correctly and management-wise.

COUNCILMEMBER PALTIN: Thank you.

CHAIR SINENCI: Thank you. Mahalo for your testimony. Ms. Apo Takayama, our next testifier please?

MS. APO TAKAYAMA: The next testifier is His Highness, to be followed by Rob Parsons.

MR. KAUA: Aloha to all the unique blueprint design I seen earlier this morning. Just to let you guys know, you totally unique, unique, unique, unique, unique, blueprint, blueprint, design, design. I am who I am, you are who you are, vice versa. No one can tell us anything to do but except our father in heaven, Jesus Christ, my brother. king of all kings, ancestor, descendents. She was...everybody had talked to earlier was

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awesome in what they said in their voices, and that's my duty to do in my life all these years to be a representative for the Kingdom of Hawaii, to listen and hear what they are saying. And it's so awesome to hear that what they have said about our skies, the helicopters what it's doing to our people. They just flying anytime they want to and making what they call money factor into their pocket. Too, how to use our cars, use our cars in our own territory which is not granted by our Kingdom of Hawaii people, but it's...in this snake State of Hawaii, they bringing this rent-a-cars over to make them money and they don't care about us guys because we making little issues like this which is big issues to us because it's hurting us guys. Then you get to our wai, the wai, the water that come downs from heaven. What they do with that? Well, they drink our water, everything else, and they flush it down the toilet. And what they bringing more down the toilet, it flushes down tubes, that goes into our rubbish dump area, what they call a sea. I see they say about our forks and everything else. Really it builds up with a lot of trash all over the place. In our rights we no deserve that once a bit. And we are letting that to happen because we want to make ends meet, for what? For our people to get a job? For a job, what, we don't need a job. We need sustainable for us people 'cause we don't need money. We are very capable of doing that. The water system and everything else, I'm setting up the judges of our own terrain, Hawaii Kingdom, that they will get...be the judges to go up and unleash the water or hold it back. We are not waiting already. We are people that need to do what is right, period, and that's because like the buggah said, Portuguese, I'm pure-blooded European, the Portuguese branch. All the different German branch, that's all in my blood. I'm pure blooded from America side because I'm American, not united serpent that uses its tongue like a snake in the serpent state that they do. The same tongue action. But I'm there from Michigan, pure blooded. I'm pure-blooded Asian. How they put down a Japanese guy, you slant eye this or you Korean, eh, we Filipino. All the...all my loved ones, they put us down that way. We are so much great because you're purely pure, pure, pure, pure, pure, pure, pure, not 100 percent or .001 percent, we're pure. They're done with their words they've used to cause this crime and activation as a crime. Words with an extra letter it changes everything. So, what they did to change everything? They add on after 1,000 years we the last tribe, we are, boom, here they go, add a dictionary. Mr. Dic and her name is Tionary. But getting...

CHAIR SINENCI: Mahalo, Mr. Highness.

MR. KAUA: Yes.

CHAIR SINENCI: Mahalo for your testimony.

MR. KAUA: I'm...so yeah.

CHAIR SINENCI: Any --

MR. KAUA: Three more minutes right?

CHAIR SINENCI: --questions for Mr. Highness? Mahalo for your --

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MR. KAUA: Three more minutes?

CHAIR SINENCI: --testimony today. Appreciate it.

MR. KAUA: Appreciate it. And we'll definitely see each other again and again, again.

CHAIR SINENCI: Thank you. Ms. Kasie Apo Takayama, please call our next testifier.

MS. APO TAKAYAMA: Chair, the next testifier is Rob Parsons --

CHAIR SINENCI: Thank you.

MS. APO TAKAYAMA: --to be followed by Jennifer Karaca.

MR. PARSONS: Mahalo, Chair Sinenci, Members. Thank you for --

CHAIR SINENCI: Aloha.

MR. PARSONS: --for putting this crucial matter on your agenda today and the draft resolution as well. Three years ago, I accompanied Mayor Arakawa to a panel discussion at the World Conservation Congress in Honolulu. It involved the four mayors, our Governor Ige, Dr. Kama'ana [sic] Crabbe of OHA and David Lasner from the UH. And at that panel presentation, Hawaii Island Mayor Billy Kenoi noting that his colleagues often compare or boast which island has the most visitors, highest occupancy rates, and highest visitor spending, he floated the elephant-in-the-room question, he paused and then asked I just like know how much it takes for people to say no more. And at that same presentation, Governor Ige put it another way, he said we cannot continue to disregard all the signs that show we are at the tipping point. So, my frame of reference starts in the late '70s when I was a couple of years out of college I moved to Maui. Maui's been my home ever since. In 1980, the population of Maui County according to the spreadsheet Dick Mayer circulated was just under 63,000 people. The visitor population was about 15,000 per day back then. So, the 2018 population of Maui Island is 156,000, I think it's closer to 170,000 for the entire County. But the visitor population has grown to about 64,500 a day. So, while the resident population has grown about two-and-a-half times, the visitor population has quadrupled. And you'll hear a lot of other numbers today I'm sure, but that's my frame of reference. And I think that each of us depending upon where we live, where we visit, where we recreate, have seen something that has brought us to the point where we realize this truly is a tipping point and that we cannot do things the way we've done them in the past. It's time for a substantial paradigm shift. I feel we need to shift from tourist marketing to framing ourselves as a place where we are about eco-restoration and environmental protection, and then I think we won't need the marketing. If we accomplish that, word of mouth will take care of the rest. I just have a little bit of time so I'm going to run past five possible solutions. I could elaborate on them but I think I'm just going to have time to read them. The first one would be to

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pass the reso, to conduct a sustainable tourism assessment, but I would also add the word "action plan." It's one thing to assess but we really need to identify the actions. Secondly, organize a resort sustainability summit. Three, brand Maui as protecting, restoring our environment, carbon offsets, local food. Four, offer bona fide voluntourism opportunities. And five, institute a green fee or a green savings book. And I think I'm out of time so thank you for your opportunity to share that with you.

CHAIR SINENCI: Thank you, Mr. Parsons. We have a question from Chairman King.

COUNCILMEMBER KING: Okay. Hi.

CHAIR SINENCI: Oh, your light was on.

COUNCILMEMBER KING: Didn't really but I actually do. Thanks for being here, Rob. So, you just like made...are you going to give us a written copy of your testimony? That would be really good.

MR. PARSONS: I would have to embellish it in order to do that but I could do that.

COUNCILMEMBER KING: You have to embellish it?

MR. PARSONS: No, no, I mean I've got my notes but you wouldn't understand --

COUNCILMEMBER KING: Oh, okay.

MR. PARSONS: --unless I --

COUNCILMEMBER KING: To clarify it.

MR. PARSONS: --wrote it out a little bit.

COUNCILMEMBER KING: Okay. So, no, I just was going back to something that you said about the reso was that, you know, to put the words "action plan" in there which I really liked. But I'm not quite sure that everybody understands what the components of an action plan are, because we keep thinking we're getting plans and really what we get are reports from the various departments. So, is there some kind of clarifying language that we could put in there? Maybe...I mean in your mind what are the components of an action plan that we would be seeking?

MR. PARSONS: Well, I think it starts with an assessment. An assessment is necessary, but I can tell you, I brought something here, I dust it off, the Mayor's Cruise Ship Taskforce Final Report, August 2005. Ms. Vencel who's here today was one of a broad range of stakeholders who participated in over 40 meetings to develop this report, this assessment to really wrap our arms around what are the issues and how can we best address them. So, yeah, the assessment part is necessary. But I...

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COUNCILMEMBER KING: Is there an action plan in that report?

MR. PARSONS: Yes. But I would also caution that this took a very, very long time, meeting a couple times a month over about a year and a half. And frankly, I think we need to do some things as soon as we can. And we've heard some good solutions today. One thing that came to mind is what if we just asked our community members to offer five positive solutions to enhance what we call tourism today. And then have a group of people, a select group of people, the gentleman that spoke earlier is in the industry and it seems like he's one of the forward-thinking people in the industry. So, get that group to come up with a list. There's got to be 100 things that we can do. Some of them we can do immediately, some of them will take much longer.

COUNCILMEMBER KING: Okay. I agree with you but do you think that we need to wait for the assessment to do that, or do you think it's pretty well understood that we have over-tourism and we need to get into some of these action items?

MR. PARSONS: No, I don't think we need to wait for an assessment, but I think in the long run, I do support the reso to ask the Administration to, you know, at a minimum put together the personnel and the brain power and --

COUNCILMEMBER KING: Okay.

MR. PARSONS: --devote the resources...

COUNCILMEMBER KING: Well, I'm just asking because we got a response from the Mayor that he's already doing that. So, if he's already doing that, maybe we should move ahead with action.

MR. PARSONS: Well, there's language in the reso that I didn't understand. To answer your question, it says whereas the State and County should establish a sustainable tourism board modeling the work of Mayor Victorino's tourism group. I don't know what that work is and if it's been effective. I don't know if anyone has had the opportunity to really understand what that is.

COUNCILMEMBER KING: Okay. Thank you.

MR. PARSONS: Yeah.

CHAIR SINENCI: Okay. Any other questions for the testifier? Yes, Ms. Rawlins-Fernandez?

COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo, Chair. Aloha, Mr. Parsons.

MR. PARSONS: Aloha.

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COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo for your testimony. So, you support the reso as is urging the Administration to do a tourism assessment, a sustainable tourism assessment. So...

MR. PARSONS: With the addition of action plan. I think that's essential for you and...

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay. So, my question is there have already been assessments, an earlier testifier Ms. Ness held up two different assessments.

MR. PARSONS: Right.

COUNCILMEMBER RAWLINS-FERNANDEZ: Are those not sufficient to move forward to do an action plan instead of another assessment?

MR. PARSONS: Well, in assessing it as a sustainable tourism assessment, I think that puts a different lens on it. I was asked to participate in the ten-year update of the Maui Island Strategic Plan as a member of the Office of Economic Development. The then Director Teena Rasmussen asked me to attend the meetings and I thought oh great, you know, I'm busy enough already, you know, supporting grantees and conservation work and everything environmental, and now you want me to do a tourism thing. I am so glad that she asked me, because to have someone from, you know, an environmental realm sitting in a room of visitor industry people, I think it really enriched, you know, one another in our understanding. There was also a couple of cultural representatives, but I don't think it was nearly enough. There were a few action items identified but not nearly enough, and I think that the resolution could support going the next step.

COUNCILMEMBER RAWLINS-FERNANDEZ: So, that tourism assessment had action plans, action items in it, and it's not enough which is why Chair King and others were saying that perhaps we should just do an action plan. And so, are you just, are you saying that there is insufficient amount of data and information to move forward on an action plan instead of doing another assessment? Especially knowing, you know, for the Maui Island Plan, it already tells us what is or what should be sustainable at 33 percent of our --

MR. PARSONS: Right.

COUNCILMEMBER RAWLINS-FERNANDEZ: --population.

MR. PARSONS: I agree. I think the data is out there, it's just what we do with it. And as I said, I think if it's addressed with the lens of, the framework of sustainability which frankly, you know, we have used that seldom. There's usually a passing reference to it. But if that's the purpose of it, we go okay, we know we have all of this, we know this is who we are, we know this is who, you know, the numbers. But how do we fit that into a sustainability model, and I don't think we've done that adequately yet.

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COUNCILMEMBER RAWLINS-FERNANDEZ: Okay, mahalo. Mahalo, Chair.

CHAIR SINENCI: Yeah, thank you. Thank you, Mr. Parsons, for being here and for your testimony.

MR. PARSONS: Thank you.

CHAIR SINENCI: Thank you. Ms. Apo Takayama, our next testifier please?

MS. APO TAKAYAMA: The next testifier is Jennifer Karaca, to be followed by Albert Perez.

MS. KARACA: Aloha, Council. My name is Jennifer Karaca and I just wanted to come up here and testifying on behalf of myself. I don't know if many of you guys know, my degree is actually in sustainable science management so this is what I studied for four years here at UHMC, and we talked about, you know, sustainable tourism and things like that. So, I would support this reso if we took out assessment and put action plan, and we actually put the require grant recipients back in, that portion back in. If you look at the letter from OED, it states that it may cause kind of undue burden on grantees, but on the grant application already, Page 11 already has a green initiatives question in the actual application. So, they're already requesting that. To kind of elaborate on that and give more clear of what we're searching for, I don't think it would put undue burden, and we have some amazing organizations here, really forward-thinking, already doing this stuff. We want to highlight those organizations and push these organizations that aren't doing that to do more. So, I don't think it'll put an undue burden. There are the green initiative outlines, some examples in there, so we could just elaborate on that, it doesn't have to be, you know, strict. But I think it...to require it is important, because then they have to report on it, and then we can start gathering that information through the reporting. There's also a section, if you just wanted it to pertain to tourism, Section C in their application is specifically for Hawaii Tourism Authority so you could put it in there if you didn't want it to apply to the smaller organizations, because you felt like that it might hurt which I don't feel like it would. But just in case, there's another option. As far as action plans, I think this is a really amazing time. There's so much that you guys can, you know, push for in the Administration. We have really amazing and inventive organizations here that are using local resources to make things. We have organizations hosting concert, benefit concerts to, you know, fund their projects. We need to get behind those. If we're looking at sustainable tourism, there are, you know, countries like Bhutan that have amazing models. We can look at those and follow those. We can take the assessments that we've already done and put those into action plans. For rental vehicles, we could look at the County putting a tag where we get the proceeds from the tag for the rental cars, and it helps us allow...allows us to identify those rental cars and start gathering some real data on how many rental cars are going in areas daily and monthly and weekly and what is the impact of those. And then if we decided to put in tolls later, it would be really easy to identify those rental cars and it would create an income stream for the County. So, there's so many amazing things that we could do. I think this is a really great time, you know, to explore options, research

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what's out there, and really put that into action and make the changes. 'Cause I feel like this Council is really forward-thinking, intelligent, and they want to see the change, so that's kind of what I'm of coming to you for through my testimony. Thank you for your time.

CHAIR SINENCI: Mahalo, Ms. Karaca. Questions for the testifier? Ms. Paltin?

COUNCILMEMBER PALTIN: Thank you, Chair. Thank you for being here today. I like the things that you said. I...one concern I have, you know, so West Maui is a heavily touristed area and a lot of people make their living off of tourism, and one thing that I think that is apparent in our community is rental cars get targeted for like break-ins and things like that. So, is there a concern about like easily identifying rental cars from that safety standpoint?

MS. KARACA: I think there's ways to address that as far as safety concerns. I mean they're targeting rental cars now without the stickers so, you know, having hotels provide lots for their rental cars rather than encouraging them to park in beach access areas or to park in areas where it's more unguarded or things. It could also minimize the impact on the residents on where we park, and it could also allow them for a little bit more protection.

COUNCILMEMBER PALTIN: Yeah, I think, I mean from what we see in West Maui, a lot of the rental cars that get broken into are at various locations that aren't...I guess just various locations. So, I could see pushback on that, like the Jeeps or the Mustangs are easily identifiable, the minivans and other types of cars maybe not so much. And then, you know, obviously luggage in the car is kind of a target for things. But that would just be my concern is...

MS. KARACA: So, then also theft is a symptom a lot of the times of unmet needs. So, while at first, you know, theft might be a problem, the more we start meeting the needs of our residents and expanding our economy and industry to other things besides tourists that pay livable wages, crime...you can see it in multiple countries, crime rates go down. So, I think, you know, that issue is a symptom that our residents aren't having their needs met, and they're breaking into people's cars to have those needs met, whether it be mental illness needs or, you know, just trying to make it day to day. Or they're seeing people coming over with just a wealth and they're barely scraping by, and when you're in that kind of a destitute position, that becomes a way to, you know, voice the fact that you need help or that you need something. So, I think looking at it in that kind of a holistic manner too where we address those needs and work on focusing on that rather than just focusing on like this is something we don't like. It's a symptom of something bigger.

CHAIR SINENCI: Okay, thank you. Yeah, I had a question for you, Ms. Karaca. Do you think a TIG would be appropriate for something like this? I mean only because it's such a large, you know, and it's, you know, looking...I believe your...I support you

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and, you know, this is the time to really look at a redirection with our tourism industry. So, would you...is this something that you think might help?

MS. KARACA: Yeah, I think a TIG could be beneficial if you're pulling in the right people. So, if you're going to pull in people from marketing, you need to pull in people that are not really industry marketers but are more focusing on like education and awareness, people that do, you know, marketing for like UNESCO, protected World Heritage sites. Things like that where you're shifting the brand image away from enjoy destination, resorts, to more of like this is a place that you come to learn and respect. You're pulling in people not so much from, you know, the industry to teach about like sustainable practice and this is like our green new thing that we can pitch you, but actual people that are working in the field to, you know, work on more dev-ecology-based sustainability. So, while I think all the Members are very intelligent, there are...I think it would take more than just three or four Members to come up with these action plans. I think looking at the assessments and pulling in really key experts would be a beneficial thing for sure.

CHAIR SINENCI: Thank you. Thank you for your comments. Ms. Rawlins-Fernandez has a question for you.

COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo, Chair. Aloha, Ms. Karaca.

MS. KARACA: Aloha.

COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo for your testimony.

MS. KARACA: Thanks.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay, so to clarify, in your testimony you said that OED already requires grant recipients to incorporate environmental and infrastructure action steps into their grant objectives.

MS. KARACA: They require green initiatives and eco-friendly practices and they give examples of those. So, I believe that's kind of already the way to open the door to kind of elaborate more on those, and it's already asking for grant, you know, grantees to move in that area and there are a lot of organizations already moving in that area. So, I don't feel like this would any undue burden on them.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay. So, that, it's already incorporated, the green initiative, eco-friendly action is already in their grant objectives, but it's not something that is reported to the Council?

MS. KARACA: I don't know if there's been much reporting about grants in general to the Council. I mean I think overall they kind of report, but as far as looking into specific grants that have been given, you know, it's like the same as Autumn was saying, this is an organization that got 3 to \$4 million a year, and when we were writing to them to

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kind of come and discuss things, they wouldn't even like respond, they were just like we're not going to do it. And so, normally in any other organization that you're getting grants from, you would automatically be disqualified and you would have to return the money. So, I don't really know what reporting has gone on in the past. I don't know if there was much reporting to the Council about grants and the recipients. I know that the new director has expressed interest in, you know, making the reporting process more transparent and being a little bit more diligent in looking at who's requesting the money and are they requesting for the same thing. So, I think that maybe they are seeing that that is an issue that needs to be addressed. But I think that reporting, especially with grants and the amount of money that we give out is always, yeah, something that should happen.

COUNCILMEMBER RAWLINS-FERNANDEZ: Okay, mahalo. And so, your testimony then would be supportive of this resolution if the, it instead said urging the Administration to conduct a sustainable tourism action plan for Maui County?

MS. KARACA: Correct. And --

COUNCILMEMBER RAWLINS-FERNANDEZ: And...

MS. KARACA: --require grant recipients to incorporate environmental...

COUNCILMEMBER RAWLINS-FERNANDEZ: And to require OED to report to the Council grant recipients' green initiative and eco-friendly objectives, which means it would also, will then also change the be it resolved assessment there and action plan and reinsert number two in the be it resolved urging OED to then report to the Council. Sorry.

MS. KARACA: Yes, correct.

COUNCILMEMBER RAWLINS-FERNANDEZ: Sorry. I thought it was...

MS. KARACA: Yeah I think that it should be reinstated in the resolution to require the grant recipients to incorporate environmental and infrastructural action steps into the grants, that way we can have reports on that and then the Council can get those reports as well, yes.

COUNCILMEMBER RAWLINS-FERNANDEZ: Got it. Mahalo for your testimony.

MS. KARACA: Thank you.

COUNCILMEMBER RAWLINS-FERNANDEZ: Mahalo, Chair.

CHAIR SINENCI: Thank you. Thank you for your testimony.

MS. KARACA: Thank you.

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CHAIR SINENCI: Mahalo. Ms. Apo Takayama, can you call the next testifier please?

MS. APO TAKAYAMA: The last testifier is Albert Perez testifying on behalf of Maui Tomorrow.

CHAIR SINENCI: Aloha.

MR. PEREZ: Aloha, Chair, Councilmembers. Albert Perez, Maui Tomorrow Foundation. I've been talking about this problem for probably 30 years, and with all due respect I think that we need to change the word on the top of this thing from resolution to ordinance. And I think that we need to take action instead of have another study. So, bottom line, my recommendation is that this Council use the power that it has to do something similar to what the Council did roughly around 1990 when they had a moratorium on hotels. It was only six months long but, you know, we have more than hotels now, we have condos, we have timeshares, we have illegal short-term rentals. I think the way that you folks can get a handle on this right away is to create a priority for infrastructure. The priority would be top priority for truly affordable housing, because right now we have a propose...we have proposals for eight more hotels or expansions and our Maui Planning Commission they don't often deny things. So, that's what we can expect. Unless groups like Maui Tomorrow file a lawsuit like we did with Makena Resort, they had the right to build 4,000 more units. As a result of our settlement we knocked it down to only 1,100 more units. That's coming, folks. In Makena, that's coming. So, I feel like this Council has the ability to get a hold of things by prioritizing infrastructure capacity for truly affordable housing and putting everything else to the back of the line. We are way out of balance, way out of balance. You know you can ask the Planning Department what are the ratios of affordable housing to commercial to, you know, parks or whatever, we are way out of balance with affordable housing and that's why we're having problems. And our visitor industry, I'm not trying to cut it down, I've never ever said cut it down, but let's call it good at this point, because that industry brings people here and a certain percentage of them say oh, I would like to live here. And guess what, they have more money than we do. So, that's why we have an affordable housing problem, and we need to take action. I don't think we should do a resolution. Now, I'll look at my notes and see if anything...like I said before, when we get a high percentage of visitors like we have now, they form their own culture, it's like Disneyland. And if you're not part of Disneyland, if you're fishing for oama, you're in the way if you're not fitting their concept. So, I don't think that education is going to work. Education is good but a certain percentage of people don't listen, and they're the ones that are causing the problems. Stacking rocks or, you know, I can't tell you all the things I ran into...I've been going back into Haleakala lately and it's really, really bad. So anyway, that's my recommendation is that you do an ordinance and prioritize affordable housing. Hold on to that infrastructure.

CHAIR SINENCI: Thank you, Mr. Perez --

MR. PEREZ: Thank you.

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CHAIR SINENCI: --for your testimony. Members, any questions for Mr. Perez? Seeing none, mahalo for coming today.

MR. PEREZ: Thank you.

CHAIR SINENCI: Ms. Apo Takayama?

MS. APO TAKAYAMA: Chair, there's no further testimony from our District Offices or in the Council Chamber.

CHAIR SINENCI: I believe we had one more...we will address our "yet." Do we have any in our Hana District Office, Ms. Mavis Oliveira-Medeiros? Are you still there?

UNIDENTIFIED SPEAKER: Chair?

MS. OLIVEIRA-MEDEIROS: Yes, Chair. We have Moke Bergau testifying on EACP-6.

CHAIR SINENCI: Go ahead with testimony.

MR. BERGAU: Aloha, Chair Sinenci. Aloha, Councilmembers. My name is Moke Bergau and my residence is Lower Nahiku. And I am testifying on the agenda here that you have on the impact that our tourism has. The resolution looks swell. It needs some work as the other gentleman and ladies have mentioned, testimonies has mentioned. One of the items here is on the resolution almost to the back where Mayor Victorino's tourism group, I was just curious on what is that, it's all about. I haven't heard of it or seen any kind of results from it. And also, to address the tourism industry here on one of the items also on the resolution concerning Professor Emeritus James Mak of the University of Hawaii at Manoa wrote a book, *Rethinking Hawaii Tourism: Time to Shift from Marketing to Managing Tourism*. That's a really interesting book I believe. I haven't read it but the title seems interesting, and I believe if it's on here, it should be considered, highly considered as a tool to build the tourism for our...for the people's betterment. But yes, I am in Nahiku and the tourism is overwhelming the people in Nahiku and also unfortunately making me feel like a visitor. You know it is a very uncomfortable position to be in. And as the testimonies has gone on today, yes, I do believe an assessment is not an answer. There's a lot of assessments that has been done and there's a lot of information and data that's been out there. Today, we need action plan and actions are being taken. It'll be good that, you know, the Councilmembers can get online seek out those people that who has the information on Maui. There is a lot of action...very reliable groups who does have the solutions for this problem, for this common problem. It's not only a Hawaiian problem, it is a Maui nui problem. Aloha and mahalo for your time. You folks have a great day.

CHAIR SINENCI: Thank you, Mr. Bergau, for your testimony. Our office did try and contact Professor Emeritus James Mak; however, he has since retired and has left the

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University of Hawaii at Manoa. So, we did try to reach out to him as the author of that book.

MS. OLIVEIRA-MEDEIROS: Do you have any questions?

CHAIR SINENCI: Any questions for the testifier? Seeing none, mahalo for your testimony.

MS. OLIVEIRA-MEDEIROS: Mahalo.

CHAIR SINENCI: We'll go over to Ms. Lindo in Molokai. You have any testifiers there?

COUNCILMEMBER RAWLINS-FERNANDEZ: I didn't hear from her --

CHAIR SINENCI: Okay.

COUNCILMEMBER RAWLINS-FERNANDEZ: --to see if there were any more testifiers so I would assume there aren't any.

MS. APO TAKAYAMA: Chair? She e-mailed and said that there are no testifiers.

CHAIR SINENCI: Okay, thank you. Any more testifiers? We did want to welcome Ms. Yuki Lei Sugimura. Welcome.

COUNCILMEMBER SUGIMURA: Aloha, Chair. Thank you.

CHAIR SINENCI: I did want to thank all the testifiers today for making time to come out to the Chambers this afternoon and to share your manao. And mahalo to the Members for your patience and listening to all of our great testimony.

CHAIR SINENCI: So at this time, if there are no objections, I'm gonna close public testimony.

COUNCILMEMBERS: No objections.

. . . END OF PUBLIC TESTIMONY . . .

CHAIR SINENCI: Thank you. And seeing that we're almost at three o'clock, would you mind taking a break at this time?

COUNCILMEMBERS: No objections.

CHAIR SINENCI: Okay. And we'll be back here at 3:10. . . . *(gavel)* . . .

RECESS: 2:57 p.m.

RECONVENE: 3:15 p.m.

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CHAIR SINENCI: . . . *(gavel)* . . . Will the Environmental, Agricultural, and Cultural Preservation Committee please come back to order? It's Tuesday, August 20th, and it's 3:15. Mahalo, Members, for the quick break, and coming back to the meeting.

EACP-6 VISITOR IMPACTS TO COUNTY ENVIRONMENTAL AND INFRASTRUCTURAL RESOURCES (CC 17-231)

CHAIR SINENCI: So, we had only one item today, EACP-6, Visitor Impacts to County Environmental and Infrastructural Resources. On June 18th--just a quick history--we had a panel and lots of good discussion acknowledging the fact that Maui is at a tipping point in terms of visitors. At our July 2nd Committee meeting, I followed up with that discussion with the attached resolution from the previous Council encouraging action on this item. At our July 2nd meeting, we heard from Terryl Vencel, the County's Tourism Liaison from the Mayor's Office, and Ms. Kay Fukumoto Director of the Office of Economic Development. Our Committee deferred the resolution to allow Ms. Vencel and Ms. Fukumoto the opportunity to provide some written comments and of which they did. Their comments can be found on Granicus. The revised resolution we are discussing today incorporated many of their comments. We also have a few...we have a resource person today with us, Mr. Dick Mayer, retired economics and geography professor, and he will provide background information on this topic. So, Members, if there are no objections, we'd like to designate Professor Mayer as a resource person pursuant to Council Rule 18(A) which allows individuals with special expertise in the subject matter to participate in a Committee meeting and provide information and advice to facilitate the deliberative process. In addition to teaching economics and geography at the college for 34 years, Mr. Mayer served on the Maui Planning Commission and was Vice-Chair of the General Plan Advisory Committee. I would like to allow Mr. Mayer to provide background information. I understand his comments will be around ten minutes long, and then we can open it up to questions before we move on to specifics of the resolution. If there are no objections?

COUNCILMEMBERS VOICED NO OBJECTIONS

CHAIR SINENCI: Thank you.

MR. MAYER: Thank you, Chair.

CHAIR SINENCI: Mr. Mayer?

MR. MAYER: What I'd like to do is to read from this and let that be. But before I even start reading and before you start trying to read with me, let me try to make one distinction. And that is that I look at the tourist industry in two dimensions in this respect. One dimension is what we have today, everything that's gone before, the history and background, and we have that and we're not probably going to get rid of that. But the second dimension is what's going to happen in the future of which we may have some

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controls and ability to change. And so, I would like to have you think of that as I read through the statement. I'll start with the history and then get into the future. Tourism is not...is a lot like eating, we need to eat in order to sustain ourselves and support our health. Youngsters need to nourish their development; however, as we mature, eating too much can cause a host of problems and eventually poor health, disabilities, pain, social and psychological problems and possibly worse. Similarly, tourism initially provided our community with good jobs, a higher standard of living, and a more interesting lifestyle; however, as tourism grew, it began to threaten the very viability of our island community and ultimately it can destroy itself. Much like cancer damages the body in which it lives or excessive eating can cause health concerns. At first, there may be only small irritations and minor pains, but then we may find growing limitations on our activities, well-being, and quality of life. After 1959, when jet planes began flying here and Hawaii became a state, Hawaii's business and political leaders had to make a decision as to what kind of tourism should be supported on Maui. They could have chosen small-scale tourism with visitors staying in B&Bs or ohanas, allowing local residents to earn a supplemental income; however, since plantation workers' homes were usually small units that could not accommodate additional visitors and were far from beaches, the business leaders designated West Maui's Kaanapali and later South Maui's Wailea and Makena for large-scale hotel resort developments operated by off-island corporate investors. With the steady growth of tourism in the past few decades, Maui has become bloated, and many residents feel a need to moderate our tourism diet. We may eat selectively and carefully...we must eat selectively and carefully. In fact, we probably need to go on a modest diet to limit actual negative impacts that have been listed by others and are well documented. We now recognize that the symptoms and impacts of over-tourism, and we should selectively manage various aspects of the tourism industry. What we need to do now is to protect our tourism industry from destroying itself, rather than allowing tourism and hotel construction and illegal vacation rentals to grow and kill both our economy and the quality of life. So, I'd like the Council to consider the following. And as you know, I was Vice-Chair of the Maui GPAC which made a lot of these recommendations that you'll see. Please implement the Maui Island Plan to protect Maui's future and to protect the County environmental and infrastructural resources. The Hawaii Tourism Strategic Plan pointed out that the Maui County tourism goal is to strategically manage tourism on Maui, Molokai, and Lanai in a sustainable manner that promotes economic well-being, quality of life for residents, preservation of natural and cultural resources, and quality experiences for visitors. The Maui County Council in 2012 and 2014 adopted the Maui Island Plan as a legal binding part of the Maui County Code which states in the County Code that all agencies shall comply with the General Plan and administrative actions by agencies shall conform to the General Plan. In other words, every department of the County needs to follow that plan and that's by law. The Maui Island Plan explains that the relationship between the number of residents and visitors on the island at any given time cannot be overlooked as an important public policy discussion point. And I want to interject here for a second. The Maui Island Plan was something recommended by a citizen's group and advised by the County's Planning Department, but it was...and it was adopted by the Planning Commission, and finally it was adopted by the full

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Council after two-and-a-half years or so, or three years almost of discussion. So, it's something that was vetted very well by your County Council. Resort communities all around the world that are dependent on tourism have grappled with the golden goose debate whereby the tourism experience may be comprised by the very nature...may be compromised by the very nature of the area's popularity, thus threatening both the desire of tourists to visit the area and the employment of local tourism industry employees. The Maui Island Plan in Chapter 4 on economic development states two policies. Policy 4.21, increase the economic contribution of the visitor industry to the island's environmental well-being for the island's residents' quality of life. And number two, provide a rich visitor experience while protecting the island's natural beauty, culture, lifestyle, and aloha spirit. That's in the Maui County Code. As the scale of the visitor industry was...has expanded, the Hawaii Tourism Authority has reported a decline in the satisfaction of residents in their quality of life. As tourists impact Maui more and more, the Hawaii Tourism Authority reports that we have many more visitors coming to Maui, but they are spending less here on an inflation-adjusted basis. Maui now has such a low unemployment rate--and this is an important point--has such a low unemployment rate that if new hotels were built, workers would need to be imported from elsewhere adding to the pressure both on traffic and on housing for our existing residents. And by the way, this problem I'm going to insert something here. This problem is not just the tourist industry, as Mahi Pono decides to farm their 30,000-plus acres, they're going to want to get workers in here who will also add to the housing problem, because we have essentially no unemployment on the island and that means thousands of more workers will have to probably come in to both be in the tourist industry and/or of the farm. Where is the housing going to come from for these people, most of whom will have lower wages? Many of the people who work in the tourist industry at hotels, restaurants, rent-a-car facilities, and activity centers are unable to afford a house that their family can rent or buy. Eight or nine new hotels--and I can list them if you wish--are now beginning their planning, entitlement, or actually construction process. While local long-time residents seek housing, many wealthy tourists come to Maui, fall in love with the island, and then return here to buy a second or third expensive home, thus outbidding local residents for housing. These second homes are really very fancy accommodations for part-time visitors. We think of them as second homes but really they're tourist accommodations but a very fancy level of them. Maui's hotels are owned by off-island investors who take their profits elsewhere rather than having the funds circulate within the County. Just last year, several major purchases by big investors of the Westin Hotel in Lahaina and the...in Kaanapali and the Grand Wailea Hotel, we're talking about hundreds of millions, in the case of the Grand Wailea \$1.1 billion. Those profits are all leaving the island. The Hawaii State Constitution--and this is something you may have overlooked when you read the Constitution--provides in Article 9, Section 6 for the management of the State population. To protect and preserve the public health and welfare--and that's what you should be doing--expect that each political subdivision--such as the County--as provided by general law may plan and manage the growth of its population in a more restrictive manner than the State. So, if Maui County decides they want to implement some policies to limit development, they have that authority in the State Constitution. And for Maui County, the Maui General Plan implements or

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should implement this Article 6...Article 9, Section 6. The Countywide Policy Plan on Page 60 directs policymakers such as Councilmembers to monitor the carrying capacity of the island's social, ecological, and infrastructure systems with respect to the economy. The Maui Island Plan declares as Objective 4.22 that we need to comprehensively manage future visitor unit expansion. And in Policy 4.22A, mitigate the impact of tourism on the host culture, natural environment, and resident lifestyles. So, you have plenty of authorization in existing Code to take action and to pass ordinances and make statements much stronger than the resolution before you today. The Maui Island Plan provides a call for Council legislation by stating in 4.22, Action 3, develop programs and/or regulations to cap the number and type of visitor accommodations that can be permitted. And number two and number three, manage the number and type of visitor accommodations that can be permitted. Management of the number and type of visitor accommodations is necessary to achieve the goal of the Maui Island Plan Policy 4.23A, promote a desirable island population by striving to not exceed an island-wide visitor population of roughly 33 percent of the resident population. That means that roughly for every visitor on the island there should be three residents. That's what that's saying. Reading the next sentence, Maui island now has a visitor-to-resident ratio of 41.3 percent which significantly exceeds the recommended 33 percent of the Maui Island Plan. So, we have been for the past five years now, way over the limit that was set and advised by your County Council in the Maui Island Plan. Maui has been traveling on a road that has taken us from agricultural plantation economy into one based solely on tourism. We have now reached a fork in that road, a sort of tipping point that's been mentioned before. And we must decide which branch of the path we will want to take. The left fork will continue the present road of rapid population growth, increasing tourism, dependence on more McMansions, gated communities, and a decreasing quality of life for Maui's long-term residents. The right and I think correct fork will mean that we will change our direction significantly by preserving and restoring a high quality of life that residents of Maui deserve, while carefully protecting our existing tourist industry and workforce from overdevelopment. I'm not saying we want to hurt the industry, what I want to do is make sure that we don't grow it further. Although there are financial forces that might try to seduce County decision makers down the left road of overdevelopment, Maui has the legal tools that can keep us on the road to long-term stability and prosperity. What do we need to do? We have to recognize the importance of preserving Maui's high-quality tourist industry and not let it be eroded and continue with continued excessive development. With the present full employment, any new development will mean more people moving here, further damaging and diminishing our quality of life. Please pass a stronger resolution than the one before you today. It only demands an assessment. That delays action. Please include the following as similar...or similar wording in the resolution you are now adopting as a good first step along with the right path. And on the next page, I've added some words that I would like that, stronger and it could be made much stronger as a substitute for the wording you now have in that resolution. It reads as follows. That as stated in the Maui Island Plan, to protect the quality of Maui's visitor industry and the island lifestyle, the County must carefully manage and control any future expansion of visitor units on Maui island. The Maui County Council resolves to limit any new tourist

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accommodations, hotel, resort, timeshare, vacation tourist condos, et cetera, until we have established a ratio of no more than one tourist for every three residents. And number two, that the Maui County Council requests that the Planning Commission shall postpone any approvals or entitlements that would increase tourist accommodations until Maui island has accomplished the Maui Island Plan policies and actions to have no more than one tourist on Maui island for every three residents. And then you have a last page which has a chart on it that you could use as background, and I could provide you lots of statistics but I tried to summarize it in one table here. Where you can see the number of residents over the last decade, the number of visitors who have been coming, and one of the problems is in our State so often you see the headline in the paper saying 2 million tourists, 3 million, or at the State level almost 10 million tourists. Well, it's much more important just to look at visitor days, because on Maui island, a visitor may stay eight-nine days whereas on Lanai for example they stay let's say three days or four days, or Molokai a certain number of days. So, we want to really find out the impact, we have to look at visitor days, not number of tourists. And when we do that, the bottom rows there in that chart talks about the ratio of visitors to residents. We now have gone up to 41.3 percent, that's last year's figure, and, or in terms of ratios that inverts around to 2.42 residents for each tourist who's on the island. That number varies during the year. The average...this is an average for the year. But for example this month, the month of July and August, we have probably 75 to 77,000 tourists on the island today. In the wintertime, it's also high in the mid-60s. In the offseason in April and October, we might be down to 60,000 tourists a day. But the average is around 65,000 tourists on the island every day for the whole year. But the peak and when we feel the traffic the worst, the impact's the greatest is during July-August and January-February. And that's when the pressure really hits the island, and when the traffic and the road to Hana gets clogged, et cetera, et cetera. So, I put that all up to you for as thought and background. I could list the individual problems that we all have but I think many of you know them. And I also could talk about the new hotels that are being proposed. I'm open for questions.

CHAIR SINENCI: Thank you, Mr. Mayer. Members, any questions for Mr. Mayer? Ms. Lee, you have questions?

COUNCILMEMBER LEE: Yes. Dick, I can see where either slowing down development of new hotels or visitor accommodations might be a Band-Aid. But the real problem lies with the people we have now. I mean it's not the new people, it's like the people we have presently that's overwhelming our capacity. So, and add to that, add to that numbers that you don't have here are the percent of residents who are employed by the visitor industry directly and indirectly. And then also the percent of our economy that's reliant on the visitor industry. So, to me that, therein lies the problem. So, how do we deal with an over-capacity situation that...right now, you know, at the very moment?

MR. MAYER: Okay. As you notice, I didn't say close down any hotel facilities or activities or whatever, that is something that might be considered in the long run but it would

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affect workers. I'm not trying to say cut anybody's job out right now. So, that's why I didn't put the thing down. But I do think we have to watch out in the future of making the problem even worse. That we bring in more hotels and more problems, so I'm saying let's not build anything further and make the problem much worse than it is. Now, as for the present situation, several other suggestions came up earlier today about doing things at, on the roads. For example, banning the...not banning but limiting the number of rent-a-cars on the island, that's one thing. Another problem would be to try to find a way to convert people who are driving let's say to Hana into vans as opposed to individual cars. The same thing for Haleakala, Haleakala National Park did a study several years ago about possibly having buses that would leave from somewhere down here in Kahului and go up the mountain with people. Small buses, not huge ones...

COUNCILMEMBER LEE: Okay, Dick, so wouldn't you say that it's important to identify the worse problems and then prioritize them and then figure out a strategy to resolve the problem? Like you talked about one aspect and that might be too many cars on the road and the impacts of traffic caused by too many tourists. So, that would be very important, that's one. But that's one of maybe ten.

MR. MAYER: Okay, and let me give you a second one. I was on the Planning Commission when Wailea went through in 1973, spring of '73. We were promised on the Planning Commission that one-third of the units at Wailea would be workforce housing, it was promised to us on paper. And in those days they didn't put conditions, there was no...they didn't put conditions on projects, they just voted for or against them. But A&B never built any workforce housing on that property. At that time Kihei and South Maui was almost empty, and so they said well, nobody's going to want to live here, you know, there's no schools down here properly, et cetera, but as the years went by and they kept building the hotels and condos and whatever. So, what I think we need to do is hold developers and particularly the big developers who have the land, to hold them to...and we could still hold them, A&B still I think has 100 acres at Wailea that have not yet been built. We could hold these various institutions accountable for promises that were made to solve the commuting problem that many of our families have, the housing problem that many of our companies have. Kapalua, you know, made all kinds of promises for affordable housing to get certain things, Kapalua Mauka and then Pulelehua. Nothing was built and eventually they just sold the land off. So, one of the things we need to do is make sure that the housing problem...I would say the two biggest problems of all are traffic and housing. There are many others but those are the two probably largest that most people feel. And I think the traffic problem is something that needs to be handled by...through the rent-a-car institutions. We made a big mistake by allowing the State to put that huge rent-a-car facility at the airport. Rather what should have happened was the rent-a-car facility should have been at Kapalua, Kaanapali, Wailea, and Makena at the big resort areas or near them, there. So, that the tourists would have a van when they get off their flight after being exhausted from flying for five, seven, ten hours depending where they were coming from, they would have a van that would take them to their

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hotel in the evening and they would probably want to spend a day or two at the resort and then a rent a car at that point. They don't need to drive down to that resort.

COUNCILMEMBER LEE: Okay. Okay, Dick. We got that one. Okay, we got that. And, you know, you may be right and it may be a huge mistake. There may have been huge mistakes made back in the '70s and the '80s, but that is all irrelevant to today's problems because take A&B, they built about 16 or 17 increments, thousands and thousands of lots and homes for people in Kahului. So, I mean I don't think it's fair to bring them or Kapalua or anybody else into the picture, because the problem we have today really is if you're short on housing, the problem is not the developer. The problem is we don't have enough water. Even if we had the money to build homes, we need water and we need sewer capacity which we don't have. So, we got to take care of those things first in order to get housing. And every time we have a housing project, one of the...couple of the main reasons why they're denied are because of those two reasons, the traffic.

MR. MAYER: But they got the...they got their okay to build at Wailea, they got the water to build all the hotels, to put the golf courses in, to do all that stuff. It wasn't a question of shortage of water, it was a question of their will to build their houses.

COUNCILMEMBER LEE: No, I'm talking about today. They put in the water for Wailea. Come on. Central Maui agreement, yeah, took care of all the water that people enjoy today from Kihei to Wailea to Makena. Okay. The Central Maui venture took care of that, so they took care of the water. But to me that's irrelevant. Today, we have different kinds of problems, different, and the problem today is we don't have the County...I blame the County primarily for not having enough capacity, you know, in terms of water, in terms of sewer capacity, and even the traffic problems. Because the County has in the past 15 years or so shoved their responsibility on to developers, and many times the developers do not have the financial means to complete the projects. So, to me we need to concentrate, if we...if you identify and I think most people would agree that housing is a major problem today, that we have to figure out ways for us to solve the problem rather than shoving it on to somebody else who obviously cannot do it. Yeah?

MR. MAYER: When you say the County should do it, are you saying that you want to tax local residents for the funds to build these housing? Because let me say why I say that. The County's spent several hundreds of thousands of dollars to do impact fee studies for development and the studies were done, they were completed, and the Council never took those studies up even though the Council voted the budget to approve those studies to be done. Those studies were done by the Planning Department with their outside consultants. There were good representation of citizens on that committee that advised the consultants. So, what would have happened was that if Target goes in or a new Safeway or a Lowes or a new hotel goes in, they would have had to pay an impact fee that would then allow the County to have the funds to do the things you're advocating, housing or water systems or wastewater or whatever. I don't want to throw the burden on local residents to provide housing for the people

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who don't live here on Maui who will be working at a future hotel. I want to make sure that if a future hotel goes in that it...the developer is willing to spend money to build a hotel, they're also willing to support the workers who are going to work at that hotel.

COUNCILMEMBER LEE: Yeah, okay. You and I have a fundamental difference of opinion. Because you again want to continue the, I think, going down the wrong path of shoving the burden off of...to somebody else. I believe the County needs to take control of the situation and direct growth, not wait for some Mr. Jones and Mr. Smith to build their projects wherever they are, yeah, away from infrastructure, not in conformance or compliance with the community plans. But that's where they own their land. We need to take the bull by the horn and say we're going to build all of this housing in this area which is, you know, part of the community plan, Maui Island Plan, so forth, and lead the charge on housing. And then get...we provide the basic infrastructure and then we get others to actually put it up, to construct the homes. That to me is the correct way to handle it. And the other thing too is that if we fiddle too much with the tourism, you know, I agree with you, we have way too many tourists, but we have to be careful because in this day and age, we can't take our economy for granted. We may be on the cusp of another, you know, recession, you know, and maybe a really severe downturn. So, we cannot, you know, be too arrogant about and say you know what, we don't want tourists anymore, you know, we just want this amount of people. Well, we have to be careful, so we have to be operated at a level where we're taking care of all the bases and have a balanced approach to dealing with our problems. Because, you know, a moratorium might just scare away investors, might scare away a lot of people. So, to me I think we need to use some of your suggestions and others and look at this in a way that, you know, in case the economy turns on us, we have to be ready.

MR. MAYER: That's why I don't want to become more dependent on it. That's one reason why I'm saying...and, you know, right now we're very dependent. Everybody on Maui who wants a job can get one, we have full employment. I don't want to become more dependent on tourism. But the question you raise about the County taking the lead on doing this infrastructure. Let me ask you, which tax would you like to raise to fund that?

UNIDENTIFIED SPEAKER: Hotel tax.

COUNCILMEMBER LEE: I don't believe that...oh, for one thing, we are in the process of revising our tax rates, yeah, to where it's not...we're not completed on our work yet, we haven't gotten the approval of the entire Council. But if it passes, if our proposals pass then the upper echelon will be paying, the people who have the 5 and 10 and 15 and \$20 million homes are going to be paying a lot more. So, actually they will be subsidizing us.

MR. MAYER: Yeah. One of the problems actually that's been...

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CHAIR SINENCI: Great. Mr. Mayer, we're going to...we've got some other questions and we've got...so great discussion though. Thank you, guys, for bringing those items up. Chairman King?

COUNCILMEMBER KING: Thank you, Chair. Thanks for being here, Mr. Mayer. It's really good information that I've been looking at for a long time. The one thing I wanted to ask you as far as the data that you provided is you have on your third page of your handout, a statement that the Hawaii Tourism Authority reported a decline in the satisfaction of residents in their quality of life. What document was that from?

MR. MAYER: The Hawaii Tourism Authority for several years did studies on how well received the local residents were towards tourism and its growth, they did it by island. I believe in the last couple of years, they've stopped doing that study, so this is stuff I think that was done 2013, '14, '15, that period of time, '16, and it was showing a decline. And I'm not sure if they realize that hey, we don't want to keep asking that question. But if you look at HTA data --

COUNCILMEMBER KING: Okay.

MR. MAYER: --I can go back and get it to you. I'll send you what...

COUNCILMEMBER KING: Yeah, I'd be interested in seeing what years they did that and if it was as recent as...

MR. MAYER: And Maui island as well as the other islands. In fact, the strategic plan which was put together with the Terryl's help has references to the decline that was taking place in there and a concern and the need in the strategic plan that they developed to address that issue.

COUNCILMEMBER KING: Okay. Yeah, I'd be interested in seeing that because I think that would be really telling. Because, you know, we're getting a lot of anecdotal testimony and it's always hard to codify that in the context of...

MR. MAYER: Yeah, they do a comprehensive study --

COUNCILMEMBER KING: Okay.

MR. MAYER: --of both the resident...both the tourist satisfaction and they were doing it of the resident satisfaction.

COUNCILMEMBER KING: Okay. And then the other thing I wanted to...I just...pursuant to your conversation with my colleague here is, you know, I always think of it in terms of, think of our County, the unemployment in terms of where that employment is. So, I don't necessarily see Mahi Pono as creating thousands of new jobs, I think people will leave other jobs to come to agriculture. And I also...because we in the assessment that my company did on agriculture and if...and what we were looking at one point if

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we used agriculture for biodiesel that we'd be looking at around 10 or 15,000 acres and our calculations was that would create a couple hundred jobs. So, I think it's more like the number of jobs that we lost in agriculture by HC&S is what we'd be looking at probably replacing with Mahi Pono if Mahi Pono uses that same land and puts it to production which I think is around 600. But the point is that we need...I agree that we need a diversified economy and that what we're heading towards...and we, in the lean years, we say we got to put more money into tourism, in the good years, we say we got to put more into tourism. I mean when does it stop where we say okay, now we're going to take that money and put it into agriculture, we're going to put it into some other industries, high tech or whatever to diversify the opportunities for our residents? Because I agree with, you know, Ms. Ness that the, most of the jobs that you see in tourism are minimum wage, and that's probably...it's probably the widespread number of jobs at \$12 an hour or some of them even up to 15 that are causing this big push at the State level to try to get the minimum wage up because so many people work at that level. That's what's causing this need for affordable housing too, it's kind of like this big circular, you know, hamster wheel. So we need affordable housing 'cause everybody's only making 12 or \$15 an hour working in all these, you know, thousands and upon thousands of tourism jobs. So, do you know if there's any studies that you've looked at that have shown the average worker in a tourism job, whether it's a, you know, a person who works at a hotel in the restaurant or the maid service, or in a visitor industry job on a, driving a van or on a boat, how many of those people, you know, what the average wage is and how many jobs, how many average jobs those people have? You know do they have to do two and three jobs and which is causing the need for affordable housing, and then people can't even stay home with their children and raise their children because they're always working? That's a huge concern and that affects our whole society.

MR. MAYER: Yeah, the studies are actually are pretty easy to get. I've seen the numbers of the number of workers let's say who have the five major jobs out there, housekeeping and, you know, the various other jobs and retail clerks and the restaurant waiters. And they have the average wage for them. It's not quite so clear from the numbers at least I saw what they're including. For example let's say somebody makes \$14 an hour, then in addition to that they may be making tips or may not be depending on the job, and if those are included in those numbers. And secondly, benefits, when people get let's say an annual vacation of three weeks or two weeks or five weeks, whatever it is, plus the life insurance or the pension or the 401K contribution. You have to be very careful when you look at wage numbers to see what is actually being included in there. Obviously if somebody wants to look like we pay the workers a lot, they include everything. If somebody wants to make it look like they're not getting much and they're close to the minimum wage then they don't count those things. So, you have to be very careful, but those numbers are easily available. State Labor Department has them and I think the strategic plan even has a section on the wage rates.

COUNCILMEMBER KING: Okay. And I think that kind of information has been talked about at the State level when they're trying to, you know, push the State legislation which

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seems to fail every year. But just I mean it would be...I haven't actually seen a definitive study on it so it would be good to see what the actual, you know, aside from benefits and tips or whatever, what the actual average wage is and how many average, on average how many jobs people have to hold down just to live here.

MR. MAYER: Yeah, that's a whole other issue. I mean they may give...they may say let's say on Maui just I'm throwing this number out, let's say 4,000 people who work in housekeeping but how many of those housekeepers are working at two different hotels or are working time and a half or whatever? Those numbers, I don't know where they're available at all.

COUNCILMEMBER KING: Okay. I mean we'll keep looking for that. Chair, if we have any of that information. I think that's...because it speaks to the perpetuation of tourism, if we want to perpetuate that level of worker and make it more widespread or if we want to create other opportunities for people on Maui to have jobs that can be higher paying and can raise up to higher levels. I mean I worked in the tourism...I work in the hotel industry as a, like manager level when I was running activity desk and I didn't see a whole lot of people moving up within...and I don't know, this was back in the '80s. But I didn't see a whole lot of workers moving up within the structure, I always saw them bringing in top-level managers from outside the State and outside the country even. And so, it didn't appear to me, I mean people I talked to didn't feel like they had opportunities to move up even within their own hotel. And I think that's one of the places that we're falling down. You know and but the tourism industry kind of perpetuates that.

MR. MAYER: Yeah, the college on Maui has a good food service program for restaurant people. What they should also have is a hotel management program, and not just the first two years but really up through the bachelors and maybe even get the master degree. Manao has a big travel industry management program, and what...given the size of the tourist industry on Maui, it may be something that the Council will want to try to negotiate with UH Manoa to have courses over here that would provide the ability for our young people to...

COUNCILMEMBER KING: Yeah, well, I mean I think we're kind of getting off course but my, you know, my point was to be able to look at studies like that that are...that pertain to, you know, the perpetuation of continually adding more tourism to this island. Thank you, Chair.

CHAIR SINENCI: Thank you, Chair. We have a question from Member Kama, then Member Sugimura, and then we'll go to our other panelists, Ms. Venci and Ms. Fukumoto.

VICE-CHAIR KAMA: So, I just wanted to know, so, Mr. Mayer, where do we get those studies that you were talking about? And, Chair, can we look into doing a study such as what Chair King was talking about? Because I think we need to know all of this stuff so that we can make really good decisions about where and how we're going to decide about...

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CHAIR SINENCI: Nobody wants to do a TIG.

VICE-CHAIR KAMA: No, no, you don't have to do a TIG but just, you know, send the question out there.

MR. MAYER: Yeah, the Hawaii --

CHAIR SINENCI: Okay.

MR. MAYER: --Tourism Authority has almost all their numbers on the Web. You can contact them probably if you need a specific thing. You say, you know, what do we have on Maui as compared to the State average, you could probably get...ask them to do a special run for you that would be able to compare whatever you're looking at, whether it be numbers of workers, employment, trends, historical, how's it changed. They can do all of that. They have a very good statistics department.

VICE-CHAIR KAMA: Thank you. Thank you, Chair.

CHAIR SINENCI: Thank you, Ms. Kama. Ms. Sugimura?

COUNCILMEMBER SUGIMURA: Yeah. So, I guess you're still going through questions with our panel or guests, but where are you trying to take this resolution?

CHAIR SINENCI: We're going to address the resolution. We're going to have Ms. Vencl and Ms. Fukumoto comment on some of the wording that's in the reso, and then we'll...we can...I know there's...people wanted to look at some amendments, but we can have that discussion right after they present, if that's okay with you? Yeah?

COUNCILMEMBER SUGIMURA: Yes.

CHAIR SINENCI: Okay. So, Ms. Vencl, did you want to provide your comments?

MS. VENCL: Thank you, Mr. Chair. Aloha, Councilmembers. I sent down my comments thinking in terms of the fact that you all know that I'm working with what is a tourism group at this point who's coming to an end shortly and that there will be further, deeper follow-up at some point in time. So, one of the recommendations that I made with regard to the title, and we heard a lot today about assessment versus other kinds of variables, my comment was that I actually believe that we're doing that at this point through the Mayor's Office. We are doing an assessment. We've been out in the communities. We've been out...we've invited resource people as you all know. So, in my mind I believe that we are doing some sort of an assessment at this point. The other comment that...I guess I had a couple other comments. One was in the whereas regarding the visitor guide that should be distributed with the Department of Agriculture forms. When I was here last, I explained to you that I had had hopes of talking to someone because I got somebody on the phone. That has not happened.

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And the reason that I put this in here was not to push it back on you but to say I need help, we need help. If you can support in any way getting through to the persons in the Hawaii Airlines Committee, that would be a great help to us. I will share with you that history for me has been that there will...the form that's given out on the plane, we have tried through numerous times to get other things added to that and it has never been successful. Back during the airport runway days, some of you might remember we tried to get some comments on that form regarding the alien species or invasive species comments and issues, and they would not do that. So, I recall Don Reeser at that time made a whole new form but we couldn't get them to pass it out because that's extra work. So, those are the kinds of things that I have run into over the years. And I thought that because this is such a pressing issue that I might get a little further this time, but I don't think that's going to happen. So, that's why I put this in here for you folks to take a look and maybe you have some clout to pull together and/or the Mayor, I've even thrown his name around a couple times and I still haven't gotten where I'd like to be. So, I don't know where to go. So, that's why I suggested that the recommendation might be for you folks to...if you have any ideas about how to do it, I'm happy to do the work or happy to do it, I just need to be able to get through. So, that's why that was there. And then in the final recommendation that I made, it was under the be it resolved, rather than to...it says that urge the Administration to conduct a sustainable tourism assessment for Maui County, giving due consideration to the factual and policy considerations. My recommendation was that it say something along the lines that yes, you urge the Administration to continue a visitor industry...at that time I used assessment, right now after listening to people today, I like the word action plan. So, continue what we're doing, get that action plan produced in some fashion, and just continue to examine solutions and recommendations and funding if needed to act on the items that are deemed to be of importance for our culture, our environment, and our community values.

CHAIR SINENCI: Member Paltin?

COUNCILMEMBER PALTIN: Oh, thank you. Were you done?

MS. VENCL: Pardon me? Yes, I'm done.

COUNCILMEMBER PALTIN: Okay. I didn't want to interrupt. I just was reflecting on the things that we're saying and you used to be in the tourism --

MS. VENCL: Yes.

COUNCILMEMBER PALTIN: --I mean I guess you still are in the tourism industry from a different angle. But like based on what Mr. Mayer was saying and what Member Lee was saying, I don't understand why we keep giving millions of dollars to promote Maui. I mean can we take some of that 3, \$4 million to do what Member Lee was saying about the housing and like that, and then people might not be so agitated that they break into cars and things like that? Like I mean how come are we keep promoting it if we have more than we can handle? I mean I would support the Visitors Bureau for

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when, you know, they coordinate disasters and tell people that the maps on your Google isn't right and don't go this way, and oh, there's a storm coming so everybody take care. But I don't think that costs 3 million or \$4 million. Like if you add up all the years that we spent \$4 million promoting Maui instead of putting it into the infrastructure then maybe, you know, we don't even need to promote it in that way anymore especially being that, you know, that kind of promotion isn't hitting the intended audience in that we wanted to get the high-end tourists. Because the trends are showing although we're advertising in those high-class magazines and stuff, we're getting less per visitor spending. So, it's not...at what point do we say that trajectory isn't working, let's take our \$3 million and invest it into our residents?

CHAIR SINENCI: Ms. Vencl?

MS. VENCL: Thank you, Chair. Okay, let me address that in a couple of different ways. First of all, with regard to promotion, historically in my career, there have been communities who have decided to take away tourist promotion dollars, and they've been sorry and they had to go back and add to. So, that's one thing. And another thing is that you never know and as has been mentioned here already, when a recession is coming. When will they...when will...they have to stay...we have to stay top of mind for people so that when two things happen, one, when a recession or when a major disaster which we've had has happened, we have to be ready to go and basically just say we're still open for business or whatever the message is. The second part of this is that in...and let me back up one second. We've always been able to bring Maui back faster than many other resorts and even in the State, we've brought 'em back. With regard to how much they're spending, I think I mentioned the last time that we were here that we have in our mix now which we didn't used to have, we have a different set of people. We have even a different type of airline. We have a different type of accommodation. So, there is a mix that's coming in that appears to water down the high-end, but we're not losing the high-end. If you look at the stats on HTA, Maui...the report that came out today for July, Maui's ADR they're getting per room is higher than anybody in the State. So, I don't believe that we're losing in that way. I do think we're getting a mix and so we're getting...it appears because the numbers are going up and the accommodations are somewhat different than they were when we only had Kaanapali and only had Wailea. Then I think that that affects what we see happening in not just money, in monetary ways but in other ways as well. May I say one more thing? I'm sorry. Going back to the issue of promotion. Finally, what we are seeing now albeit maybe a little too late but what we're seeing is that we need to message differently. So, why do we need to continue to promote? Because we need to promote messages that are different than we've had before, and they range from how to behave to what is our culture, what is expected, what is being respectful, and that sort of thing. So, in your first reso where I saw someone had mentioned shift, I had originally said I would prefer to say add, add that messaging, add that education as much and as...everywhere that we can, in order to use those messaging, use that to continue to educate our wholesalers which are the, many times the people who are selling those larger end, actually selling the hotels as opposed to us, we...or I shouldn't say us, MVB. They don't sell rooms obviously but they sell messages and they talk

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about us. And so, we still need to promote and we need to do things in a different way than we have before.

COUNCILMEMBER PALTIN: So, *Pacific Business News* came out with an article yesterday that says tourism, Hawaii's biggest industry is lowest paying in the country study finds. And so, also, you know, when we were coming back from the Clark County...I haven't been to the continent in many, many years and I flew Hawaiian and kind of like what Member Kama was saying, you know, you can watch the movies for free and then when we're about to land they cut off the movies and so you have to watch what they flash up on the screen. And they're flashing up all pictures of Hawaii, shave ice, this and that but no safety, no respect, and they know what's going on. I mean I don't think...they know you're trying to contact them, they know who the Mayor is. It's just blatant they don't care, they don't want to hear it, they're not going to do it. Because they're smart people, they're making big money, it's not in their interest to do it, and we suffer consequence in footing for the air ambulance, the choppers, the fire/police rescue crews. So, it's like they have no aloha for us and yet we're being tasked with paying for their advertising?

MS. VENCL: Well, I'm not sure understand their advertising. You mean on the airlines?

COUNCILMEMBER PALTIN: Their advertising in that us promoting Maui to bring people here is to their financial benefit.

MS. VENCL: Oh yes, of course it is, yes.

COUNCILMEMBER PALTIN: But they're not...it's not a reciprocal relationship.

MS. VENCL: Well, yes, it isn't, and the world has changed since I did a lot of digging around about that. There used to be as you all know the big screens and that's all you watched was the big screen on the airlines. And in my mind, it seems to me now with all the devices and seat backs and all of that sort of thing, I don't understand why it would be difficult to put the kinds of messages there that we want.

COUNCILMEMBER PALTIN: I don't think it's difficult.

MS. VENCL: That's what I want to do.

COUNCILMEMBER PALTIN: There's no...it's not difficult, there's no willpower. They see us as we're footing the bill for their advertising and they're not willing to do it. It's not difficult. I mean they have the pictures of Hawaii, they have the pictures of surfing, they have the pictures of ice shave, and it's not difficult, all you got to do is put somewhere respect the culture, don't go in when the water looks like this. You know it's not a difficult thing, it's there's no will. They don't...that's disrespectful to not return your phone call to me. I mean or even just acknowledge that you called them.

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MS. VENCL: Well, I won't say that it's disrespectful, because I don't know why, they may be off island for all I know, they may be on business, I don't know. I just know that I will...I won't give up on this, I will continue, and I will continue to work with it. And if I can say I got, you know, I got the Council behind me, I do say I got the Mayor behind me. But I can only continue to try because I do think somewhere along the way we'll hit the right nerve and we may get some, maybe not all, some of what we need there. But it's something that I want to continue to work for and I will continue to work for it.

CHAIR SINENCI: Thank you. We have a question from Member Lee.

COUNCILMEMBER LEE: Yeah. Thank you, Terryl. Okay. I just want some kind of confirmation from you that in my mind it's always better to break down a problem and then identify the forces and resources you have and then attack it from every angle, yeah, not just one. And I think what you're doing is prefect, you know, that the idea of visitor industry management, you know, as we spoke with MVB about it and anybody else who wants to work with you on that, I see that as essential. I also see a group of us working on infrastructure as essential because all these problems are all connected.

MS. VENCL: Right.

COUNCILMEMBER LEE: Okay. And then another aspect is Kay Fukumoto's aspect and that's economic development. Do you need more money or people to work with you to develop new industries?

CHAIR SINENCI: Ms. Fukumoto?

MS. FUKUMOTO: One of the...my fears obviously is that we shift so much from tourism that we have unemployment and we don't have another industry, right? You know --

COUNCILMEMBER LEE: That's why.

MS. FUKUMOTO: --because we are so dominantly tourism focused here. And yes, we are...after my six months, we are still trying to develop another focus, you know, hopefully going into like a tech industry where perhaps the level of earnings are higher, you know. So, there is a need for a shift, I just want it to be at a time when we can handle the shift, and we don't have such a, you know, massive unemployment because we've shifted tourism too quickly and we don't have the jobs for people who are losing their tourist industry jobs.

COUNCILMEMBER LEE: I really don't think you can shift it that quickly and have that kind of impact on tourism. No matter what we do tourism is going to stay for a while, yeah, 'cause it's been developed over like 50 --

MS. FUKUMOTO: Right.

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COUNCILMEMBER LEE: --60 years.

MS. FUKUMOTO: Right.

COUNCILMEMBER LEE: Okay. So, it's not going to go away. I mean 25 years ago I voted against the extension of the runway because I could see this coming, you know, but then what I didn't see was the recession that came right along with it.

MS. FUKUMOTO: Right.

COUNCILMEMBER LEE: So, that's why I'm saying now that I've experienced, you know, all the gamut, I don't believe I was wrong then, but I didn't take into consideration all the other aspects of the economy, and that's why, you know, I'd hate to see all of us concentrate on trying to fix tourism when we really need some new industries --

MS. FUKUMOTO: Right.

COUNCILMEMBER LEE: --coming up already --

MS. FUKUMOTO: Right.

COUNCILMEMBER LEE: --you know. And no matter what you do, it's not going to take over tourism tomorrow.

MS. FUKUMOTO: Right.

COUNCILMEMBER LEE: Yeah. Thank you, Mr. Chair.

CHAIR SINENCI: Thank you, Member Lee. Members, you have a...I just wanted to take a quick temperature check. Is...we wanted to address the reso that's before us today so I didn't want to take it...we can still have those discussions. If you guys want to do amendments, we can do it while addressing the reso or you still want to ask more questions of the panel? Member Molina?

COUNCILMEMBER MOLINA: Yeah, Mr. Chair, ironically my questions sort of tie in to the reso as well if you'll permit me to --

CHAIR SINENCI: Okay.

COUNCILMEMBER MOLINA: --give me an opportunity. But I want to just ask Ms. Vencl and Administration, and first of all, you know, Mr. Mayer, I appreciate your findings and I agree with you on one thing, housing should be a priority and the infrastructure. But by the same token with respect to Ms. Vencl, you know, we got be careful not to shift too far away from our one lifeblood which is tourism so there's a delicate balance involved here. Ms. Vencl, you know, Mr. Mayer made mention of the Maui Island Plan stating that not to exceed island-wide visitor population of roughly 33 percent. Do you

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agree with that assessment? I believe Mr. Mayer said it's gone to maybe just barely over 40 percent, do you agree with that finding?

MS. VENCL: I was actually at that meeting if Mr. Mayer remembers and I was asked those kinds of questions. I don't understand a quota which is what I hear when I hear, you know, a 33 percent. I do understand managing it. That's...and in my mind that's a whole different kind of thing. Yes, we're going to have very high times, but we're also going to have some lower times and some disasters--Lord help us--that come along the way. So, when I look at that, I find it hard to say that it's...that we can actually keep to a certain ratio. And we do have as Mr. Mayer talked about, we do have seasonal highs and we don't have as low valleys as we used to have, it's a little...I think that's where some of the numbers go is because we used to have some pretty low valleys in between those peak times. And we've been able to smooth those valleys out a little bit so that it's not such a drop in visitors, in jobs, in all the related things. So, quota, if we look at a quota and if I'm wrong, that's the way I took it, I just don't know how we can say it's got to be this and it's not. I did hear Mr. Mayer explaining today that you, you know, that he, it appears he was looking at maybe the units numbers in order to help do that. So yes, I suppose if we don't have units then people can't book, but I don't know what the outcome of doing that would be.

COUNCILMEMBER MOLINA: Okay. And you had mentioned about changing the message as far as marketing which I can agree with, because I started thinking about when you stated that, if I were to go visit the Vatican in Italy, I'm not going to go visit there as a place to rollick and frolic and everything else. So, should we consider changing the message to come and visit Hawaii and look at it more as a place that is sacred, you know, to instill that message in visitors that yes, come and recreate but again treat this place as a place that is sacred, respect the culture? Is that along the lines of what you guys are maybe looking at? Because speaking of the Vatican, I was thinking of...I believe in Venice they're looking at limiting tourism because of the burden on their facilities and infrastructure. And in your reso, the resolution it talks about doing this assessment, this sustainable tourism assessment. Is that a part of something you would consider to determine if maybe limiting the promotion of tourism should be implemented as part of this assessment?

MS. VENCL: If we continue to call it an assessment then yes, I guess I would say yes to that. There are recommendations for messaging as well as things to do that will be going to the Mayor very shortly, like in the next week. And those things will encompass that type of messaging, if you will. We...they'll get messages through a lot of different ways if in fact we do some of the recommendations that are coming forward. And it doesn't necessarily mean it's words in an ad, it's a lot of other different types of things. And I, you know, I hope...we tried to move as fast as we could on that and we are finished and it will be, you know, we'll be talking more about it as we move along shortly. But I think that when we talk about messaging, I'm with you, I keep coming up with two words that aren't really good for messaging but they are respect and obey. And I've actually joked about having that as a crawl along, you know, some of things that we put out there. And I don't know that obey is the right word, but what I am trying to

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get across is to pay attention to where you're at and do...what is the word that they say about Rome? When in Rome do as...

COUNCILMEMBER MOLINA: As the Romans do.

MS. VENCL: Yes, do as the Romans do.

COUNCILMEMBER MOLINA: Yeah.

MS. VENCL: That's really the message that we need to get across. And we've had many years of messaging about fun and places to go and things to do, and that now needs to encompass a larger share of respect and taking care.

COUNCILMEMBER MOLINA: I like that. And my last question is first of all, you know, Mr. Mayer, seeing you up there reminds me of some of the economic terms. There's no free lunch, opportunity cost, so whatever we delve into as far as industries goes, there's always a cost. And ironically, Ms. Vencl, you and others with the Maui Visitors Bureau you did a fantastic job in marketing Maui, but I don't think we ever envisioned Maui would reach these types of heights or some people would call it lows where now it's spawned additional visitor accommodations like the short-term industry or vacation rental industries, Airbnb's and so forth. And Maui now becoming an island of investment rather than just place to visit which displaces the local residents or deprives them of opportunities to afford a home, and also for our hotel industry workers as well. So, in closing, with regards to spawning other industries, how do you see the visitor industry helping to enhance that area? And I just want to make a quick comment too. You know what really frustrated me a lot, Mr. Chairman, was the airlines itself, I tend to blame them because they provide all these great cheaper prices to come to Hawaii for the visitors, but when we the residents want to go see other places, the prices are high for us. I found that very offensive. And yet we bailed out one of the, our largest airlines many years ago and this is how they thank us. So anyway, that's just a personal statement.

CHAIR SINENCI: Thank you, Mr. Molina.

COUNCILMEMBER MOLINA: I'm sorry and getting back to the question. Your comments, Ms. Vencl or Ms. Fukumoto?

MS. VENCL: Remind me of the question. I'm sorry.

COUNCILMEMBER MOLINA: Well, basically how can in your eyes the visitor industry enhance developing other industries that Member Lee had asked about? So, we're not totally dependent on tourism alone.

MS. VENCL: Well, I think that there's a lot of different industries that will tie to the tourism industry. You know we have what, in the industry we have what is the Academy of Travel and Tourism, and one of the reasons for that is that we want to show young

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people coming up what other kinds...what kinds of jobs there are. For example, it's not just an airline pilot, it's not just an airline reservationist, it's not just a front desk clerk. We need lawyers, we need accountants, we need lots of different things, and so to encourage young people to look in those avenues but they still probably might be connected to the visitor industry. That's something that we've tried to do through the Academy of Travel and Tourism. So, that's just one example. And I think as time goes on, we talked at one of the other committees the other day in Councilmember Sugimura about transportation. There's different ways we can spread the transportation around that is different from what we typically do where maybe we wouldn't be gathering lots of people in one small place. So, there's lots of different ways that we can begin to work on spreading the wealth as well as health around. And all the while though, we've got to keep remembering our place where we are. And so, I'd like to see in everything we do that there's something said about...and I think we use the word culture too loosely because everybody's got culture now. In fact, in that meeting the other day, they talked about culture of the Lyft and Uber, and culture to me means something, yes, sacred, something that is special, something that only happens in that place where you are, whether it's Rome or whether it's England or whether it's on Maui, and protecting and using that type of messaging I think will help turn around. But remember, we're turning around mindsets and they don't turn around overnight.

CHAIR SINENCI: Thank you, Ms. VencI.

COUNCILMEMBER MOLINA: Thank you.

CHAIR SINENCI: I just wanted to go ahead and ask the, take a second temperature check. We're nearing our 4:30 mark and I did want to address the reso. It's, this is such a huge issue that is...can continue on, and we do want to go ahead and defer it later so that we can add to it. But in the meantime, we have this reso that's before us and there are some people that wanted to support it but wanted to add some amendments to the reso, and so if we can switch gears. Well, first of all, are willing to discuss the matter if we go beyond 4:30, Members?

VICE-CHAIR KAMA: Sure.

CHAIR SINENCI: Okay. Ms. Lee?

COUNCILMEMBER LEE: Were you planning to pass this out today?

CHAIR SINENCI: I was.

COUNCILMEMBER LEE: Okay.

CHAIR SINENCI: And if you guys had any...I know there was some amendments that some of the other Members that wanted go ahead and address...

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COUNCILMEMBER LEE: Yeah, generally speaking I think the feeling is that we ought to replace the word “assessment” with an “impact plan” or “action plan” or --

CHAIR SINENCI: Action plan was --

COUNCILMEMBER LEE: --you know.

CHAIR SINENCI: --brought up, yes.

COUNCILMEMBER LEE: And I don't know that, you know, creating a plan is something...I think we need create and implement or something like that, you know, something that's going to create some kind of action right away.

CHAIR SINENCI: Okay. So, do we want to go ahead and before we make some amendments, call for a motion, Members?

COUNCILMEMBER LEE: Well, I don't know if those are the words you wanted, that was the idea.

CHAIR SINENCI: And...

VICE-CHAIR KAMA: But...yeah, that was the idea. And I think one of the things that I've heard was that the Mayor is already doing one, and I thought I heard Terryl say something like if we could just say something about to continue the assessment and then, I thought I heard after that, then insert the word “action plan” somewhere along there. Did I hear that right, Terryl?

MS. VENCL: Thank you, Chair. Councilmember Kama, my suggestion was to continue a visitor industry assessment, including...we should include an action plan, and those things have already been, have already begun. And then to, in the end to make sure that we continue to examine...that action plan basically means to continue to examine solutions, recommendations, and funding to act up on those items that are deemed to be of importance to our culture, environment, and community values.

VICE-CHAIR KAMA: So, do we have all those laid out?

CHAIR SINENCI: We were at the...the first one was to change the wording of the title. That was the first change that we wanted to do, and urging the Administration to create a sustainable tourism action plan. Was that something that the Members agree to?

VICE-CHAIR KAMA: Sorry, Chair. I'm not sure if that's what we're supposed to do or did we want somebody else to do it? Member Lee, who do you think should implement or create the action plan...

CHAIR SINENCI: We're writing the --

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VICE-CHAIR KAMA: Yeah.

CHAIR SINENCI: --reso...

VICE-CHAIR KAMA: We're writing the reso right?

CHAIR SINENCI: Right.

VICE-CHAIR KAMA: So, does that mean we want the Mayor to create the action plan and implement it too?

COUNCILMEMBER LEE: Well...

CHAIR SINENCI: Yes.

VICE-CHAIR KAMA: Or do we want to give him some parameters or something?

COUNCILMEMBER LEE: Well, I'm sure we will have parameters from the Committee report, but the original intent was to urge the Administration to come up with a plan. So --

VICE-CHAIR KAMA: Okay.

COUNCILMEMBER LEE: --but now instead of assessment, only assessment, we want an action plan as well. So, for him to...because...with a sense of urgency because we want to deal with this in the upcoming budget.

MS. VENCL: Absolutely and we are we looking at that from that perspective.

CHAIR SINENCI: And you guys are currently doing continual assessing? Yeah.

MS. VENCL: Yes.

CHAIR SINENCI: So...

MS. VENCL: Yes.

CHAIR SINENCI: Okay. Another addition was to include a SMART action plan with the acronyms SMART, and that would be specific, measureable, attainable, relevant, and timely. What you guys think?

COUNCILMEMBER LEE: Hey, that's good.

CHAIR SINENCI: Yeah?

COUNCILMEMBER LEE: I think that's good.

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CHAIR SINENCI: A SMART action plan.

VICE-CHAIR KAMA: I not going da kine but...

UNIDENTIFIED SPEAKER: . . . *(inaudible)* . . .

VICE-CHAIR KAMA: No, well...it could be realistic too. I mean I would like to see a realistic plan. But just...but it's up to the Council. So, relevant or realistic.

COUNCILMEMBER LEE: Well, do you think he'll feel offended by it?

MS. VENCL: I'm sorry?

COUNCILMEMBER LEE: Do you think he'll feel offended by it?

MS. VENCL: I'm not.

COUNCILMEMBER LEE: Oh, okay.

MS. VENCL: I'm not.

COUNCILMEMBER LEE: Alright. Just wondering. You know I mean he might say what do you mean smart? I mean of course it would be smart.

CHAIR SINENCI: Smart with those --

VICE-CHAIR KAMA: It's an acronym.

MS. VENCL: That might come up.

CHAIR SINENCI: --it's for...the acronym is SMART, for specific, measurable, attainable, we can put that language in there as well and then just put in parenthesis SMART. Yeah? Okay? We're gonna take a quick recess at the call of the Chair. Recess. . . . *(gavel)* . . .

RECESS: 4:31 p.m.

RECONVENE: 4:35 p.m.

CHAIR SINENCI: . . . *(gavel)* . . . Will the Environmental, Agricultural, and Cultural Preservation Committee please come back to order. It's 4:35 p.m., Tuesday, August 20th. And so, Members, when we last spoke, I got a sense that we have a general consensus for the reso; however, we still need to...there's a couple things that came up that we wanted to address like changing the assessment to a SMART action plan. And also to continue the green initiatives and the eco-friendly practices that were in the last reso, the previous reso, and as part of the title. But did we want

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everybody's feedback and we're not in a rush, this is an important item and a start to some good changes for Maui County. So, we did want to ask if you did have any changes that we could write them down, send them to the Committee, and then when we do come back in Committee we can have a clearer, clean version of the reso and then we can just vote on it then. Any comments to that? Okay.

COUNCILMEMBER MOLINA: Yeah, Chair, I agree with --

CHAIR SINENCI: Member Molina?

COUNCILMEMBER MOLINA: --your direction for this, and it's much appreciated, 'cause this has a very interesting topic, we could be here all night. And so, I think the additional time will give the Committee some consideration for future...possible amendments to the resolution. So, I'm with you on the direction you want to take, Chair.

CHAIR SINENCI: Okay.

COUNCILMEMBER MOLINA: Thank you.

CHAIR SINENCI: Member Lee, you're okay with that?

COUNCILMEMBER LEE: Yes. I agree . . . *(inaudible)* . . .

CHAIR SINENCI: Okay, great. Chair King?

COUNCILMEMBER KING: . . . *(inaudible)* . . .

CHAIR SINENCI: Okay, great. So, Staff, is there anything else that we needed to...okay, so if there are no objections, the Chair would like to defer this item, EACP-6, to a later date.

COUNCILMEMBERS VOICED NO OBJECTIONS. (Excused: YKS)

ACTION: DEFER PENDING FURTHER DISCUSSION.

CHAIR SINENCI: Okay, great. Thank you. And so, with that, this concludes today's Environmental, Agricultural, and Cultural Preservation Committee meeting. Thank you very much, Members and our departmental representatives and resource persons. Mahalo. This August 20th meeting of the EACP Committee is adjourned. Thank you. . . . *(gavel)* . . .

ADJOURN: 4:38 p.m.

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August 20, 2019

APPROVED:



SHANE M. SINENCI, Chair
Environmental, Agricultural, and Cultural
Preservation Committee

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Transcribed by: Daniel Schoenbeck

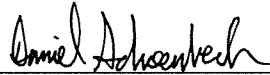
**ENVIRONMENTAL, AGRICULTURAL, AND CULTURAL PRESERVATION COMMITTEE
MINUTES
Council of the County of Maui**

August 20, 2019

CERTIFICATE

I, Daniel Schoenbeck, 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 3rd day of September, 2019, in Kula, Hawaii

A handwritten signature in black ink, appearing to read "Daniel Schoenbeck", is written over a horizontal line.

Daniel Schoenbeck