

**MAUI REDEVELOPMENT AGENCY
REGULAR MEETING
APRIL 27, 2012**

APPROVED 05-25-2012

A. CALL TO ORDER

The regular meeting of the Maui Redevelopment Agency (Agency) was called to order by Ms. Katharine Popenuk, Vice-Chair, at approximately 1:06 p.m. Friday, April 27, 2012, in the Planning Conference Room, First Floor, Kalana Pakui Building, 250 South High Street, Island of Maui.

A quorum of the Agency was present (see Record of Attendance.)

Ms. Katharine Popenuk: Hello everyone. I'd like to call to order this meeting of the Maui Redevelopment Agency. It's now 1:06 p.m. and let the record show that we do have quorum. In attendance is Warren Suzuki, Counsel, myself Katharine Popenuk, Erin Wade, Bill Mitchell and Planning Department staff people. Public testimony will be taken at the start of this meeting on any agenda items in order to accompany those individuals who cannot be present when the agenda item is considered. We'll also be taking public testimony as each items come to the floor, action items. Any person –? Let's see, excuse me – the public – there will be a maximum three minute time limit for testimony and an additional one half minute on approval of the chair, so please try to make your comments concise and complete within the three minute allotment. So, to begin, we will start with the election of the Chairperson for the upcoming 2012-2013 board year. Do I have any nominations? Warren?

B. ELECTION OF CHAIRPERSON AND VICE-CHAIRPERSON FOR THE 2012-2013 BOARD YEAR

Mr. Warren Suzuki: I nominate Katharine Popenuk as Chair.

Ms. Popenuk: Any others?

Mr. William Mitchell: I'll second.

Ms. Popenuk: Are there any other nominations?

Mr. Suzuki: Call for the question.

Ms. Popenuk: Any questions anyone? Okay, all those in favor please vote aye.

Agency Members: "Aye."

Ms. Popenuk: Aye.

It was moved by Mr. Warren Suzuki, seconded by Mr. William Mitchell, then

VOTED: Ms. Katharine Popenuk as Chairperson for 2012-2013 Board

year.
(Assenting: K. Popenuk, W. Suzuki, W. Mitchell
Excused: M. Walker)

Ms. Popenuk: Okay. Yes Warren?

Mr. Suzuki: I nominate Bill Mitchell as Vice-Chair.

Ms. Popenuk: Any other nominations? All those in favor say aye.

Agency Members: "Aye."

After nominations were duly taken, Mr. William Mitchell was elected as Vice-Chairperson for the 2012-2013 board year.

C. APPROVAL OF THE MINUTES OF THE MARCH 23, 2012 MEETING (via e-mail)

Ms. Popenuk: Thank you very much. So, I, Katharine Popenuk will be the chairperson for the upcoming year, and our Vice-Chair will be Bill Mitchell. Okay, thank you very much. Okay I call now for the approval of the minutes from our March 23rd 2012 meeting. Anyone?

Mr. Mitchell: I move to approve.

Ms. Popenuk: Okay.

Mr. Suzuki: Second.

Ms. Popenuk: Okay, all those in favor say aye please.

Agency Members: "Aye."

It was moved by Mr. William Mitchell, seconded by Mr. Warren Suzuki, then unanimously

VOTED: to approve the March 23, 2012 meeting minutes as presented.

(Mr. Mark Walker enters the meeting at approximately 1:09 p.m.)

Ms. Popenuk: Okay, minutes are approved. At this time we note the appearance of Mark Walker. Okay, at this time I'd like to open it for –. Well, actually, first, I'm sorry, I would like to give a little few comments about MRA. And I want to just remind everyone that Maui Redevelopment Agency is a continuum starting from the 1973 Vineyard Street Plan up until the most recent reWailuku, and our actions have been directed by community input over the decades since that time. And the mission of the MRA is summarized in the Wailuku Redevelopment Area and the Wailuku

Redevelopment Area Plan directs the actions of the MRA. Everything that the MRA does is to be in support of the Wailuku Redevelopment Area Plan and we should be judged by our efforts to fulfill the tasks that are set forth in the Wailuku Redevelopment Area Plan. And I hope that what we bring to this task is adaptability, vision, cooperation and inclusion. That is my hope for this upcoming year. That's what I'm going to be striving for, and I hope that we can do that by giving recognition, falling through with accurate appraisals of what's needed, recognition that the bygone days are in fact bygones and that we need to formulate our vision moving forward. And we need to recognize and weigh the needs of the many rather than the individuals. And I hope that we can do this in an air of respect for each other, and gratitude for the efforts of everyone, and I look forward to having it be a productive, cooperative, energized year.

I just wanted to go over a couple of items about what I would like to see in our meetings, and one is I'd like to remind people to please remember to turn off their cell phones before they come in to the meetings, or put it on vibrate so that we don't have any disturbances during the meeting. I'd also ask you that if you do take a cell phone call please leave the room when you do so. I please ask people to refrain from side conversations as much possible so that we can focus on what's happening in the meeting. And I wanted to remind people that I do want to adhere to the three minute testimony limitation and that people be concise and plan to conclude their testimony in that three minutes time. And that there is a possibility for up to a 30 second extension if it's some sort of topic that warrants that. I as Chairperson will be able to grant you that additional time. Okay? Thank you. So at this time I would like to call for any public testimony from anyone in our audience today. Could you please approach the mic and give your name and –. Is there anyone in the audience who wishes to speak at this time? Mr. John Noble is signed up. Did you want to give testimony at this time?

D. PUBLIC TESTIMONY

Mr. John Noble: If he wants to give testimony first, that's fine. I'd rather hear what he has to say first anyway.

Ms. Popenuk: Okay, Mr. –

Mr. Noble: . . . (inaudible) . . .

Ms. Popenuk: Okay, Mr. Anthony Ranken please step forward.

Mr. Anthony Ranken: Greetings new madame chair and members of the committee. I am here today, I'm an attorney and here to testify on behalf of the Dan family, Richard and Carolyn – oh, for the record, my name is Anthony Ranken – and just by on behalf of Richard and Carolyn Dan and their family, and also their business, Valley Isle Loan which owns and runs six retail stores on Market Street in Wailuku, and employing in excess of 20 people. Richard Dan would like to have been here himself to address you but had a prior commitment that he couldn't get out of. It was the same time, 1:00 p.m. today.

I wanted to comment briefly on the parking and I may be able to stay for the presentation on that and if there's any further thoughts I would ask – I'll make this very brief now but I would ask for a

chance to address the issue again after the presentation if possible. But I think I understand basically the logic behind it to allow restaurants and other establishments that are open basically in the evening only to not to have parking because in the evening there's a surplus of parking and I understand the logic is that in the day time the restaurants will mostly serve people who have already parked and are in the Wailuku area and will presumably just come on foot. I, on behalf of my clients, do question the assumption underlying that. I believe that there are popular restaurants in Wailuku that draw traffic from elsewhere. I have a good friend, in fact, she teaches at MCC, and routinely comes up to have lunch with me in Wailuku and drives one more car that needs to park in Wailuku in order to do that. So, I guess, you know, my clients are very concerned, of course, about parking because there is very limited parking in the day time in Wailuku and on Market Street in particular. And this, these exemptions will create more demand for parking without creating new parking spaces. It is our request that such changes to the law be deferred until new parking capacity has been created. Essentially we think this would be giving away something that we don't have which is parking spaces, and new businesses could come in and create even more demand for parking, without creating new parking spaces which will create more and more of a shortage of parking in Wailuku, essentially causing existing businesses and their customers to suffer while giving the new businesses a free ride.

That's all I have to say on the parking issue. I signed up on behalf of two different – one private family and one business entity and if I could have a little more time there to address, very briefly, the other issue that I'm testifying on which is H2. May I go ahead with that?

Ms. Popenuk: I can give you 30 more seconds.

Mr. Ranken: Okay, well, I understand, you know, my client, Richard Dan met with Erin Wade and Saedene Ota, and they reached an understanding on this where it will be recommended that the contract with Sae Design and if that is granted would be administered by, it would be managed by the MRA and not the Wailuku Community Association. We believe that's very important for reasons I apparently don't have time to get into. But with that stipulation my clients would not object to this item moving forward. And I also understand there's going to be an opportunity for members of the business community in Wailuku to participate in the committee that will decide logos, tag lines, et cetera, and Carolyn Dan will be welcomed on to that committee. So with that understanding, that we have no opposition.

Ms. Popenuk: I'm sorry Anthony. We will – this item will come up again today and you're welcome to testify again at that time.

Mr. Ranken: Okay. Well, my client just wanted me to say that he's worked with Saedene, and gives her nothing but the highest recommendations on our graphic design work.

Ms. Popenuk: Thank you very much for your comments. Mr. John Noble please.

Mr. Noble: My name is John Noble. I've been at 160 Market Street since 1977. I'd like to comment today on the parking, and I'd like to get back to the original Urban Renewal Law which states that the Council shall not approve plans unless it finds that the redevelopment project area is a blighted area. And I keep hearing this thing, well, Wailuku is no longer blighted for some reason. We've got 20 vacant lots. We've got 20 non profits. We've had 10 fires. And we've got the worst termite

infestation in the world, and they keep wanting to take out parking. So we've got several things we can't even talk about. We can't even talk about the non profits that have taken all of these things that Erin keeps telling us about. We had a grocery store. We had a book store that's now a clubhouse for schizophrenic. We had other restaurants that are now for the mentally ill. We had all these things, you know, and I just don't wanna see anymore parking or anymore of this time wasted on stuff that isn't going to work. That also states in the old laws that things should have relevance that they should have working. \$100,000 of parking space, parking spots, are not relevant. They're not working. They're not going to work. \$100,000, 150 added parking spots in a 500 parking spot garage aren't going to work. So I think we should get back to handling the things that are blighted and stop with all this non sense that we keep getting.

Ms. Popenuk: Thank you. Is there anyone else who would like to make comments? Any questions? I'm sorry. Please go ahead.

Mr. Kimo Guequierre: My name is Kimo Guequierre. I'm with the Wailuku Main Street Association Board. Before that, I was director of design for Ferraro Choi on Oahu; Wimberly Allison Tong and Goo, I was the senior associate with them; and I'm on the – I'm the past president and board member of Oahu Native Hawaiian Chamber of Commerce. And, also, I'm on the State Historic Places Review Board. I'm speaking on behalf now of the Wailuku Main Street Association wanting, requesting that we have a say on the branding portion of the agenda. And we've been 26 years in business so far and they have been very responsible for the great conditions of our small towns which are probably unequal to any in the islands. And also, Jocelyn, our executive director, will speak to the parking issues.

Ms. Popenuk: Okay. Yes Warren.

Mr. Suzuki: Question. So when you mentioned that you wanted Wailuku Main Street Association to have a say on the – what exactly do you mean by have a say?

Mr. Guequierre: A review of the signage and the banners.

Mr. Suzuki: So wanna be –. You think –. Do you –. When you say review you want, you want whatever is proposed to come to you folks for review and comment?

Mr. Guerquierre: Yes.

Mr. Suzuki: Okay.

Ms. Jocelyn Perreira: Jocelyn Perreira, executive director of the Wailuku Main Street Association/Tri-Isle Main Street Resource Center. Just to state, restate to make it very clear, this branding issue we've been involved with in the past. I have some information that I discussed with Ms. Wade so on and so forth so it's not new to us. We do want to be a part of the process, definitely we should be part of the process. And we would like to have customary courtesy of reviewing anything, design and logo, and have our team of professionals give a review and give comment. I think that that has helped to create a better product. Saedene's stuff is awesome, but I know that when we did the first banners for Wailuku town it became better because our input into the process and that's what we're requesting.

Okay, so on the second item that we talking about and concern is the parking. I know that Anthony Ranken mentioned that he wanted to see a presentation. I'm not sure – are you having a presentation? You are? So I would like to also reserve comments until we see the presentation if that's okay. Thank you very much.

E. PUBLIC HEARINGS (none)

F. MAUI REDEVELOPMENT AGENCY BUSINESS

- 1. Discussion on regulatory changes to the Wailuku Redevelopment Area Zoning and Development Code Section 30.13 Off-Street Parking and Loading to provide more flexibility in the parking requirements. This preliminary discussion will focus on the suggestions of the Wailuku Market Based Plan 2010 and the Wailuku Parking Management Plan 2011. (No action)**

Ms. Popenuk: Okay, any questions from board? Any other persons wishing to make testimony at this time? I close public testimony. And moving on, public hearings we have none for today. Agenda item F1, discussion on regulatory changes to the Wailuku Redevelopment Area Zoning and Development Code Section 30.13 off street parking and loading to provide more flexibility in parking requirements. This preliminary discussion will focus on suggestions of the Wailuku Market Based Plan 2010 and the Wailuku Parking Management Plan of 2011. Erin?

Ms. Erin Wade: Thank you. Good afternoon everyone. Last month I brought basically a memo to you folks which outlines some of the sections in the Wailuku Zoning and Development Code that had been raised for evaluation in both the Market Based Plan and in the Parking Management Plan done in 2010 and 2011. You asked instead of giving comments at the last meeting for me to go back and develop a draft, basically a Ramseyer draft, which is what I sent out in your packets this time to get your preliminary comments. So, in terms of where we are in the process, this is the very, very first step, giving you a Ramseyer draft of potential changes, getting your initial comments on whether this is the right direction or not, prior to sending it out for agency review. So this will be your, the initial discussion. And then following any amendments that you would like made to this draft we still will need to send out for agency review. Following that we will make more amendments based on the agency's comments, bring it back to you for a public hearing process, and then we will be able to adopt the changes. So we're approximately three to four months from being able to actually implement new changes and at least two more meetings with public testimony available.

So, in short, the amendments are being proposed for two reasons. The first is the Wailuku Redevelopment Area Market Based Plan, on page 41, it recommended waiving parking requirements for the first 2,500 square feet of existing building, and that current parking requirements are a disincentive and don't account for available parking supply in the evenings. So just as Mr. Ranken suggested that there's excess capacity in the evenings and the uses that would be utilizing parking in the evenings should be allowed to continue without parking requirements.

In 2011 the Parking Management Plan took it a step further and said that we should exempt desired land uses from having to conform to any parking ratios. And it suggested full service restaurants,

taverns, pubs, cafes, retail and boutique hotel. The, it stated this because the shared parking modeling indicated that these uses peaked demand is opposite of office, and offices are primary saturation time. The nine to five, or in our case, more like eight to four. Market synergies and captive market reductions, so meaning the people who are already here and already parked are the ones who are likely to use and just walk to a destination during the day time and then allow the uses, the additional parking to be used at night. It also further recommended against any further parking waivers for office use. So I do have –. That's the background of why we took the next step and actually are considering amending the ordinance.

And then in your packets you received a copy of the Ramseyer version and can pull that up and walk through it if you'd like me to do that Chair. Okay, so the first section that would be adjusted is 30.13.020 where it actually talks about off street parking requirements. And the first use would be adult establishment which if you go back in the Zoning and Development Code essentially means a place that serves alcohol and the requirement would be none. So my first stab at this was to follow what the recommendations were from the parking management plan, and if you want to be less inclusive we can do that. I just went with the parking management plan's suggestion.

Mr. Mark Walker: Erin?

Ms. Wade: Yes?

Mr. Walker: Just for clarification you said any thing we do is a recommendation, right? We're not changing the code.

Ms. Wade: Today, correct.

Mr. Walker: Or ever. Does it have to go to Council for approval?

Ms. Wade: It does have to go. I mean it does not, I'm sorry.

Mr. Walker: Pardon?

Ms. Wade: For the Zoning and Development Code the Maui Redevelopment Agency is the sole authority to change that code.

Mr. Walker: Thank you.

Ms. Wade: You're welcome. The next one would be an eating establishment, and –. Okay, so I threw something else in on this one. I changed that one to none as it suggested. Also, currently it allows for drive through and that was something that we received feedback from from both of the consultants suggesting that drive through shouldn't be a permitted use in a downtown area. It would be something we would want to discourage so I adjusted that since we got the code open and on the table.

Ms. Popenuk: Can I ask why they didn't like that, drive through?

Ms. Wade: Essentially because it breaks up the pedestrian path. It causes a lot more of vehicular

traffic and encourages driving more than anything. Where, what we're trying to do or the goal would be to encourage folks to park their car and walk throughout the district. As you'll see the food and beverage merchandise kiosk already has no parking requirements. The food and beverage retail then would be changed also to none. So that, I think that's it, unless I skipped over anything.

The next section is on joint use parking and I only edited this section because in both the Parking Management Plan and the Market Study it referred to shared parking. It's actually the same definition essentially. But for consistency purposes you'll see I did a strike out on joint use and changed to shared so that we can be consistent. On item number five, or A5, under this section, the proposed use which is served by the off site parking shall occur within an existing building. The original Market Based Plan suggested that we waive parking requirements only for existing buildings. The Parking Management Plan said the opposite. It said, you know, you want to encourage uses whether it's a new building or an existing building, so I struck that section. All this is open for discussion.

In the next section – I'm sorry – which is off site parking. Essentially right now if someone wants to do parking but it isn't on their site they apply to the redevelopment agency and say my neighbor is willing to give me two parking stalls, is this acceptable? And we have – this is the list of criteria that we go through to determine whether or not that's acceptable. So on number five, basically the same kind of a thing. It was saying only for existing buildings would we allow for that. And by striking this, this would allow for also new buildings to be able to use off site parking.

Mr. Mitchell: Erin, this MRA code does not distinguish the time of day. This is blanket for the use, correct?

Ms. Wade: Correct. Yeah. That might be all of the Ramseyer section. In addition to the parking requirements for dining and entertainment types of uses, the other issue that's come up is being able to create parking relatively quickly for temporary purposes so we created a section about temporary parking facilities and how those might be regulated. Essentially saying that temporary parking facilities could be developed for the following purposes. One would be to accommodate existing parking demand that may be displaced during construction. The Maui Medical is a great example of this. So right now they're building their scan center and they had about 25 stalls that are displaced by their construction activity. Two would be to accommodate new parking demand anticipated to be temporary as a result of construction activity. Again, Maui Medical is using places off site for their construction parking so this would allow for temporary parking facilities to be developed to accommodate that. Number three is to accommodate existing parking demand on an existing vacant or underdeveloped lot for a period of time not to exceed two years. An example of this might be the lot directly across from the Maui Bake Shop where we would never intend for that long term to be a parking lot. But, for a short, on a short term basis, to create additional parking capacity while we're seeking out more permanent parking solutions that might be an alternative.

And then the next section B is design standards, and so this is very similar to what the other design standards are for parking except without the formal requirements of drainage and landscaping. Stating then that all spaces would be unobstructed, that where four or more parking stalls are developed the parking lot shall be designed or configured in a manner that no vehicle maneuvering into or from any street, alley or walkway as necessary. Essentially that means you can't back out

into a street or over a sidewalk or something. That can't be the only required way to get out of the parking lot. There is all off street parking spaces, parking lots and driveways shall be provided and maintained with an all weather surface which may include gravel or crusher run compacted and rolled. Parking surfaces must be maintained regularly to assure the safe and efficient maneuvering of vehicles. Temporary parking facilities must remain water permeable to avoid installing storm water drainage facilities. So essentially saying you can't concrete or asphalt the parking lot and still call it a temporary lot, and not have to assume the responsibility of caring for the drainage. Number four, parking areas for three or more automobiles shall have individually identified spaces. Spaces may be striped or marked with curb stops because striping is kind of a messy thing when it comes to gravel. So curb stops can be a better way to do that. And then five, if temporary parking facilities will be operated as facilities that require a parking permit for individual users, the parking lot shall be appropriately marked and signed to indicate the permit requirements. That has been a question from different land owners was, well, if they created temporary parking and wanted it to be for a permit or for a fee, what would our requirements be? So I wanted to indicate here if someone was going to do that that it would be need to be signed appropriately and that we would not be policing it, essentially. So that's the summary of the recommended adjustments and I'm happy to take any questions or comments. Or, I also I think we offered public testimony if folks wanted to comment as well.

Ms. Popenuk: Board members, comments, questions?

Mr. Suzuki: I want to hear testimony first.

Ms. Popenuk: Yeah? Okay. Thank you. Is there anyone here who would like to make comments? If so, please approach the mic.

Mr. Ranken: Anthony Ranken again. If I could just mention two, two points that I felt weren't adequately addressed in the presentation that is still a concern. And I reaffirm my prior comments about the lunch time facilities. But the definition of adult establishment that is just something serving alcohol concerns me that those may very well be open in the day time as well when parking is at a premium so I don't think we can assume that any bar will only be frequented at night. And secondly even assuming for the sake of argument that the types of establishments to be exempted are not going to draw additional traffic to Wailuku during peak hours because customers will walk there. There remains the concern of employees that work at those restaurants. And under the parking ordinance as its currently written there are certain number of spaces required for patrons of the establishment and a certain number of spaces for employees of the establishment. And I think there seems no logical reason to say a new business moving in whether it's an eating establishment or a bar or anything would not need to create enough spaces for its own employees who will be driving from elsewhere. That's all I have in addition to what I said before. Thank you.

Ms. Popenuk: Thank you.

Ms. Perreira: Jocelyn Perreira, Wailuku Main Street Association/Tri-Isle Main Street Resource Center. There are a couple of concerns. I know that we're trying to make this a walking town and people park and walk, but I do think that some people who live here in the vicinity of Wailuku town really need to – we need to get a little bit more input. I'm glad to hear that we had couple month before anything would be determined because some people really rely on the convenience of a

drive through and I just don't think that that's been looked at, you know, enough. Maybe there's certain areas that you can allow for drive through activity and not, you know, in others. We are always concerned whenever you are going to take away even a single stall because of the fact that one of the primary problems in Wailuku town is the lack of sufficient parking. So any attempts that would take away the opportunity to have people participate in providing their fair share of parking would be a concern to us. And people who come in, it depends, I guess, because we do stats. We've done stats for years, two decades. And it depends on the size of the business that comes in. You know you have real tiny businesses and there may not be, that may not be much of a problem. But you do have businesses that bring more employees and more customers that come with and so on and so forth, so it's inherently unfair to the little store owner that some of the other people who are bringing these additional people coming into town are not going to be providing their fair share of the parking.

And then the last thing I want to say is this temporary parking facilities. It a, it sounds like a good idea in many respect. I mean, there's a lot in the proposal that we can embrace, but I just get very worried whenever we use the term "temporary" because we know many things have been done over years that have been temporary and they become temporary permanent. So if you're going to label something temporary, I think it's very, very important that do establish some kind of a time limit when it needs to come up for review again so that it's not temporary permanent. Thank you for the opportunity to provide this important testimony.

Ms. Popenuk: Thank you. Anyone else?

Ms. Saedene Ota: Hello. My name is Saedene Ota, speaking on behalf as a merchant on Market Street. I own a store called Maui Thing. And this is in regards to the taking away the parking requirements for say an establishment like a bar or a restaurant. I understand the concern that perhaps a restaurant that was very popular would take away the space, parking space, from a store like myself. But at this point any traffic would be great traffic, and even it was just foot traffic. So if there was a popular restaurant that was two doors down from my shop, and they took up parking spaces, but people that were waiting to get into the restaurant saw my store I think that would make up much more for the parking availability. So that's just a comment. Thank you.

Ms. Popenuk: Thank you. Any other comments? Public testimony. Okay I'll close the public testimony at this time. Excuse me?

Ms. Perreira: Could I have 30 seconds? I didn't get my three minutes. I forgot something.

Ms. Popenuk: Okay that's fine. 30 seconds.

Ms. Perreira: I just wanted to make an inquiry because it's not addressed on this, and it might be something you want to think about. If there's any provision for valet parking as one recommendation to look at because I do think that if we did have a well thought out developed valet parking system, we could bring very new possibilities for Wailuku. When they handled that valet parking at the hospital, I mean, that just made it so much easier for so many people. So that's the only that I see glaringly missing that probably we need to re-look at. Thank you.

Ms. Popenuk: Thank you. I close public testimony at this time. I'll open it up to board members,

questions or comments.

Mr. Mitchell: Erin, Maui County Parking Code I believe requires a minimum number of stalls per employee per establishment. Is that right?

Ms. Wade: Well, the MRA actually doesn't use 19.36A.

Mr. Mitchell: Right.

Ms. Wade: We use this right here.

Mr. Mitchell: Correct.

Ms. Wade: So if we were to look at, like, here we go, for food and beverage. I think actually the adult establishment is probably the best. No, this one doesn't. Some of these do though, have requirements for employee. A lot of them don't. I was actually surprised. Like hotels have huge numbers of employees and there's no employee requirements in our hotel section, so that might be something that we look at while we're discussing while it's on the table.

Ms. Popenuk: Any other, questions or comments?

Mr. Walker: I think my only comment is I think we all agree parking is a problem. We just probably are in disagreement on how we fix the problem. But along with parking be a problem what that does, in my mind, is stifle new business growth. And anything we can do to bring growth to Wailuku I think is worth trying. And if it means waiving parking requirements for selected types of businesses that we want to see come to Wailuku I think that's something worth trying. Now, you know, you hate to give up parking stalls by not making new businesses do their fair share, but I think our goal is, and this would be incorporated with our Parking Management Plan which envisions creating additional parking in Wailuku whether it's via pocket parks, you know, little parking areas that we're working, as well as potentially a parking structure of some size. Anyway, you know, I think just waiving the stalls for selected businesses without it being in concert or coupling with a master parking strategy is not right. But I think in this case we're looking at doing both of those things and in that case I'm supported of this general overview and the way this is moving. Thanks.

Ms. Popenuk: Warren?

Mr. Suzuki: Chair, I wholeheartedly agree with what Mark had just said. I struggled with going from one extreme to another where one extreme being requiring the number of stalls that the zoning code currently requires, and go to the other extreme where you totally delete the requirement. There needs to be that balance. You know, I agree with what the testifier, Saedene, said about in some respects having additional establishment that create activity in Wailuku town will benefit likely the broader town with more traffic, I mean, in the Wailuku town area. But at the same time the way I see it from myself especially a lot of time I don't go to Wailuku town because there's no parking, and I just go somewhere else. I prefer walking from my home to Wailuku town a lot of times rather than driving because it's easier to walk than to drive. But there is that need for that balance. But I agree with Mark to go for one extreme to the other and not have it done in concert with a

comprehensive plan I think would be not a wise decision on our part.

Ms. Popenuk: Thank you. I had several comments actually that I'd like to make. I agree that I would like to reduce parking requirements but at the same time I would like to look at ways that we can increase available parking. So as I read through this document I looked for ways to liberalize the rules to create additional parking if possible. And I don't know, maybe I should just run through the item by item by item.

I would agree that we do need to consider employee parking in a minimal sort of a way at least. But I do want to unlock many of these parcels that don't have available parking on, available on the parcel, so I want to move beyond that and think of other ways that we can say that perhaps, well, as an example, you do need two employee parking stalls, but you can do it in this way, this way or that way, so it doesn't have to be on site. I was looking at, for instance, required off street parking spaces by use, and I'm looking at assembly areas, churches. Right now it's one space per 100 square feet of floor area. And considering the church is generally church activities are on non business times, I was thinking can we liberalize that and say one space per 200 square feet. So if there's overflow parking it ends up on the street, but that's okay because businesses aren't in operation on Sunday morning, or in the evenings, or in the AA meeting or whatever is happening at the church. So that was one of my thoughts.

Mr. Walker: Madame Chair, I don't mean to interrupt, but I'm going to or ask you as a question.

Ms. Popenuk: Sure.

Mr. Walker: So, in that regard, so, you would liberalize that because you want more churches? To come to Wailuku and so you'd lower their parking requirements?

Ms. Popenuk: Not necessarily.

Mr. Walker: Right, so I guess that's sort of one of my question is why would we, if it's not a – I mean, I don't have anything against churches, but if it's not a use we're focusing on, then, or that we really want to drive the economic engine of Wailuku, then why would we liberalize their parking requirements?

Ms. Popenuk: Well, it is possible that, that there would be a new church that would come to Wailuku. And rather than require them to provide one space for every 100 square feet of floor area, if they were providing one space for every 200 feet of floor area then their parking requirement would be cut in half.

Mr. Walker: Right.

Ms. Popenuk: And that could be a significant force in whether that church comes to Wailuku, if it comes to Wailuku town or not. And I guess I'm looking from example is that there are a lot of churches already in Wailuku town and their parking lots are empty during most of the week actually and then I imagine on Sunday they're full. So I'm just, I'm thinking of, you know, I'm not particularly hoping that this draws churches to Wailuku town, but I want to facilitate that if that's somebody's plans to do that. And I don't see that particularly has a negative impact because if they're meeting

Sunday morning and there's too many cars then do park on the street because the insurance, and the FBI, and the County is closed and all that stuff, so there are more parking spaces on the street.

Mr. Suzuki: Madame Chair if I could interject to that?

Ms. Popenuk: Yes.

Mr. Suzuki: There could be some concern depending upon where. You know, as an example, the church on High Street, Unity Church.

Ms. Popenuk: Right.

Mr. Suzuki: They moved into a, that initially was a single family home, and I live in the subdivision right below, and on Sundays they would park in the subdivision streets on both sides. So it created a real traffic, not a jam, but it created a real difficult traffic situation for residents, you know, trying to come in and out from the subdivision itself. So they were very gracious to, you know, work with the residents and they worked it out such where they park here in the County parking lot. They provide a shuttle from the parking lot to the church, you know, which now works great because the residents are not impacted by the amount cars in the subdivision. So, you know, similar to going from going one extreme to the other, to carte blanche said, you know, we don't need to provide as much stalls is great. At the same time you need to look at, you know, where the location is to determine if it is in a location where they are within close proximity to offices that don't use the parking, you know, then likely it would make sense to waive the parking because you have the other parking stalls that are there that would not be used on a Sunday. But as I said, but to carte blanche to say you don't have to, to me, would in some cases may not work the way we would it to work.

Ms. Popenuk: I'm curious, do they have a parking lot? Does your Unity Church, do they have a parking?

Mr. Suzuki: They have some parking in the back, but –

Ms. Popenuk: And do we know is it one space per 100 square feet?

Mr. Suzuki: I have no idea.

Ms. Popenuk: Yeah.

Mr. Mitchell: Madame Chair, I do see on back of that page, the ordinance does say that the MRA can give churches a waiver up to 75% of the required stalls. So it looks like we do have some leeway in that particular use. And it's an interesting discussion though because if there were – yeah, well, there's a bunch of stores, but there's an incentive for the shared parking, there may be conditions where landowners would create parking in order to bring value to their parking lots in off hours. So depending on how we link these uses with the shared parking that actually may help regardless of the use of the property owner if they got places that can be, say, used for employee parking for a restaurant at night, and it's within the MRA, not necessary – I think the code now is within, what, 500 feet? Is that, the parking lot, this has to be within 500 feet of the use. But if you're

an employee, so you have to walk 1,000 feet or three blocks, so what? So maybe there's some nexus between shared parking, employee parking and then the use of times that that particular business would not be using the parking.

Ms. Popenuk: Yeah, that was part of my thought process in term of what I mentioned of liberalization was that to encourage some of these other alternatives. The next item that I came across that was of interest to me was the elimination of drive through windows not being permitted. I know I'm not really looking for Wailuku town to fill up with Jack-in-the-Box and Taco Bell and all that other stuff, but I do realize the value of the drive through window because when the person is driving through they're not parking their car some place. They're going, they're in their car, they pick up the food and they leave. So I would say that I'm not particularly in favor of getting rid of the drive through. If there's five cars sitting in the drive through window lane, that's five parking spaces that don't need to be provided.

The next item – sorry, I went through this very thoroughly so don't go to sleep – so I was looking at education, parking provisions for education. It says each classroom with students 16 years of age or older are to be providing eight parking spaces per classroom, and I was thinking more in terms of what if you have like say a Montessori or something like that and there are only eight kids per classroom that is being compared to a similar situation like maybe a classroom size of 30 students. So I was thinking maybe this needs to be keyed more to percentage of the number of students that is in that school's average classroom size. So if your average classroom size is eight students, let's say you have 30% of the expected attendance is to be provided parking. So it would be geared more to what the school says the age group is in that classroom and the expected classroom size limit. Warren, question.

Mr. Suzuki: Chair, if I could ask you, Erin, a question because, I mean, the issue as far as the church is something where, to have it set in stone would be very difficult. You know, Bill brought up the current language that allows for the MRA to waive 75% that, you know, we deemed was appropriate. The issue that Katharine raised, you know, as far the school, you know, is also an issue. But to blanket say that you don't need, you know, the stalls might be an extreme because again you don't know how many students are going to be in each classroom. But don't we as the MRA, you know, have the authority to grant waivers or variances?

Ms. Wade: Yes you do.

Mr. Suzuki: So, you know, from my perspective, you know, having the language here is okay, it's a starting point, but as the applicants, you know, move forward with their projects, if they determine that their situation is unique in a certain way that maybe would warrant we, as the MRA, providing some waivers, you know, then so be it. But to me that probably makes the most sense because again if we try to go in and put hard numbers, we're not going to be anticipate each and every situation that may come up and we likely will not anticipate a situation that will come up and what do we do then. So, again, for me, you know, certain things can be changed, I don't have a problem with that. But at the same time to try and change each and every one may not make a whole lot of sense because we do have the authority to provide variances or waivers depending upon the unique situation.

Ms. Popenuk: I absolutely understand what you're saying however in thinking about it I thought that

if – the idea of handling items on a one by one basis seems less efficient than just coming out and saying what we think is best, right? I'm not particularly advocating that we relieve ourselves of the opportunity to grant waivers. However, if we can clearly decide that, you know, the parking lot should be 600 feet away instead of 400 feet away we should probably just write that down straight out into the rules and regulations.

Mr. Suzuki: I'm not talking about what you cited as an example. I'm talking about when you look at number of stalls required for a type of use. You know, again, I said for us to try anticipate all the different scenarios that may come up, we're not going to be able to anticipate all that. But what you said as far as whether or not the parking lot can be within 400 to 600, to me, that's fine. That's something we can logically make and it's likely would not have a huge impact if we don't anticipate all the situations that could arise and likely would arise.

Ms. Popenuk: Right.

Mr. Walker: And again, Madame Chair, I think, I mean, where Erin is starting from is based on the parking management report and their recommendations that these are the types of businesses you want to encourage based on the ultimate use patterns of the existing parking, and so you should look at doing waivers for those particular businesses. And so I –. I mean, yeah, you should go through your list and we should talk about all of those, but at the end of day I think we need to –. And I agree with Warren as opposed to sort of carte blanche, just waive, you know, 25% of everybody's requirements or whatever. I think we should focus on the uses that have been recommended to us and if there's reasons not to go beyond that then certainly we should do that. But for the reasons we already know why they were recommended, I think we should we stick those businesses if possible. Thank you.

Ms. Popenuk: Okay, continuing on then. In several of these regulations, there's, for instance, if you look at food processing, it requires one space for 600 square feet of floor area of building or 25% of the lot area which ever is greater. I would like to eliminate the lot coverage requirement. What it does is it, regardless of the size of your building, it demands that you have to cover 25% of your lot with asphalt. In some cases that's highly inappropriate and across the board I would like to eliminate that.

Looking at the general merchandising, I was looking once again at the square footage of floor area and I wanted to bump those up if possible. For instance one space for 500 square feet of floor area building for general merchandising, that's one space for 22 foot by 22 foot area. That seems like a lot of parking spaces for a 22 foot square area because every person, every 22 feet has to have their own parking space. So I was thinking maybe we bump up to 1,000 square feet of floor area. Same thing with the furniture store, appliance store, as it stands now there's suppose to be a parking space for every 34 foot by 34 foot chunk of floor area. And I'm suggesting that we double that and so to one space for every 1,200 square foot of floor area.

Going down to open air markets. I'm seeing that we're having a lot of like food and beverage retail is none, food and beverage merchant kiosk is none, et cetera, et cetera. I'm thinking open air markets, right now as it's written that if it's within 400 feet of a public parking lot, et cetera, et cetera. If it's a special County sponsored special event, the requirement is none, and I'm thinking, why don't we just make it none for open air market? Just a thought.

Personal and business services, there's a one space for every 400 feet of floor area for buildings for business services such as photo copy, et cetera, et cetera, followed by one space for 500 square feet of floor area for all other businesses. I thought why not just make both of them 500 because it's a little ambiguous as why one business would be 400 and another would be 500.

Talking to my tennis playing friends. They were astounded that six spaces are required for every tennis court. Unless you have an entourage that likes to watch you play tennis. So I'm saying –

Mr. Mitchell: That's indoor tennis. That's not outdoor tennis.

Ms. Popenuk: So I'm saying how about tennis courts, two parking spaces per court.

Mr. Walker: Unless you're playing double.

Ms. Popenuk: Yeah. One guy comes in with one car, and one guy comes in the other car.

Mr. Walker: If you're getting lessons.

Ms. Popenuk: Shopping center. One space for 400 square feet of floor area. And that's pretty much it on the uses. Then parking reductions, 30.13.030, A1, Commercial non profit and public quasi public uses district shall receive a 30% reduction in required number of parking stalls. I was once again thinking should this not just be written in the uses somehow rather than special situations, reductions, come talk to me and we'll working something out, blah, blah, blah, why not just have it written in the uses.

I very much agree with the 30.13.040, number five, which this shared parking option should be available not only to old businesses, but new business as well. 30.13.050, off site parking, it makes reference to, under (A), in that paragraph, that first paragraph it talks about situated within close proximity of surface stalls. I thought we needed to define what close proximity was. What does that mean? And I would suggest that that would be 600 feet. Later in this section it talks about, in number four, it talks about the distance of the entrance to the parking facility being 400 feet and I would like to increase that to 600 feet. 600 feet is a very walkable distance. And that would liberate a lot of the business owners to have more options available to them.

I'm sorry, back to A3, it talks about a lease document for the parking, off site parking, in close proximity and it says the term of the lease should be at least five years. I thought maybe this would be better if it's something like say three years and then it opens up this option to more people I think if there's less of a time commitment, and then if they want to renew after that period time.

And then a very controversial opinion of mine, I'm sorry, 30.13.060, it's – I would like to see rather than coming before MRA and pleading the case and hoping for some favorable outcome which of course I would still like that to be an option that people can seek some relief, I was thinking to more just have this written in the document clearly stated. If we're willing to give somebody at 30% reduction in something, let's just write it in as being 30% reduced. And then in terms of design standards for off street parking I would like to increase the allowable number of compact stalls. Right now, I think we have 25%. I would like to at least go to 30% compact stalls. And I would like to redefine what a compact stall is. Right now it's allowable to have a compact stall be seven feet

six-inches wide which I feel is too tight. I would like all stalls to be eight foot, three-inches wide. And here we'd say I'd like to change an eight foot, three-inches wide by 16 feet in length. We are mentioning all-weather surface. I would like to see all-weather surface be defined. What does that mean?

Mr. Walker: Where are you now?

Ms. Popenuk: Sorry I jumped around a little bit here. It's (D), paving of parking areas, number one, shall be provided and maintained with all-weather surface. Required off street loading spaces, 30.13.080, I really like number three that says that basically loading zone can serve more than two uses jointly – two or more. I just was wondering how that would be registered that these two businesses were sharing a loading zone and whether that's required or not. The design standards for off street loading space, 30.13.090, (A) – I'm sorry B4, no loading space shall occupy required off street parking spaces or restricted access. I was wondering if that could in fact be an off street parking space with a, and also a loading space with a short parking limit, 15 to 30 minutes so that, you know, maybe it can be shared. And my second to the last comment, no, my last comment is, number six, there's a requirement at the end of that sentence, number six, about whether or not you can have your maneuvering area in a yard, a required yard side, front yard area. And it's required that certain requirements are met and the design is approved by the Public Works Director. I was wondering about usefulness of having it be approved by Public Works Director is that not just one more – if you meet these requirements, these design requirements, is that not just one more obstacle to making things happen in a better way? And thank you very much. Any other comments?

Mr. Mitchell: I can see a little bit of both, your approach and what Warren suggested. I mean, there's some things that are just cumbersome in here that can be cleaned up, taken out, make it certainly simpler for a land owner or somebody that wants it developed to be able to read it and it's clear and it's not nuance. It's either one per 500, or one per 1,000, whatever it is, but there will be, as Warren says, conditions we can't anticipate where somebody is going to need to come in and say, hey, look I really need a variance for this because I'm just not going to have that kind of parking demand, and I'd like to do a larger building, and we're going to say, it makes sense. So I can see some value in both sort of approaches and cleaning this up so it's simplified. So if somebody does want a variance it's clear what they're asking for and why they're asking for it. And the shared parking if we can incentivize people to, even, I'd even say, I'd go up to 1,000 feet away. Think about for employees, or you can walk down the beach, park their car because that, there's a couple of conditions that, One Main Plaza being one, where not all the stalls are used, so let's say if a business wanted to develop or redevelop, they were within 1,000 feet of one Main Plaza, they didn't want to provide a parking but they rent some stalls from One Main Plaza. Then we're maximized the unused stalls that are scattered all over the place that people just don't use besides the 12-hour parking in the municipal lot.

Ms. Popenuk: Thank you. Yeah, I don't think these things need to be exclusive of one another, this idea of being clearer and also having a possibility for waivers or special conditions. Any other, any other comments?

Mr. Walker: So how do we do it? How do we get this done?

Ms. Popenuk: I don't know. What's our next step Erin?

Ms. Wade: Well, I gotta come up with a draft that I can send out for agency review so you folks got to agree on which changes you would like me to adjust to send out for the draft. And I can go over those quickly. I mean – yeah.

Ms. Popenuk: Could we, could we email this to people and they can –? No?

Ms. Wade: Well, I mean, it can be the Department's draft that goes out and I can just assume what you've all agreed to, but it wouldn't be a document you would have collectively agree to at a meeting then.

Ms. Popenuk: What does everybody want to do?

Mr. Suzuki: So question. So Erin when you come up with the Department's draft are you going to incorporate all the changes or suggestions that Katharine had?

Ms. Wade: That's what I'm asking you right now. Am I?

Mr. Suzuki: I don't think so.

Ms. Popenuk: Not all.

Mr. Suzuki: I mean, not that –. I don't think so. Because I think what was thrown out today was just, you know, individual member's initial thoughts, and for me, I didn't really look at the level of detail that Katharine did, but there's some that I don't necessarily agree with Katharine, there's some that I do, but to put it in a draft form already as it is, to me, would be kind of jumping the gun a little bit.

Ms. Wade: Were there particular comments perhaps that were mentioned that you would like me to include, or to in addition to the changes that I identified in the draft I gave you today? I mean, were there ideas that members or members of the public throughout today? Even the valet for me I thought was a great idea for us to include. I can include something now for that.

Mr. Mitchell: I think there needs to be some sort of base line recognition for employee parking whether it's on site or shared or a business somehow because there's going to be employees.

Ms. Wade: Were you meaning for all uses or just for the uses that we're giving the no parking requirements for?

Mr. Mitchell: For all uses because when I read through it some have it and some don't.

Ms. Wade: Right.

Mr. Mitchell: Or we should at least be consistent. If you have a business, you're assumed to have employees, where somehow there's got to be a metric to assign the number of employee stalls to be business.

Ms. Wade: Okay.

Mr. Suzuki: And I'm struggling with the thought that Mark and I both had that, you know, certain waivers can be made, you know, in a written form today, but it has to be in conjunction with an overall parking management plan. So, you know, how do you word it such so it takes that into consideration?

Ms. Wade: Well, and the reason that as you know your staff I only brought forward the waivers that were recommended in the two studies was because at this time we're pretty certain that either by captive market capture for those uses or by them not having peak demand periods, we weren't going to create an additional parking problem. I don't know the same about those other uses that got mentioned today.

Ms. Popenuk: Should we –. I'm sorry, go ahead please.

Ms. Michele Chouteau McLean: Thank you Chair. If it's not too burdensome on Erin if the draft that you prepared is what gets circulated for agency review but you could also include either a bullet point list or a summary of some of the issues that were raised then everything goes out for agency review because – and so the agencies can comment on all of it. The item was posted for no action today so I'd be concerned with the MRA making a decision saying, make these changes and send this draft out because that would be taking action. But also to exclude some of these comments from agency review could be valuable either to endorse them or to give reasons against. So if basically all of it can get sent out if that's not too much for you do then I'd think we'd have all the bases covered.

Ms. Wade: Okay.

Ms. Popenuk: Great. Thank you.

Ms. McLean: So, just a suggestion.

Mr. Walker: And you know, kind of it, I mean, we wanna, we wanna to make Wailuku user friendly, and business friendly so that we can infuse that economic drivers back into the community. But at the same time, hearing from the testifiers and agreeing on some level of fairness on, you know, oh, I had to do this, and now this guy is not. I mean, I have some empathy for that. You know, things change, and you have to change a long with it. But I think until we really have an approved parking management, I mean, a plan and it's moving forward, that maybe baby steps, even if we did nothing more than what Erin talked about, it would be a positive. You know, that would be better than not doing anything at all. And so, anyway, that's just a comment. I mean, if we did nothing more than what Erin recommended, we would be moving forward. And as our parking management plan became more focused and then moved forward, I think we could, in the event some of these other things didn't happen now, or in the near future, we can revisit it again and say, well, now look we've now added 100 stalls via these little pocket deals and whatever else is coming down the pipe, we can now maybe broaden the reach of our parking, or relaxing our parking requirements et cetera.

Ms. Wade: Okay. So I'd be happy to type up the comments from the discussion today and route the draft for agency comments. We usually give agencies about 30 days to comment and then I

will need time to compile their thoughts and recreate a new draft to bring back to you. So probably in two months I will have the revised draft back before you.

Ms. Popenuk: Great. Thank you.

Ms. Wade: Chair, can I request a short break please?

Ms. Popenuk: Sure.

Ms. Wade: Thank you.

Ms. Popenuk: We will adjourn until 2:30 p.m.

(The Maui Redevelopment Agency recessed at approximately 2:22 p.m, and reconvened at approximately 2:30 p.m.)

G. REPORTS (no action)

1. Task Status LU-3 Wailuku Municipal Parking Lot for period from March 25, 2012 to April 27, 2012 (B. Mitchell)

Ms. Popenuk: I call the meeting of the MRA to order. We're on agenda item (G), reports, item number one, Wailuku Municipal Parking Lot. Bill Mitchell.

Mr. Mitchell: My report is I have no report. Thank you.

Ms. Popenuk: Thank you.

Mr. Suzuki: Same here Chair.

2. Task Status VPC-6 Parking Management for period from March 25, 2012 to April 27, 2012 (W. Suzuki)

Ms. Popenuk: Number two, parking management. Warren?

Mr. Suzuki: No report.

3. Task Status LU-2 Improvement of the park space on the Vineyard side of the Iao Theater, for period from March 25, 2012 to April 27, 2012 (K. Popenuk)

Ms. Popenuk: No report. Okay. Number three, improvements of park space on Vineyard side of the Iao Theater, and that would be me and Bill. Bill is doing a lot of great work. I did a comparison of maximum number of parking stalls that would be possible on that lot, and you'll see the plan that we have, the preferred plan, and you see two alternative plans. The two alternative plans, one, yields the exact same number of parking stalls as the preferred plan, and the other one yields only one additional parking stall. So the number of parking stalls that are to be gained by paving the upper

portion of the lot is negligible, in my opinion. We're hoping to get these things posted on the website. Henceforth, I'd like to try and get as much of this information on the website so the public will have access to it perhaps even before the meeting so we're looking forward to that if possible. Bill, do you want to talk about what you've been doing?

Mr. Mitchell: The preferred plan has been routed to agencies for comments. Is that correct Erin?

Ms. Wade: That's correct.

Mr. Mitchell: So we'll get those back probably before, by the next meeting. We've also solicited for three engineering, three civil engineering proposals to do the plan, and we have those. The low bid is within the budget that have specified at the last budget meeting. And what we're proposing to do is in order to lock those funds up is to notify that contractor that they've been selected, but not give them the notice to proceed until we have all the agency comments in that may affect any particular issues.

Mr. Suzuki: So we can't take any action.

Ms. Wade: Today? Correct, so and this was actually the same with the parking management plan? No, with the tax increment financing plan. Outside of the meeting, the selection was made by the subcommittee which in that case was Mark, and Alexa and myself, and Michele, made the selection of the consultants. So Bill and Katharine will make the selection and can inform them so that we can get the contract executed. However, we're not going to be able to start with that contractor is what Bill is saying until after we have the agency comments, and whatever the plan gets amended however it needs to to accommodate the agency comments. The plan has to also come back to MRA for its final approval before it goes for design.

Mr. Mitchell: And we will need a formal approval from the Parks Department in order to use the lot.

Ms. Wade: And that was part of what got routed per your request.

Mr. Mitchell: Thank you.

Ms. Popenuk: So do Bill and I need to be an official subcommittee then or I don't believe we've taken a step.

Ms. Wade: With the tax increment, we had, we, obviously Mark was officially appointed and we pulled in the Chair as the second member for the selection committee, so I think it's up to you folks how you want to do that. But as of today, nothing's noticed to include an additional member. So, if it's okay as it's been operating and there's no challenge or concern about that, I don't see any problem as long as, she's now the Chair. You have a second additional member to help make the selection. It's consistent with our past practice.

Mr. James Giroux: I just want to confirm because we're using our investigative powers in order to form the subcommittee?

Ms. Wade: At this point, we just had each member, each member was assigned a task or was

working on a task, and outside the meeting. And for us just the tax increment, Alexa, that was the only time we actually pulled her in for the discussion.

Mr. Giroux: I just wanna make sure that we because this is such a small group to begin with that three is a quorum.

Ms. Wade: Right.

Mr. Giroux: So we can't have more than two within that group, so I just want to make sure we're okay with that.

Mr. Mitchell: Yeah.

Ms. Wade: Certainly.

Ms. Popenuk: Moving on. Any comments? Questions?

Mr. Suzuki: I just had a question, who the consultant was?

Mr. Mitchell: Stacy Otomo. Otomo Engineering was the low bidder.

Ms. Popenuk: Alright. Okay. Thank you. Budget, number one, cash flow report.

H. BUDGET

1. Cash-flow report (no action)

Ms. Wade: Did we skip tax increment because I had an announcement. Sorry, I left tax increment off the agenda, but just as an update. Dave Freudenberger is available to be back the 14th and 15th. I need to find out if we can secure a couple of meetings during that time. He's going to be on the Big Island on the 16th. He already knows that, so we can take advantage of him being in the islands. So just for your calendars, maybe pencil in the 14th and 15th of May and I will get back to you if we can get a meeting together for that. We don't have to worry about quorum.

Ms. Popenuk: Alright then, moving on to Budget, Cash Flow report.

Ms. Wade: Okay, so you received copies from the Planning Department in terms of cash flow. It doesn't acknowledge the \$12,000 identified for expenditure for the pocket park and I don't know if that was what the bid was. I haven't seen the bid at this point. What is remaining then was \$13,400. And at the last meeting you folks had suggested we use a portion of that for clean and safe, and a portion of that for lighting. I have in the last month approached someone about the clean and safe program. Actually it's the same gentleman who's been working with First Friday on maintaining their vendor's list, ensuring clean and safe activities are happening at First Friday. And I think he might be interested in submitting a proposal to do that and probably working through the community association since, again, the Redevelopment Agency is knocked down on the street every single day. Well, technically I am down on the street every single day, but I'm not overseeing

the trash collection and that kind of a thing. So, if, with your encouragement I would be happy to kind of pursue that and see if we can get a proposal brought forward.

I did also look into lighting, and I really do not see how we could secure either the purchase or the installation of lighting within the time period we have remaining which was why I did encourage the community association to bring the branding proposal forward at this time because that was something we also identified as we wanted to move forward with in the short area in the interim, and it was something that we presented at reWailuku. And the last meeting we had with the Mayor to update him on reWailuku, we really stressed that that should be part of the next step. So that's why I worked with the community association and Saedene to come up with a proposal knowing that we're getting to the end of the fiscal year. By next month, we really do need to have things at least into Purchasing Department under contract so that we're not scrambling at the end of the year.

Mr. Mitchell: You should have the civil –. If you don't have those proposals let me know.

Ms. Wade: I do have them. I do have them. I just couldn't recall the numbers off the top of my head.

Mr. Mitchell: Sure. Yeah, I don't recall the numbers to that. It met the budget.

Ms. Wade: Yeah, I knew we could afford it.

Mr. Mitchell: Right.

Ms. Popenuk: Do we need to require multiple proposals for the clean and safe?

Ms. Wade: Thanks a good point. We probably want to put out the scope like we had originally discussed doing. Post what the scope of work would be and solicit proposals from folks. Unless we wanted to do – well, I don't know if Michele has any comments about how else we might approach that.

Ms. McLean: If it's over \$2,500, you do need three written quotes.

Ms. Popenuk: Sorry, how many bids?

Ms. Wade: Three.

Ms. McLean: Three.

Ms. Popenuk: Do you have the scope defined somewhere?

Ms. Wade: We had one developed about a year ago that we can definitely unearth and see if that's going to work for these purposes. It might – knowing that we don't really have a whole lot of money left, and that Allan's graciously kind of doing it anyway we should, we might want to narrow the extent of the scope for the moment just to work within the parameters of what's possible, and then see from there. So what I'll do is I'll circulate the scope that was generated about a year ago per your folks comments. You could send me comments back, and then based on whatever you send

back I'll bring something to the next meeting that we could post.

Ms. Popenuk: And that will give us enough time?

Ms. Wade: Yeah.

Ms. Popenuk: Questions, comments anyone?

Mr. Suzuki: I had a question on the parking structure contract. So what's the status right now? Everything is on hold.

Ms. Wade: The last notice I got was a month ago. Do you know anything further Michele?

Ms. McLean: The status of the contract. Which contract? On the design?

Mr. Suzuki: I'm looking at the contract as far as Nishikawa because, you know, there's some money that MRA committed to provide. So as far as the MRA contract with Nishikawa, what's the status on that?

Ms. Wade: Okay, I can answer that actually.

Mr. Suzuki: Yeah, that's all I'm asking.

Ms. Wade: So we did work with Wendy Taomoto to sort of re-scope some of Morgan's activities at the moment because the parking structure activity is on hold. So Morgan has been assisting and identifying interim and long term parking solutions, the surface grade solutions. He did, for example, come up with a parking layout for temporary parking for the corner of Vineyard and Church, and is continuing to identify other areas as we've shown in reWailuku for parking layouts, to basically add capacity quickly, parking capacity. So he sort of on a piece meal basis as those sites get identified and property owners say they would be willing to incorporate, we adjust his scope and he's been providing assistant there.

Mr. Suzuki: So how is the compensation adjusted?

Ms. Wade: Based on a per hour adjustment. So the time that he's dedicating to the redesign he's basically adjusting it's going to take me three hours to do this additional layout, and then it gets taken from the construction coordination.

Mr. Walker: Just a quick question while we're on the issue of parking. So where are we in the whole SMA – not SMA – but EA process? It's still out?

Ms. Wade: The EA is still out.

Mr. Walker: For comment.

Ms. Wade: Right, for – well, the comments have been received and they're finalizing the EA. The final has not been published at this point to my knowledge, but the consultants have been calling

me just to further confirm if any variances and things are needed, so I think that's part of their finalization.

Mr. Walker: No one sued yet and trying to put a stop?

Ms. Wade: Nothing has come across my desk.

Mr. Suzuki: Not to my knowledge.

Ms. Wade: Right.

2. REQUEST FROM WAILUKU COMMUNITY ASSOCIATION FOR APPROPRIATION OF FUNDS FOR WAILUKU TOWN BRANDING CAMPAIGN, to include community outreach and brand awareness, development of graphics, colors, and taglines, and promotional activities. Presented by Richard Priest of the Wailuku Community Association (action may be taken).

Ms. Popenuk: Okay, thank you everyone. H2, request from Wailuku Community Association for appropriation of funds for Wailuku Town Branding Campaign to include community outreach and brand awareness, development of graphics, colors, tag lines and promotional activities.

Ms. Ota: Good afternoon Madame Chair and MRA board. Thank you for volunteering to help improve Wailuku town. We really appreciate your time and effort. My name is Saedene Yee, Saedene Ota, Yee-Ota. I'm married now, over 12 years. I'm a small business owner of Sae Design, a property owner as well too. I own the building behind the Wailuku Library. It use to be the old credit union. My office runs out of there. I'm also the business owner of Maui Thing as I mentioned before and a board member of the Wailuku Community Association (WCA). So what we are requesting, and it is fully supported by the board of the Wailuku Community Association is assistance and approving a project in branding Wailuku town. I don't have it in the notes that were submitted to you, but what I'd like to go through right now before we go through the project itself is the overview of the process and some of our goals. And this is an organic document that will be refined once the final brand committee has been pulled together.

So project goals consists of define Wailuku, the Wailuku brand through community direction, a consistent and strategic branding system for awareness and proper messaging, and thirdly, just simply to fall in love with Wailuku town again. So those are some goals that we set in place.

The process, the MRA will approve recommendations from the WCA brand committee and will be provided progress reports, and line item costs of deliverables to ensure the project progresses in a timely and feasible manner. The WCA brand committee will work with Sae Design to gather community feedback that will help formulaize brand directive. The WCA brand committee would be representative of Wailuku's various market segments based on research gathered from the Maui County Planning Department's reWailuku project. So some market segments include the surrounding residents, professionals, young professional, college students, County and State workers, ladies who lunch, and once again that's yet to be flushed out. This one is your proper representation of Wailuku's community, individuals would be selected by the Planning Department,

MRA and the WCA so we're hoping that Erin can help in finding one representative of each organization to pull this committee together.

Participants of the reWailuku project will be considered as well because they show vested interest in the project. The committee will also consist of representatives –. Okay, I mentioned that before. Sorry. Sae Design will manage project and develop brand strategies and create a base on information collected from the community process. All work will be presented to the WCA brand committee for feedback, refinement, and refinement prior to presenting to the MRA for final approval.

Now we can go through the project outline. Phase One is basically a focus group so we're going to do some research and assessment with people of the community. I suggest putting out a press release so that it's open to the public. But suggested goal is 50 to 100, 100 individuals for feedback, and this is a little bit different. We're going to take into consideration information already gathered from reWailuku. And with that, come up with other questions and interactive type Q&A procedures like defining where we started, who we currently are, who we want to become, how do we defer from other towns, our likes and dislikes. What does Wailuku town look like? What's our composition, people, architect, architecture, products, the merchants, what's the mix? What does Wailuku town feel like? It is gritty new urban? I don't think so. They're historic, probably, education, nostalgic, creative of that sort. And why do people love Wailuku town? With that information we're going distill it and develop our core values. Determine goals – for example, our number one goal with this branding effort is to attract the stronger tenant mix. Number two, promote Wailuku town as a destination. So those goals would be determined based on information gathered from the community.

And with that, we'll then define our design directive and write a brand book and it will act as a guide and reference for all brand related projects, and finalize a name and tag line and town bio. So, are we old Wailuku town? Are we Wailuku town? Are we just Wailuku? Simple things like that to make it consistent for everyone's use.

And then with the findings, send out another press release, so it is, once again open to the public so that they know what's going on in the process. The Phase Two is the brand creative where the bulk of my office will take over where we'll develop logo designs, a preliminary web homepage, email newsletter templates, and promotional ideas. All of this creative will be worked and will be presented and worked with the Wailuku brand committee. So it will be a back and forth process for their approval and feedback. Once they're okay with all creative, it will be presented to the MRA once again for final approval.

And the third phase is Community Outreach. So what I am suggesting is to build tools so that the WCA and possibly the MRA if need be has these technical tools to use on their own so that they don't have to go through a professional like me and hiring me on an hourly base to implement new content, new photos, so on and so forth, so that is very user friendly and very feasible. So start building the WCA support and awareness by developing communication tools so that they can function and run independently. So an email database, Maui News ad template if necessary, press release, basic information that can be retrofitted for various stories. Two, assist in coordinating projects that are directed by the community such as safety, walking awareness, recycling bins on the street and develop communication tools, that once again, for the WCA to function

independently. So we'll create a email program blast template. So it's a template that will design so that everything looks consistent and has the correct messaging, but the WCA or any volunteer could go in and update the information and send the blast out on their own. And also poster templates. And thirdly, establish media partners so that various newspapers, online media, any writers are aware of the Wailuku Community Association and Wailuku.

Develop the, thirdly, develop a website. And this would be a simple CMS system, a content management system so that it would be handed off, once again, to the WCA so that they can update it on an ongoing basis. Grass roots marketing will develop graphics appropriate web links for the WCA to use independently. Such things as the youtube video, bumper stickers, t-shirts, so on and so forth.

And lastly, assist in building partnerships between public, private and government for outreach and continued communications. One idea that we have was adopt the Wailuku town program. So we'll set a system in place, a sponsor form, a logo link to the website and a highlight, a business highlight. So say Bank of Hawaii decided to donate a significant amount of money to the WCA, we'd highlight them on our website and create a link. So just develop a program so that once again the WCA could easily bring in monies from private industries. And that phase we're seeing being around eight to 12 weeks.

And then noted below are the estimated costs for professional services, with the donation, and then the project request which is about \$24,920.00. So, are there any questions?

Mr. Suzuki: I have a question.

Ms. Ota: Sure.

Mr. Suzuki: So Saedene, in terms of the WCA branding committee, you kind of went over real quickly, who would be a member of the committee? Who would you be looking, a representative from where?

Ms. Ota: Erin and I talked about it briefly and we thought it would be important to have representatives of each market segment and it was, the Planning Department already started to build a list of various market segments. And based on that list, it would be between the Planning, maybe the president of the MRA, president of the WCA, to hand pick perhaps people within the community that fits that market segment so that it is across the board, representative, represented.

Mr. Suzuki: The reason why I asked that question, I made this comment before, is that, you know, we have numerous organizations within Wailuku, and I've asked the question in terms of, I guess, why. You know we have Malama Wailuku, and we have the Main Street Association. We have the Community Association. My understanding is there's also a group that, I guess, Bob Horcajo started to kind . . . (inaudible) . . .

Mr. Mitchell: POG.

Ms. Ota: POG.

Mr. Suzuki: Yeah, then you've got MRA, so –. My wish, my desire is somehow where it can be done in a real collaborative way where it's more inclusive than not inclusive. I don't know how that's going to be achieved. But, you know, I continue to struggle with the fact that we do have that many organizations within a small town. And I think for as long as we do, there's always going to be a challenge in terms of how do we be successful in designing Wailuku. So I'm kind of struggling in terms of –

Ms. Wade: One of the reasons that we discussed market segment was both because of the work that Sae has done, and because of the work with the market based plan which also identified market segments. And in both cases it kind of highlighted, you know, that there's some continuation to do the same thing and expect different results, you know, both by entrenched people, you know, who Wailuku has been this way and they're just hoping something changes. And that's the same, that's basically the same palette of folks where identifying the market segment basically says, you know, there's a mom who's dropping her kid off at MAPA to go dance. We want her. You know, we want the people who are actually be the ones coming to spend the money, participating in the branding activity. Not necessarily the people who have forever, you know, owned a piece of property or made decisions in Wailuku. But the people who would spend the dollars creating a brand that's attractive to them and the tag line that's attractive to, you know, the young business professional, the college students, the resident who's lived here a long time probably. You know, we would have like an old time residence, plus, somebody like Morgan who owns the house right around the corner, a young family, you know. So each of those market segments should be represented probably in the committee. And at the moment, we weren't thinking that it would be necessarily represented of organizations, but just of that person's vying, you know, position in the market more than anything.

Mr. Suzuki: And I like that. I mean, that can't be the first time. But I guess what I struggle with – last comment – is that, you know, I've always been a proponent for recognizing and understanding, well, it's appreciating the past as we move forward. You know, I've always believed strongly in that. I've always been a proponent of, you know, making sure that we somewhat touch basis with the older people within the community. But at the same time, you know, you made the point about old Wailuku, new Wailuku, and that kind of brought to light as far as in my mind is that, you know, is it realistic for me to think that it will be the old Wailuku that, you know, we grew up knowing. That's probably not the case, but, you know, how do we, how do we reWailuku and still not lose what was the old Wailuku?

Ms. Ota: And I think that's the balance that the WCA board wants to have, and in fact, the tag line that we came up with for our association is "Old town values, new town vision." And I think it's kind of respect to community ohana, small town values, but with a fresh outlook. And I think that's what's going to define Wailuku town from the other towns as well.

Mr. Walker: Thanks Saedene. I appreciate it. And so it seems to me that this approach, you know, the goal is to get a, just to be fresh. I mean, I think that's what I'm hearing is sort of getting a different perspective, but new perspective because maybe some of the players that have created the current situation aren't going to give us that fresh perspective. But, having said that I think based on what Warren's comment is I think yours which is being inclusive rather than exclusive is no matter how you come up with something, I think it's important at some level to share and to get feedback so that you don't get accused of being exclusive, you know. I mean, I don't know that you

want ever Tom, Dick and Harry involved in the process heading to where you have something to show, but once it's time for show and tell, you want to show everybody that's interested and get their feedback.

Ms. Ota: Right. That's why I think through the focus group process maybe we do directly invite all of the different organizations to participate on getting their feedback and input. So inviting those association, that would be a good idea. So make sure – it ensures that we gather their input. But, I would suggest that going through the design process that it just kind of evolves around the committee as opposed to opening it up to public getting involved.

Mr. Walker: And I agree because that's where you get bogged down.

Ms. Ota: Yeah, it gets bogged down.

Mr. Walker: But it's important to explain the rules. You know, because you can make the rules. You make the rules.

Ms. Ota: Yeah.

Mr. Walker: So explain the rules. Everyone may not agree with you and think that you're being biased and not fair or whatever, but explain the rules so they all know so they can't say they didn't know. But at the end of the day you should share, and I think you know that.

Ms. Ota: Yeah.

Ms. Popenuk: Can you explain to me a little bit how, how you, how does this project move forward through the years? We're doing a lot. We're putting in a lot of energy. We're creating new ideas, new logos, new images, new connections. How does it stay alive? Who's involved? How does that keep going?

Ms. Ota: Well, I think what the goal is that the, the WCA will have the tools to perpetuate and continue with this brand movement. And it may evolve in three to five years as the town changes, and it should be reassessed. But, at least there's some guidelines and some rules as to, and a consistent messaging. I think that's more important. And when people think branding, they think it's just the logo, or just colors, but it's more than that. It's kind of a promise to the island of who we are in Wailuku town. And we want to make sure that we stay true to that so that when there's tourists, or new merchants are interested in coming into Wailuku town they know exactly why they're coming to Wailuku town. They know exactly why they chose Wailuku as opposed to Paia. So that's what branding is. It's kind of establishing who we are, not only visually, but in our personality. So going back to your question, with these tools, the website, the email blast, the logos, and all of these marketing tools, the WCA will be able to continue to use these visual tools to create some consistency throughout the town. And it's not uncommon for small towns to brand themselves. It's been happening for a long time. Not a long time, but there's definitely a resurgence of branding in a lot of communities. I actually worked on a project in Kakaako. There's a resurgence in redevelopment in Kakaako, and they went through quite an extensive process of re-branding and getting community output and formalizing some ideas, and we found the process very, very successful in the end.

Ms. Popenuk: Can I ask another question please?

Ms. Ota: Sure.

Ms. Popenuk: Who has the rights to use these logos? Or is there, who owns the logo?

Ms. Ota: Technically if the MRA, if the contract is through the MRA, the MRA would own it. They would own all materials. But, if, you know, the MRA didn't want to be responsible for it and wanted to pass it on to the WCA, that would be fine too. But the ownership would be passed on.

Mr. Walker: I want to own it. You got payment plan?

Ms. Ota: Credit card. I take credit cards.

Mr. Suzuki: So what sort of action do we need to take?

Mr. Mitchell: That's my question. What are you asking us for?

Ms. Ota: Money. No, approval.

Mr. Suzuki: The question is more towards Erin of what action to take.

Ms. Ota: Yeah.

Ms. Wade: So, like I said you folks had kind of decided \$7,500. You wanted to split down the middle the \$13,400 that was remaining. So we have about \$7,500 that would go to clean and safe, and \$7,500 that you could dedicate towards a branding effort. I wanted Saedene to have –. You know branding is, for me, was a really vague thing until I got into conversations with Sae about what it might entail. So I wanted her to think through what the potential scope would be and be able to bring that to you folks to determine if funding a branding exercise was something that you wanted to commit money for. And if it is, then we can go through the process we need to go through to do that.

Mr. Suzuki: The \$7,500 doesn't cover the full amount that's being –

Ms. Wade: Correct. We'll have to go seek the remainder of that.

Mr. Suzuki: From? We as the MRA or –?

Ms. Wade: No, no. I mean, if you're going to say that this is an important exercise for us to execute, I have already talked with the Office of Economic Development about it, and I've mentioned it to Michele and I don't know if those are where the monies are going to come from. But if we're able to secure those then before the end of the year, the full amount of the contract, then we would be able to get that moving forward shortly.

Mr. Suzuki: Okay, move to approve.

Ms. Wade: Wait, I think Michele has a point.

Ms. McLean: I have a couple points. First, we'd need to get quotes. However this is paid for, quotes would be needed. I did have a question I didn't think this was really going to come up to this degree of detail but on the spending report, down at the bottom of the first page, you begin a list of FY10-11 encumbrances.

Ms. Wade: This one?

Ms. McLean: Yeah. Down at the bottom of the first page, there, it says FY10-11 encumbrances, and then those add up onto the second page where there's a subtotal, and I think your subtotal is \$32,500 and that I assume you're subtracting from the \$81,000 to come up with the \$48,000 remaining budget? Is that –?

Ms. Wade: This is Sandi's spreadsheet so that can only be my assumption too. Yes.

Ms. McLean: Okay cause if they were FY10 and 11 encumbrances they would have come out of the FY 10-11 budget. We're in FY11-12 now.

Ms. Wade: Right.

Ms. McLean: So I don't know if that \$48,000 is an accurate remaining budget.

Ms. Wade: Correct.

Ms. McLean: That could have just been –

Ms. Wade: That is not the accurate remaining budget. You're exactly right.

Ms. McLean: Okay.

Ms. Wade: We have a like a side page that has all of that. I don't know where that is. But, yeah, so we had –

Ms. McLean: Okay cause you had a different –

Ms. Wade: Only about \$25,000 actually remaining.

Ms. McLean: Okay.

Ms. Wade: And maybe that's the \$25,200 minus the \$48,400.

Ms. McLean: A lot of these –. This is a weird layout. You had a different layout before that I think was a lot clearer. Okay, so that was just one thing I wanted to say when we're talking about what remaining MRA funds there are towards this project to make sure that we know what we're talking about.

Ms. Wade: Right.

Ms. McLean: And then, yeah, I did also wanna bring up that you will need quotes.

Mr. Suzuki: Separate quotes?

Ms. McLean: We need three quotes for a contract of this amount. You'd need three quotes for the same scope.

Mr. Suzuki: So right now the quote that we have is from WCA.

Ms. Ota: Well, from Sae Design.

Mr. Suzuki: So the contract would be with Sae Design?

Ms. Ota: Uh-huh.

Mr. Suzuki: So we need two other quotes from other vendors?

Ms. McLean: Correct. So while we're figuring out, at the same time we're figuring out other sources to throw into the pot, we can also be working on getting two other quotes. And I can help with that. And I –

Mr. Suzuki: But we can take action to allocate that money, though, in respect – I mean, it doesn't have to be specific in this case –

Ms. Wade: – to a vendor.

Mr. Suzuki: Yeah. So we can just –. Because from my perspective I would like to at least take some action to move it forward. So if the action is taken just to set aside that money for this particular purpose, you know, recognizing that, you know, we need get proposals, you know, for me, that will be an action that I would like to take.

Ms. McLean: I did just have one question for you if I could.

Ms. Ota: Sure.

Ms. McLean: And I had to step out so excuse me if you guys covered this. Is there a role in some of this for like the Maui Visitors Bureau or some way to tap into –

Ms. Ota: That's a good idea.

Ms. McLean: – how there might be appeal?

Ms. Ota: Definitely.

Ms. McLean: I mean I like the focus on the residences and business owners and all that, but maybe

broadening?

Ms. Ota: That's a good idea.

Ms. McLean: So just a –

Ms. Ota: Yeah. Also, as a note to when going out to RFP because in coming up with this plan, this plan in itself is kind of a proprietary so I request that – I know it's public information at this point – but when you go out for RFP that the scope be somewhat general in regards to brand strategy, yeah.

Ms. McLean: It doesn't have to be a published RFP like a formal seal bid kind of thing. Because the dollar amount is below \$25,000, it can be a much less formal way of getting quotes. So, yeah, I think that could be –

Ms. Wade: That's basically how we did the TIF also because it was under \$25,000 and we didn't have to have the 30-day waiting period and that kind of a thing. So in a matter of like 10-days we sent out request for response to a project, and we got, we got actually got full proposals from some people. And even in that case we also, just for everyone's information, didn't select the lowest bid because of the experience of the individual for Hawaii based projects.

Mr. Mitchell: Madame Chair, I have a couple of questions. I'm not clear who's going out for bid for this? WCA or the MRA?

Mr. Suzuki: MRA.

Ms. Wade: The MRA would post the request for proposals.

Mr. Mitchell: So the MRA is requesting a request for proposal for this scope of work?

Ms. Wade: Correct.

Mr. Mitchell: On behalf of the WCA?

Ms. Wade: Not exactly. No, on behalf of the MRA. The WCA is our partner on the project.

Mr. Mitchell: Got it. Okay. I'm not opposed to the project. Would this type of project fall under this new budgetary small town fund?

Ms. Wade: No.

Ms. McLean: Well, I think we're looking to encumber these in FY12 right?

Ms. Wade: Yes. Certainly. I'm sorry. So for this project, no.

Mr. Mitchell: Okay.

Ms. Wade: For anyone else who sees this – so let's say we get this going and then Makawao town says woo wasn't that cool what Wailuku did, they might be able to come to the Planning Department for this.

Mr. Mitchell: Right. Got it.

Mr. Walker: But the \$7,500 we're talking about is a hold over from 2011, or is that 2012 fund?

Ms. Wade: \$7,500?

Mr. Walker: Right.

Ms. Wade: Yes. So we still have those in our account right now. Yeah, technically we still have \$13,400 unspent.

Mr. Walker: Right.

Ms. Wade: Yes.

Mr. Walker: And we talked about clean and safe for half of that, and the \$7,500 to be used for something along these lines.

Ms. Wade: Yes.

Mr. Walker: Which is what Warren said about maybe approving that now subject to picking a vendor.

Ms. Wade: Yes.

Mr. Suzuki: So I'd like to make that motion to approve that amount for the purposes as we just discussed.

Mr. Mitchell: I second.

Ms. Popenuk: Okay. All in favor say aye.

Agency Members: "Aye."

It was moved by Mr. Warren Suzuki, seconded by Mr. William Mitchell, then unanimously

VOTED: to approve the appropriation of funds for Wailuku Branding Campaign as discussed.

Ms. Popenuk: It passes.

Ms. Ota: Thank you.

Mr. Suzuki: Thank you.

Ms. Wade: Thank you Sae.

3. Discussion regarding expenditure of remaining FY12 funds.

Ms. Popenuk: Continuing on Item H, Budget, Number three, discussion regarding expenditure of remaining FY12 funds.

Ms. Wade: We just did that.

I. OPEN PROJECTS LIST

Ms. Popenuk: Okay, Open Projects list.

Ms. Wade: The only thing that I really need to raise with you folks is you will probably seeing next month 346 Market Street again. That's the Happy Valley Project with the roll up doors. They have been unable to fulfill the requirements. They were suppose to have the roll up doors in by April 28th 2012. They have submitted their building permit immediately. However, they haven't been able to satisfy Water Department's requirements. So because it's part of a building permit checklist it's still on hold. So they will need to get an extension for the construction period for the variance, and like, I consulted with James, there's no public hearing required, but I do need to put it on your MRA agenda.

Mr. Suzuki: I have a question Erin.

Ms. Wade: Yeah?

Mr. Suzuki: You know on that Gilbert's building?

Ms. Wade: Yes.

Mr. Suzuki: The Hotta building? You know, it's used as a campaign office now. The windows painted with, you know, the campaign purpose. Is that something that can be done carte blanche without MRA approval or –?

Ms. Wade: No. You mean the window painting?

Mr. Suzuki: Yeah.

Ms. Wade: No. Technically they are suppose to abide by the requirements of the sign ordinance which the extent to which it is painted is not consistent with the sign ordinance. However, I think you guys know, we don't enforce except by complaint. So I haven't had any complaints and I've mentioned it to Mr. Blackburn once but –

Mr. Suzuki: So we as the MRA cannot bring that issue forward?

Ms. Wade: You sure can. Yes you may.

Mr. Suzuki: I mean, again, for me, you know, I don't have any issues, you know, Mr. Blackburn as far as the office he's running for. That's fine. But again, I just want to make sure that, you know, everybody is held to the same standards.

Ms. Wade: Yeah.

Mr. Suzuki: So, if that's an issue that needs to be looked at, then I'd like to bring it forward.

Ms. McLean: In the past we've had similar questions raised by Maui Planning Commissioners example, and because our boards and commission members are volunteers, you know, you guys are in the fray enough that I have submitted a complaint with the County on behalf of the body. And if you'd like me to do that in this case I'd be happy to do that.

Mr. Suzuki: Perfect.

Ms. McLean: Okay. Erin, can you do that for me?

Ms. Wade: Yes I can. I knew that was coming.

Mr. Walker: Now Erin you ask Warren to send you something.

Ms. McLean: But it will be my name.

Mr. Giroux: Michele, any notices of violation goes through the Board of Variances, I think, for appeals right? I mean, that's my understanding. Because it would be a –

Ms. McLean: If the complaint will go through it will get investigated. The initial step would be a notice of warning, and hopefully the affected party will take steps to come into compliance. If they don't they don't and it goes so far as for us to issue a notice of violation, then they could appeal that notice of violation. I don't know that would come to the MRA. I would think it would go to the Board of Variances.

Ms. Wade: It's a sign code any way so it wouldn't come to the MRA.

Mr. Giroux: Urban Design? Or is that only for a variance would be Urban Design?

Ms. McLean: To appeal, to appeal a violation, they would go to the –

Mr. Giroux: BVA.

Ms. McLean: – BVA.

Mr. Giroux: Yeah. Okay. I'm just trying to make sure that we don't get into a conflict of, you know,

being the sheriff and the judge.

Ms. Wade: Yes.

Ms. McLean: It wouldn't come to the MRA.

Mr. Giroux: Okay.

J. NEXT MEETING DATE: May 25, 2012

Ms. Popenuk: Our next meeting date is May 25, 2012. I would like to ask if there's any agenda items that we would like to put on the agenda at this time.

Mr. Mitchell: We want to put agency comments, review of agency comments for the park on the agenda?

Ms. Wade: Yes.

Mr. Walker: And I would just ask for like a EA status update on the parking structure, sort of where we're at.

Mr. Mitchell: How long is an EA good for? Do we know? Six months?

Ms. Wade: An EA?

Mr. Mitchell: Yeah. If they get the EA for the parking structure, how long does it applies till they would have to –

Ms. Wade: Until it doesn't.

Mr. Mitchell: Until it doesn't, that's it?

Ms. McLean: There's no particular expiration date. It's – let's say they complete the EA process and then the plan gets put on the shelf, and then 10 years later, oh, let's go build this thing. You'd have to evaluate what conditions have changed. Is it still right or is it not.

Mr. Giroux: It's the Turtle Bay decision. They said there is a staleness but we can't tell you what that is.

Mr. Mitchell: Right. We'll cross that bridge line when –

Mr. Giroux: It could get stale. We can't tell you when.

Mr. Suzuki: How long it takes.

Mr. Giroux: How long it takes.

Ms. Popenuk: Do we want to discuss the status about the branding?

Ms. Wade: Yeah. Sure.

Ms. Popenuk: The proposals and what's going on?

Ms. Wade: Yeah.

Ms. Popenuk: And also the clean and safe.

Ms. Wade: Great.

Ms. Popenuk: Anything else anybody? Okay –

K. ADJOURNMENT

Mr. Walker: I just wanna say you did a good job on your first meeting new chairman, chairwoman.

Ms. Popenuk: Thank you very much.

Ms. Wade: One more. I'm sorry. Thank you, for the record, the Maui Nui Botanical Gardens for fixing up the planters. All their volunteers came out, two days ago, and they actually lifted up the tree grates and weeded everything out. That's not at all in what we asked them to do, but they just felt compelled to make the street look beautiful so thanks to them.

Ms. Popenuk: Thank you. Alright then meeting is adjourned 3:19 p.m.

There being no further business brought forward to the Agency, the meeting was adjourned at approximately 3:19 p.m.

Respectfully submitted by,

LEILANI A. RAMORAN-QUEMADO
Secretary to Boards and Commissions II

RECORD OF ATTENDANCE

Members Present:

Katharine Popenuk, Chair
William Mitchell, Vice-Chair
Warren Suzuki
Mark Walker

Others:

Michele Chouteau McLean, Deputy Planning Director
Erin Wade, Small Town Planner
James Giroux, Deputy Corporation Counsel