

**MAUI REDEVELOPMENT AGENCY  
REGULAR MEETING  
JUNE 28, 2013**

**APPROVED 08-23-2013**

**A. CALL TO ORDER**

The regular meeting of the Maui Redevelopment Agency (Agency) was called to order by Mr. Bill Mitchell, Chair, at approximately 1:00 p.m. Friday, June 28, 2013, in the Planning Conference Room, First Floor, Kalana Pakui Building, 250 South High Street, Island of Maui.

A quorum of the Commission was present. (See Record of Attendance.)

**B. PUBLIC TESTIMONY**

Mr. Bill Mitchell: Alright, I guess we're going to roll here. So we'll call the meeting to order, the Maui Redevelopment Agency meeting on June 28, 2013. It's a little after 1 p.m. In attendance today, on the board, we have Mr. Tom Fairbanks and Mr. Don Fujimoto, and myself, Bill Mitchell. And I guess that's a quorum? That's a quorum. And we have our wonderful best planner Erin Wade, and of course, our spectacular attorney at large, Mr. James Giroux.

Okay, going down through the agenda here, we do talk about the meeting minutes first.

Ms. Erin Wade: Our department relocated over the last four weeks and so there's no minutes for you to approve at this time.

Mr. Mitchell: Got it. Okay. So we will be taking, it looks like, public testimony. And thank you everybody in the public and otherwise that came to listen and see us today. We just have one public testifier, Mr. Richard Dan. Public testimony to be limited to three minutes, with a potential one and half minutes – or one minute extension if the first three minutes are compelling so do your best.

**C. PUBLIC HEARINGS - none**

Mr. Richard Dan: Thank you all very much for doing a great job for us and thinking about Wailuku and helping the problem in Wailuku. I appreciate every bit of it. My name is Richard Dan. I'm a merchant on Market Street. I have a resident on Market Street. I have a build – I own property on Market, and I have five retail stores with 20 plus employees on Market Street. I've been in business on Market Street over three decades. This body had done nothing but harm Market Street, and I hope you guys can stop it this year and do some good for Market Street. Alright? Let's get some parking. The Mayor did a great job for Wailuku. He torn down that Post Office and he gave us a bunch more parking. I think that's great. I hear you guys are thinking about having Andy Miller – I forgot Andy's last name – Andy Miller come back. I think that's fantastic. This guy is aces. He knows his stuff. You should bring him back. Don't hesitate. It's an opportunity to have a guy of this, this, this level to come in and help us with making Market Street in Wailuku a better place. That's the end of my testimony. You guys have a great day. Thanks a lot.

Mr. Mitchell: You sure you don't need another minute?

Mr. Dan: No.

Mr. Mitchell: Thank you very much.

Mr. Dan: Thank you guys.

Mr. Mitchell: Seeing no one else signed up, is there anybody else in the public that would like to testify that hasn't testified? Seeing none, we will move on to today's agenda items I guess.

First on the agenda is Item D1. Erin, do you want to describe for us where we are with parking management plan and Mr. Miller?

#### **D. MAUI REDEVELOPMENT AGENCY BUSINESS**

- 1. Mr. Andy Miller of Downtown Parking and Planning (DPP) proposal to continue his work with the Maui Redevelopment Agency on Parking Management in Wailuku Town. DPP is on retainer with the MRA for continue his work from the Wailuku Parking Analysis originally associated with the parking structure project. Maui Redevelopment Agency to make a determination to move forward with the proposed Parking Summit which will culminate in a report back to the MRA with recommended alternative scenarios for parking time allotment, revenue collection, parking technology and cash-in-lieu (also known as a parking assessment). MRA action is expected.**

Ms. Erin Wade: At the, not the last meeting, the meeting prior to that, I told you I would schedule a meeting with Public Works and Finance to discuss parking management. That occurred on May 29<sup>th</sup>. The reason for the meeting was to get direction from Public Works who was also planning to do potentially paid parking on Front Street in Lahaina to see if they wanted to collaborate and share resources. But this time they have Corporation Counsel, Mike Hopper, working on the ordinance to allow for charging for parking on a public street. So that's kind of moving. And then they're not really, at this time – they don't feel like they need to bring the Front Street project into the same evaluation that we're asking for in Wailuku right now. So they told us to kind of move forward with the Wailuku project and let them know what we find out. They may very well tap Andy while he's here for a consultation and then bring him back on their own, but they're not ready at this juncture. So, they said, yeah, move forward. They did give me some direction about assumptions. One of which was they didn't want any – you might remember this from the parking management plan – they didn't want to get into the issue of enforcement at this juncture. So at this time when a parking infraction is issued, it is by the Police Department and therefore the parking fine gets paid to the State Courts and not to the County. And, so in the parking management plan, Andy had suggested maybe we should work something out and write legislation to change how that money gets moved around. But, the

direction from the administration at this time is let's not worry about the enforcement money. Let's just worry about establishing the parking system that best fits Wailuku. And then later on if it appears to be necessary to manage the system, then we'll, we'll work on the enforcement money. So that was essentially their feedback. And so I provided that feedback to Andy, and he provided this scope of work for what he would accomplish if and when you guys approve his trip back, and what the deliverable would be. I can answer any questions you may have.

Mr. Don Fujimoto: Who's the . . . (inaudible) . . . with? Is it like, everybody, community?

Ms. Wade: Yeah, so it would be both internal with, like, the Finance Department and the Public Works Department, and then also with the businesses to determine what the needs of their clientele is in terms of length and, you know, duration, and pricing in terms of parking. And for their employees. So, he would, he would mostly be meeting with people in the community to make some final judgements about timing and pricing. And some additional parking resources have become available as the testifier mentioned since that point so his parking supply analysis has shifted a little so that will be updated as well.

Mr. Fujimoto: Okay.

Mr. Mitchell: I had a question for you, Erin, because my memory is starting to lapse now. The parking management plan have sort of always been a chicken and egg in terms of policy because we don't have a proposal yet to really give to Council or to Public Works. It's hard for them to say we like that or don't like that. So one of the reasons for bringing Andy back is to have some hard and fast things we can do based on today's conditions. Then we can give to Council to Public Works and say these are ideas we think are applicable to Wailuku town. Is that a correct recap?

Ms. Wade: Yes. Yes. Exactly.

Mr. Mitchell: Who goes first. But if we don't do something, they're not going to approve anything because they don't know what to approve.

Ms. Wade: Yeah. And the recommendation of Director Agsalog was that we essentially come up with – asked Andy to provide some different alternatives so that we could evaluate, you know, if we retained long term parking in the municipal lot, and charged elsewhere, or, you know, so he'll come up with three alternatives he sees viable and then provide pros and cons for each. And we can discuss what those alternatives are.

Mr. Mitchell: And Andy Miller's plan – well, I mean, even through he's given us the master plan, at that time it was based on the municipal parking structure potentially going to happen. So things have changed since then, knowing we're not going to get the municipal parking structure, so we're going to have work with what we've got presumably.

Ms. Wade: Correct.

Mr. Mitchell: Okay.

Ms. Wade: With the understanding, you know, the Public Works Department put money into improve the parking lot, the municipal parking lot, for this year.

Mr. Mitchell: Surface improvements, yeah?

Ms. Wade: Correct. And also lighting, yeah. Lighting improvements and some landscape improvements.

Mr. Mitchell: Do they get a plan – did they ever generate plan to do it?

Ms. Wade: No, so we can – Andy can assist with that as well.

Mr. Mitchell: Because that could be part of his – well, part of the discussion – are there anything we can do in re-stripping, reallocation of stalls in the existing.

Ms. Wade: Exactly. Yeah.

Mr. Fujimoto: . . . (inaudible) . . .

Ms. Wade: Yes, you are supposed have approved it.

Mr. Mitchell: So what is the, what is the bottom line in terms of fee and . . . (inaudible) . . .

Ms. Wade: So the bottom line is we had \$5,200 retainer for Andy with the expectation that he would come back and do this. It's not going to be enough to cover all of his expenses as well. So we can use the open purchase order to pay for the work, and then we would have to dedicate new monies not to exceed \$2,500 for –. Oh wait. That's not what he said. That's for the notice to proceed. I don't know what he said we can give him what to not exceed for his, his travel expenses.

Mr. Mitchell: We would need to then vote on that in order to give you authorization to engage him? Is that correct?

Ms. Wade: Correct.

Mr. Thomas Fairbanks: . . . (inaudible) . . .

Ms. Wade: If he's – I already told him very explicitly in an e-mail that every moment of the time will be dedicated to us unless Public Works says something different, and then they keep him an additional day. So, and he would be responsible for – he meaning David Goode – would be responsible for paying for Andy's additional time.

Mr. Mitchell: Any other questions? Discussions? Comments?

Mr. Fujimoto: Do we have the money in our budget?

Ms. Wade: Yes.

Mr. Fairbanks: Is this in next year's budget or it's in . . . (inaudible) . . . budget?

Ms. Wade: So the existing purchase order was actually from fiscal 12's budget and remains open and usable for us. And so that's where the \$5,200 would come from. The travel expenses will come from your FY14 budget which starts Monday.

Mr. Fujimoto: That's right.

Mr. Fairbanks: What is our budget?

Ms. Wade: \$82,500.

Mr. Fairbanks: Some of that's already been . . . (inaudible) . . .

Ms. Wade: So at this juncture you haven't spent any money, or you haven't committed any money for, from your FY 14 budget. But we also have not dedicated funds to pay for the Teens On Call trash collection for FY 14. That's about \$18,000 for the year.

Mr. Fujimoto: We did the security stuff, right?

Ms. Wade: We paid for the First Friday security already out of fiscal 13.

Mr. Fujimoto: So we don't have anything for fiscal 14.

Ms. Wade: Correct.

Mr. Fujimoto: Okay. You want motion Mr. Chair?

Mr. Mitchell: If you have one, yes sir.

Mr. Fujimoto: Move to approve the proposal, the down town parking plan . . . (inaudible) . . .

Mr. Mitchell: So we have a motion to approve the extension of the contract to Downtown Parking Planning Associates LLC to continue to assist us in the study and planning of parking. Do I hear a second?

Mr. Fairbanks: Second.

Mr. Mitchell: That's close.

Mr. Fairbanks: I know I had to be alert for that.

Mr. Mitchell: We have a second. All in favor? Unanimously approved to move forward with Mr. Andy Miller and his firm to assist us and continue discussion and planning for downtown parking.

**It was moved by Mr. Don Fujimoto, seconded by Mr. Thomas Fairbanks, then unanimously**

**VOTED: to approve the extension of the contract to Downtown Parking Planning Associates LLC to continue to assist in the study and planning of parking**

**(Assenting: B. Mitchell, D. Fujimoto, T. Fairbanks  
Excused: W. Suzuki, C. Ball)**

Ms. Wade: Can I ask a follow up?

Mr. Mitchell: Yes please.

Ms. Wade: What time frame would you like us to bring him back?

Mr. Mitchell: How does it – I guess, I'll answer questions with questions. Do you have other things, events, functions that may not be MRA related that would or would not dovetail with Andy being here?

Ms. Wade: Not at this time. I can pretty much – he can come at any time. He's asked to have at least one meeting with the MRA. So I would like to schedule his return around one of your meeting times, one of your normal meeting time. So it could either July or August.

Mr. Fairbanks: I'm going to be here next month.

Mr. Mitchell: You'll be here?

Mr. Fairbanks: I'll be here.

Mr. Mitchell: I think that's fine, July or August. It sounds good.

Ms. Wade: Alright.

- 2. Discussion on Market Development as described in the Wailuku Redevelopment Plan, and the supporting recommendations of the Wailuku Market-Based Plan and results of reWailuku. Department of Planning staff to provide an introductory presentation combining all recommendations and will take questions from the board.**

Mr. Mitchell: And that will give us a little time to work on it. Hopefully, we'll come up with something. . . . (inaudible) . . . powers to be and get some thing moving, somewhere. Thank you for putting that together, Erin. We've been stepping on that one for a while. Let's see, Item #2 under agency business is discussion on Market Development as described by the Wailuku Redevelopment Plan supporting recommendations to the Wailuku based plan and results of reWailuku. And the Department of Planning to provide an introductory presentation combining all recommendations. And I presume that was this from Sae?

Ms. Wade: That's, that's actually this power point that I handed out to you today.

Mr. Mitchell: Okay.

Ms. Wade: And then the next two items are also related. I did bring the whole power point, but it's such a small group, should I just through the sheet? The worksheet? Okay.

Essentially in the Wailuku Redevelopment Plan there's five elements. And I was asked recently by both Carol and someone outside of the organization who's working with the community association what's happening with the market section of the plan. So I wanted to bring this before you because there's been a lot of conversation within the community about potential ideas for improving the market within Wailuku, and I wanted all of this to be kind of up front and center for you folks. So the things that are currently in the plan are promotion event developments, expansion of the uses of Lao Theater, developing a visitor market development plan, business recruitment initiative, developing a historic walking tour, developing a Wailuku Town website, and a property tax abatement ordinance. So the next few slides are just each individually where we are with those activities.

So the promotion and events, the First Friday is the main event that occurs each month. Also there's a second Saturday art that's on Saturday mornings at Maui Thing, every month. And then annually several of the businesses have their own events like record store day at Request. There's periodic events associated with Lao Theater. There's currently a proposal for weekday farmer's market, and a weekday Hawaiian culture and language workshop that would be held in the lot where the beer garden is hosted right now on First Friday dates. So those are the things that have discussed for promotion and event development. So that's what's happening now and what's on the horizon potentially.

The use of Lao Theater, it's been expanded out to the point that it can be in terms of a community theater facility. The theater events are essentially at capacity. MAPA is looking to build performance space. They recently lost their stepping stone theater space, and are very interested, their board members are very interested in remaining in Wailuku town, at least, for, as long as they're able to do that. They have practice space now that can be used for meetings and workshops and small performances, but they, they want their own home theater, like, stepping stones was for them, they would prefer it would be in town. But there may be grant opportunities for us to partner with MAPA to help them to build a theater in town in the future. And then additional restaurants my lead into more venues to listen to live music.

Mr. Mitchell: MAPA doesn't have the old, the old Dollar Store?

Ms. Wade: They do. It's all practice space.

Mr. Mitchell: Because I remember at one time they had a master plan to make it a performance space.

Ms. Wade: Yes, they actually have a really beautiful scale model of what they could do with that as well. So they're evaluating their options of moving forward that or purchasing a separate piece of property and still retaining the original Dollar Store as a practice space and meeting facility and then the new space. But, ultimately, I think, keeping the arts – and this was the goal, I think, of the expansion of the use of the Lao Theater – keeping the arts entertainment focused in Wailuku is a good thing.

Mr. Mitchell: Sure.

Ms. Wade: Developing the visitor market plan, the advice from the Market Based Plan was that if you're business district is compelling enough you won't need to attract visitors, they'll just come. And I think –

Mr. Mitchell: What are we doing wrong?

Ms. Wade: I really like that – well, that sat very well with local residents when the – when the consultant was here and kind of said that, you know, it's gotta work for the local people, and it's gotta work well for the local people, and then automatically you're going to get the visitors. That sat really well instead of trying to mold Wailuku into something that would be attracted to the visitor. And then branding and business recruitment will be, we think are going to be keys for the marketing plan as well.

The business recruitment initiative, it says in the plans to evaluate and promote an appropriate tenant mix. It was kind of outlined in the Market Based Plan that dining and entertainment should sort of be the catch there. So attract street entertainment and vendors, lure and magnet tenants is what the plan says now. We think the proposed website will help with this, and you might remember when Saedene was showing the website potential it had, you know, big eats, big arts, big shops, and then it had big potential. And the potential on the website is intended to be a place where property managers can market whatever space that they would have available in Wailuku town, and whatever facilities are in there. And so we're hoping that will start to attract anybody interested in opening a business to look at that website. Branding and business recruitment will be key to their success.

And then at the bottom, business retention is also essentially so –

Mr. Mitchell: You cannot leave.

Ms. Wade: Yeah.



Mr. Mitchell: Once you are here, you cannot leave.

Ms. Wade: Basically most down towns have a recruitment and retention program instead of a just a singularly a recruitment program. So we just wanted to be sure that's added into the mix. So in terms of retention, developing financing tools will be important. There's one – this is one of things that's being tossed around right now. It's something called the Wailuku Forward Fund which would essentially assist existing businesses in big cost that they have come up that they just need to kind of get past that moment in time and then move forward.

Owner investment and equity match was another opportunity and the CDBG funds is another opportunity that Director Aagsalog suggested that we start looking at. So, that was actually the first time anybody from the administration suggested that we pursue CDBG funds for Wailuku which we're absolutely eligible for, but we would need their authorization so that was nice.

Mr. Mitchell: Who would be the recipient? Who would be the receiving agency?

Ms. Wade: Probably the County itself. Having the board in place for review and oversight is a good thing. Marketing, the web page, branding, recruitment and reinforcing tenant mix would all be important for the business retention.

Okay, the fourth or fifth one was developing a walking tour. That was done through the historic – or discover historic Wailuku. There's been discussion now about developing narratives to go with the land mark buildings and then to be placing historic markers at site throughout town. So just, just trying to get all this stuff on your radar for the coming year.

And then the Wailuku town website, the branding activity provided a lot of guidance. It recommends no longer servicing the page dedicated to MRA alone. But that the next steps would be to have the wailukutown.com which the, the WCA has the rights to already. And a lot of the content was developed already to be able to educate their – add the, add the background into. And then the MRA site specifically to kind live with the County. But most down towns have just a downtown site, where you go, and it's like downtown Denver, downtown Santa Monica, whatever it might be. And that's sort, that was sort of a format that was shown to you by Saedene. And then some website programing needs would be there so we would probably have some additional funding associated with that.

The last recommendation in the plan was to adopt the property tax abatement ordinance. This was done in 2006 and was made available up until 2009. And I cited there for you the Maui County Code section which allows for that. There were only two property owners that took advantage this and the eligible period is over. I've e-mailed those two property owners and asked them, you know, was this a deciding factor for you? Do you think it's something we should continue or re-think. But, I haven't gotten a response yet.

And then finally at the very end, the financial tool recommendations and the Market Base Plan, a revolving loan fund, CDBG, a bank, a community development corporation, community capital fund. A community capital fund could now be something a lot like – I put when the report was

written in 2010, Kickstarter and Indiegogo weren't really on the radar at all. Now they're huge. Tons of businesses get funded, and projects get funded through both of those. So, essentially – I mean, he was ahead of his time – community capital fund is basically like both his. . . (inaudible) . . . both of those website would operate. So it's a grass roots opportunity to invest in a great idea.

So, that's just kind of staff throwing out for you everything that we know is in motion and the status of what's already taken place in terms of the market development elements.

Mr. Mitchell: Awesome. Thank you. I have a question and I just never heard any history. Is there ever been any, any talk or proposal about doing some kind of museum in down town Wailuku that would sort of capture not just the town history, but regional history, where people – I mean, I'm just thinking you've got the sugar museum, you've got things that are natural draws for tourists.

Ms. Wade: The Maui Historical Society. Yeah, so the Maui Historical Society has the Bailey House now.

Mr. Mitchell: Right, right.

Ms. Wade: But in addition to that, the only other conversation that I have been involved with – but is really compelling as I'm concerned – would be something like a children's museum which would have kind of an educational aspects for kids. It could be associated with Hawaiian culture and all kinds of different things. Rachel Hackerson was the one who's been working on that. And I can find out the status for you, add it, add it to this. That's probably a great idea.

Mr. Mitchell: I just came back from San Antonio, and if we can get a river flow to Wailuku and put boats on it, we'd be, we could be in there.

Ms. Wade: There you go.

Mr. Fairbanks: . . . (inaudible) . . .

Ms. Wade: Stream restoration.

- 3. Discussion on licensing the use of the Wailuku Town brand information for the support of business recruitment and retention efforts. The board will discuss the potential use of the brand and MRA's role in the project and may direct staff and corporation counsel to develop a license agreement which would be reviewed by the board at a subsequent meeting.**

Mr. Mitchell: Yeah. Pretty cool. Alright, thank you. Moving on to item #3. Discussion on licensing the use of the Wailuku town brand information for support of business and recruitment and retention efforts. The board will discuss the potential use of the brand, MRA's role in the

project, and may direct staff and Corporation Counsel – that's you – to develop license agreement which would be reviewed by the board at subsequent meetings. And that was in request to Sae Design's last presentation to us, and in talking about how that logo would be used, and who owns it, and now that we have it, what do we do with it.

Ms. Wade: Right. So she did provide a project proposal for what they would order at this point with the logo, with the logo on it. So she's got the bags, and cups, and things like that that they would order, with the intention of setting up what I mentioned being the Wailuku Forward Fund. And so funds and proceeds from the use of the logo would then go back into the Wailuku Forward Fund is the proposal. But for the purposes of today's discussion what we wanted to do was find out are you open to licensing the use of the brand for a purpose like this. The reason we're asking this is essentially – it's kind of like – talking to James about this – it's kind of like the property across the street from 505 Front Street, in Lahaina. The County doesn't really intend to do anything in particular with it at the moment, but it's very useful for the Friends of Mokuula in terms of fund-raising and furthering their cause, which is also good for the County. So similarly if there was an organization that had an opportunity to use the brand to accomplish the mission of the redevelopment agency, would and should we consider licensing it to that organization. And should –. Because essentially too the MRA doesn't have the capacity to accept funds as it's structured at the moment. There's no bank account that the MRA can directly receive funds to. Nor do you have the ability to provide tax exempted donations. So if someone were to donate the money that doesn't give them the – they can't write it off as a donation. Whereas there would be other organizations that could receive a donation, you could get a tax relief for. So, that being the thinking, should James and I have a more in depth conversation about a license agreement for the use of the brands, with the understanding that the use would have to further the cause of the redevelopment agency?

Mr. Fairbanks: I think so.

Mr. Mitchell: Absolutely. So if the MRA wanted to make t-shirts and wholesale them to somebody in town, we actually couldn't do that because we don't have a bank account in order to operate out of.

Ms. Wade: Exactly.

Mr. Mitchell: I just asked the question.

Ms. Wade: You're volunteering Tom to run the booth.

Mr. Mitchell: Then a licensing –. A licensing agreement then would allow a particular vendor to use the logo. But the MRA would presumably get some margin or cut off of each item or something? Is that how that works?

Ms. Wade: That's a good question. I mean, we could structure it however you felt appropriate. In the scenario that we've conceptualize so far, it would essentially be that it would create the revolving loan fund, more or less, by funding the production of, let's say, cups and bags and

things with the logo that we would license to either Saedene or to a community association or another entity. You basically fund those items. The sale of those items would then would be replaced –. So let's say, or we know exactly what the cost. So the bag costs \$10 to make, and it gets sold for \$25, right? Whatever the, the sale of that item is sponsoring. So if it's sponsoring an activity like the lao Plaza development, then the \$15 above what the item costs in the first place, goes to the lao Plaza. The \$10 then could remain in the fund as like a revolving loan, you know. So a total of \$6,000 essentially of what this products would cost, would basically stay then in the fund. And then they could continue to leverage that to raise money for whatever other activity that we authorize them to use to raise the money for.

Mr. Mitchell: We create the MRA LLC?

Mr. Fairbanks: So we have to buy these to do this project?

Ms. Wade: We don't have to. No. We don't have to. I mean –

Mr. Mitchell: This is for, like, it's a reference of what a retail item or something would actually cost to create.

Ms. Wade: This is, yes. Exactly.

Mr. Fairbanks: I understand that, but to license this to somebody else, we have to, right, to make it work?

Ms. Wade: You wouldn't have to. It's just the question of how effective you want it to be, you know.

Mr. Fairbanks: So it would be a one time . . . (inaudible) . . .

Ms. Wade: Right.

Mr. Fairbanks: . . . (inaudible) . . .

Mr. Mitchell: There's not a venue to distribute these now, though. Even if we had them there wouldn't be a way. Somebody would have to agree to retail them.

Ms. Wade: Except that's also the website expansion would be for where you could –

Mr. Mitchell: You could order from the website.

Ms. Wade: You could order it from the website. Right. Exactly.

Mr. Mitchell: So are we looking for an action on this or is this FYI?

Ms. Wade: What we're looking for is some direction on the licensing, so is there an interest in

doing the licensing and should James and I work on an agreement of some type that would have conditions.

Mr. Fairbanks: You should give out the bumper sticker at the Wailuku First Friday.

Ms. Wade: Yeah. We're not going to give them out.

Mr. Fairbanks: I mean, they're 50 cents each. We have a budget.

Ms. Wade: That's a perfect venue too, you know, where it might not have to be available in a retail setting all the time. But on First Fridays, that's a great – it's a single . . . (inaudible) . . .

Mr. Fujimoto: I'm okay with you guys talking about drawing up the license agreement. I think the purchase of all this other stuff needs more discussion.

Mr. Fairbanks: Yeah.

Ms. Wade: Yeah.

Mr. Mitchell: Okay? Item #3, discussion of – well, we just did that, discussion of licensing agreement. Item #4, discussion of website. We kind of touched on that. Is there anything else?

- 4. Discussion on Website. The board will discuss the possibility of a transition from a purely Maui Redevelopment Agency website to lending their support to a Wailuku Town website as envisioned in the branding exercise. A site map of the proposed website will be discussed with recommendations for where information about the Maui Redevelopment Agency could be accessed. The board may take action to direct staff efforts.**

Ms. Wade: Ashley has come. Did you bring anything about the website?

Ms. Ashley Takitani: Yeah.

Ms. Wade: Okay. Ashley has come to –. Some further development has gone on, just kind of behind the scenes about what need to happen on the website especially relating to the donating and things. Yeah. You should be able to eject that.

Mr. Fairbanks: Do we have to make a motion on this?

Ms. Wade: You're just kind of directing staff, so that's okay.

Mr. James Giroux: Yeah. My, I mean, my, my perception is that we would talk and try to come

up with something generic. Like, we wouldn't be looking at who the licensee would be. But we could come up with something that – so you could have a policy discussion, you know? I mean, so if we come up with bad ideas, you can just change them and it would be easier for drafting. And then once you guys reach that policy decision, then the drafting will get a lot easier after that. And so, it's going to be several steps so that, you know, everybody has a chance to comment and participate as far as –. Because it's, it's a – I mean, conceptually from the bureaucratic stand point it's do you want to do it or not. And then, it's once you step forward, what are the terms, conditions, you know, how much control do you want, how much return do you want, how much – you know, what kind of liability issues need to be covered, those kinds of things. Because what we want to do ultimately is, is protect the logo that we paid for so that there is gonna be some economic benefit. It's just that, who's going to get the majority of that, and how, how is that gonna further the cause of the MRA.

Ms. Wade: The website construction, and how it would work, yeah.

Ms. Takitani: So this is the proposed web map. What we did was website that was – we came up with a web map first of all of what we needed on the site, what's . . . (inaudible) . . . And then from there we have a website them to go along with what we need that way it . . . (inaudible) . . .

So what we did is found this theme. It looks like this – sorry I know it's hard to see. This is a sketch of what the home page would look like. So you see the logo here. Then these are – this is the menu bar. Big roots, big to dos, big business, big news, and big help. Underneath those – and again, that's the same with our branding. Underneath – oh, you really can't see that. Under each of those menu items, under big roots, would be a little bit of Wailuku's history, Wailuku's culture, community partnership. So here we would have a little blurb on the WCA, the property owners group, as well as the MRA and County. And we could also have links there to lead a viewer to those website.

Under big to dos there would be a list of restaurants that we would call ono grinds. And if you are a WCA member, you would have a link to your restaurant. So we'll list all the restaurants in Wailuku. If you do pay your WCA membership fees, then those businesses would have a link to their website. The arts, so we would include MAPA, Iao Theater, any other type of art activities going on in Wailuku. Unique shops, so it would be list of retail stores. And again if you are WCA member you would have link to your actual website.

Under big businesses would be a list of services. Again, a link if you're a WCA member. Non-profits in Wailuku. And then any leasing opportunities. So if someone were looking for an available space they could come to this website and see which spaces were available in Wailuku and would be then directed to the right realtor, the right contact people.

Under big news is, would be sort of a type of blog role. So it would be, you know, how when you go to a blog you can kind of see the most update post about the latest events, and you can kind of scroll down to see what else has been happening. So it would include sections on people, events, such as First Friday, any type of art going on, Iao Theater shows, and then

projects such as reWailuku, the Wi-Fi that we have going on, and then the mural. And then press, any news articles, any videos, anything in the press about Wailuku.

And then under help would be WCA membership. So you could fill out a form, or just learn how to be a WCA member and, you know, the perks of being a WCA member, and the WCA does. The Wailuku Forward Fund. You could offer to volunteer, and then there's going to be your voice which will be a comment section, or, you know, it will have contact information if you have questions or comments about any thing in Wailuku.

So if we look at the home page, this right here will be rotating banners. That again, that will lead to these different topics. So, small town, big party, that will lead to events. Small town, big history, that would lead to the history page. Big dreams, that would lead to, you know, rental opportunities, things like that. Lease opportunities. These buttons here will lead you to the art, eat, shops and events page. We'll also have a calendar of events on this page where if they can simply click on the calendar and they'll see the events for the month. This section will be for the Wailuku Town Forward Fund. Have a talked about?

Ms. Wade: Very briefly.

Ms. Takitani: Okay, so this section will be basically where someone can – they can just click on this and they can donate now. So it will have a list of the different tiers of donations. So if you donate this much, you'll get this for it. That's where our promo items come it. You know, if you donate this much, you'll get a tote bag, you'll get a goodie bag from Wailuku merchants, things like that. So it will have a list of the different donations here as well as the perks, and they'll also be able to donate directly online.

This will be small business dot highlights. This will be where you can join Wailuku, join the Wailuku Community Association. This will be a project highlight right here. Anything that's going on. The latest blog post. We'll put an image here and that will lead to the latest blog post, the latest news. And then, here, this will be small business highlights. So, we just, you know, threw a few pictures in here. This is Stephanie's Beauty Salon. We can talk about the history of her business. And this section is just kind of focused on the small local businesses within Wailuku.

Here again is the donation. If you donate, you – this is an example of a sticker, of a t-shirt, of a tote bag. And again it will be a community partnership. So we'll have links to the WCA as well as the County. And these are examples of pages within the site. So as where that was the home page, this would be the page for the Wailuku Town Forward Fund. So, did you want me to kind of go over the Forward Fund or –

Ms. Wade: Yeah. I talked to them about how recruitment and retention, and that, you know, there's been a conversation about having this rotating, this kind of a revolving fund that –. We haven't talk who or what specifically it might benefit.

Ms. Takitani: Yeah, so this would be the page for the Wailuku Town Forward Fund where the

business being helped or the business that is receiving those donation right now would have a little picture, have a little blurb on them, and so we could talk about this year's business. Talk about the goals, how it helps, exactly where your money's going to, how the entire fund works, volunteers, how the money will keep going forward within the town. We'll kind of give a brief description about our selection committee, and then, an application, if you want to be a business, to receive funding in the future.

And then these are just another couple of examples of separate pages within the site. So here this would be a highlighted web page. So say you do become a member of the WCA, you'll, you're, like I said, your business will be highlighted and linked to. And we'll also give you a little blurb within the website. So we'll have featured businesses.

And this is also an example of how our blog site will work with projects. So, for example, the Hui Noeau's art mural that they did, we could talk about that, how it works, and at the same time, you can go directly to these other sections as well while you're any where in the web page.

Any questions about how the website works? This is just kind of a really brief overview on our initial sketch.

Mr. Fujimoto: Is there a map?

Ms. Takitani: You know, I think we are going to implement a map. That's not actually not in this, but we talked about putting a map in. That would include places to park –

Mr. Fujimoto: All the businesses.

Ms. Takitani: Yeah, exactly. All businesses, places to park. You know, one-way streets. Yeah, so we do plan on implementing a map as well.

Mr. Mitchell: And this will take the place of the existing MRA website?

Ms. Takitani: No this will just be within the MRA website, I think there's – I don't know what that button is, about Wailuku or something. And right now it's a pretty static page.

Mr. Mitchell: Right.

Ms. Takitani: So if they were on the MRA website, and they clicked that button about Wailuku, it would take them directly to this.

Mr. Mitchell: Or if they went to that they could go back, back and forth?

Ms. Takitani: Exactly. They can go back and forth. Yeah, so we'll link back to the MRA website, and the MRA website will link to here. The domain name for this is Wailuku Town dot org which we do, we do have.



Ms. Wade: So I should actually to clarify too, essentially the work of Sae Design ended with the final branding presentation, so Ashley is here on behalf of the community association. And they've been – this, all of this work that's gone into it now has all been volunteered, and we're not paying for any of the, any of the stuff that they have worked on to start filling in the gaps on this, at this point. So we're kind of proceeding now as a partnership activity where, you know, the MRA funded the initial conceptualization and now they're sort of seeing it through to the next step, and contributing what they can as an in kind.

Mr. Mitchell: Thank you. So what do we –? How do we help from here?

Ms. Wade: What's next?

Mr. Mitchell: Yeah. Right.

Ms. Wade: So there will be programming needs, so if the donations thing becomes a possibility that requires programming to be able to pay online. The maps, if it's interactive, is going to require some programming. And then basically in order for the site to flow well so that when you click on one thing and all the inter workings behind what you see on the page requires some programming efforts that we'll have to fund. So we've been talking with, you know, our long time contractor with Mana Web about doing some of the, that programming work. And we can just continue our contract with her to do that.

Mr. Mitchell: And that may be the web master too, to update all that kind of thing . . . (inaudible)  
. . .

Ms. Wade: In some cases. I think a lot of the time, like the events and stuff that's going to be hosted by the community association anyway, they're gonna want to show the content.

Ms. Takitani: Yeah. So for now we can do the update and so that shouldn't be that much more of a cost right now currently. And the programming as well. I mean, I know programming is expensive, but at the same time because we chose a word press theme we can kind of can just plug in our designs. Yeah, so it shouldn't –. You know, it won't be as a bad as building a new website from scratch.

Mr. Mitchell: Right.

Ms. Wade: So at this juncture, I don't have any quotes about programming or what the cost is going to be. But I wanted you to see the direction that it was headed so that – because I gotta give the programmer something in order for us to get the quote of what's gonna happen next. So we got your comment about the map. That would be an important thing to do.

Ms. Takitani: For sure. There definitely be a map and a calendar.

Mr. Mitchell: Do you have a question?

Ms. Alexa Betts Basinger: Public testimony on this item?

Mr. Mitchell: Sure. Yeah, anybody who would like to testify on this, by all means, please, come up to the podium. Please state your name for the record.

Ms. Betts Basinger: My name is Alexa Betts Basinger, and I'm speaking as a member of Wailuku Community Association, and an excited member when this was presented at our meeting the other day. I want to give you a little bit of history about the Maui Redevelopment Agency website itself, and that was many years in the making. And it's a website that demands content input, et cetera, and I was a very active MRA member in that. But, times change, and sometimes you don't have enough staff to keep up the kinds of things like this. However, the history of the MRA website is really interesting. I'll be brief. It wasn't meant to be an MRA website. It was meant to be this. And it was in Mayor Arakawa's first term that the Office of Economic Development went to the Wailuku community and gave them money to develop this website. Well, for a variety of reasons, the community didn't come together very well, and that money just sort of sat there. So the MRA said well, we, we still have an opportunity in the MRA to let the community know what we're doing via a website. Let's take that money, build the MRA website so the community knows what's going on. And if you go to the MRA website, you'll see that developed in it was a little tab at the bottom that took you to a domain called Wailuku Maui dot org, I believe. And that's owned by you. And it was meant to at one, one day in the future be this. Now this will not be Wailuku Maui dot org. This will be Wailuku Town dot org, but it will still link on that spot, and it will, it will give this body that missing piece on your web page right now for content. So, I just wanted to say I'm really excited about this. I think details will need to be worked out and liabilities will need to be worked out on donations and et cetera. And I know you guys will do a great job doing that. But, I just wanna say that this is just one of the best things that could happen for the merchant revitalization of, of Wailuku town. Thank you.

Mr. Mitchell: Thank you. Questions? Is it possible to get the bulk of the component up without the donation part? Can that be a work in progress?

Ms. Takitani: Yes. We can do that. I know that the Wailuku Town Forward Fund their goal was to start it in August.

Mr. Mitchell: Okay.

Ms. Takitani: So, you know, we can, we can definitely start working on this, start implementing the design right now, and add the donations later. I guess we kind of want to talk to the programmer before we start all that to make sure that –

Mr. Mitchell: – it works.

Ms. Takitani: Yeah, that time line works, and that chronologically every thing will fall into place. But we can start doing that.

Mr. Mitchell: Okay.

Ms. Wade: Can I think out loud for a minute?

Mr. Mitchell: Sure. Sure.

Ms. Wade: So the Forward Fund idea which, you know, is suppose to help an existing business, wouldn't necessarily have to use the brand. It could use, it could use the business's brand, and accept donations and that kind of a thing. Or, the, the opportunity to, to assist the business could in fact, potentially, still use –. I mean, the website being up is going to be helpful, regardless. But I'm trying to determine if there's an opportunity to use the website to accept donations. Because the issue, the issue for the acceptance of donations to the Forward Fund is the tax exempted status that they would get if they donated to WCA, as opposed to if I just give to a business. Right? And really that only benefits a large donor. I mean if I give \$20, I'm not going to turn it in with, when I file my taxes probably. But if I give \$1,000, it's nice to have the letter. Which is the only reason that I would say it might be nice to be able to deploy the donation thing, but not authorize the use of the brand at the same time, if you wanted to hold back on the use of the brand. Because – just because it, it allows the project of the Wailuku Forward Fund to take the next step. It kind of complicates things though.

Mr. Mitchell: Yeah, so the agency – the Forward Fund would actually be a function of the WCA. WCA would be the forwarding. That would be the entity that people would forward to?

Ms. Wade: Correct. And Richard looks obligated at the moment, but I'm going to relay what you folks told me that if, for the Wailuku Forward Fund, for WCA, you folks were discussing setting up a completely separate accounts in the name of WCA. Is that correct? Can I speak to that Richard?

Mr. Mitchell: Sure please.

Ms. Wade: Thank you.

Mr. Richard Priest: Hi. Good afternoon. Richard Priest.

Mr. Mitchell: Hi Richard.

Mr. Priest: I'm serving on the board of Wailuku Community Association. Just to give you just a broad paint brush briefly where we're going in the next year. I think we're in a building growth phase. Under my . . . (inaudible) . . . organization we're going the go slow approach. . . .(inaudible) . . . of the members but conceptually in the design we're not taking much risk. We're looking at our organization now as we collect information and we exchange information with our community. We're not really even that active with this conglomerate of all the other community association because we kind of build our own. If there's any concern about liability and what's going to go on this website as far as taking a position on issues, that's going to have a hard time getting pass me. This is essentially to build, build our community, kind of re-

invigorate the Wailuku community, Wailuku Community Association and build a strong business community because through that, I think, the rest of the community thrives. So that's where we're going in concept. Whether we get there or not, or whether we're making strides on that, it's for the community to give us feedback. I think this project fits in perfectly with that overall concept, the website. And, you know, if it turns out that we can help a community business we'll do that. But we want to do it the right way. So funds need to be put into a separate account. We can easily do that.

Mr. Mitchell: I guess I agree it would be nice to deploy the website, and if the fund isn't sort of thought out and leave that to be a future phase of the website maybe. But to have a website up for a business promotion sure make a lot of sense. We, as the MRA, the only involvement we've had directly in it would be the logo.

Ms. Wade: Right, and potentially funding some additional programming like the map.

Mr. Mitchell: Right. Right.

Ms. Wade: And then, you know, as efforts for reWailuku continue because that will continue to come out as new budget cycle comes, there will be more conversations that come up. So those kinds of events and information can also be broadcast on the website and in the blog.

Mr. Mitchell: So the website can be a work in progress. But they can get it up and make it link to it, then, it has potential value. Somebody is going to see it somewhere.

Ms. Takitani: We're also hoping to build an e-mail sign up page.

Mr. Mitchell: Sure.

Ms. Takitani: Kind like an e-news thing, so that would be right up here where you can just sign up to get e-mails. So, you know, any updates going on the town, reWailuku thing. Because we do already have a list from the reWailuku workshop so we figure this would be really good way to build that list as well to get the news out to the community.

Mr. Mitchell: Do we need to take any action?

Ms. Wade: Just if it's okay for us to take this now through the programmer and get some quotes about what the next steps would be.

Mr. Fujimoto: It's okay.

Mr. Mitchell: It's okay. Three okays. Unanimously okay.

Ms. Takitani: Thank you.

Mr. Mitchell: Thank you Ashley. Thank you everybody.

Ms. Takitani: Thank you guys.

**E. BUDGET**

**1. Cash-flow report**

Mr. Mitchell: Let's see. Do we have a cash flow? We're doing cash flow report today?

Ms. Wade: Oh, I don't think we have one.

Mr. Mitchell: I didn't see one.

Ms. Wade: Shirley barely got her computer back up unfortunately.

Mr. Fairbanks: We don't have any money to spend.

Mr. Mitchell: We will soon.

Ms. Wade: Yeah, you will, tomorrow.

Mr. Mitchell: We will tomorrow, so we can't spend it today. We can't spend it today, so –

**2. Quote from Maui Nui Botanical Gardens to continue and enhance the maintenance of the plantings and irrigation system on Market Street totaling \$3,752.60 for the year. The board may take action to fund this activity.**

Ms. Wade: The quote from Maui Nui, I think I appraised you at the last meeting that we asked them to give us an invoice for the work that they've been doing. I was amazed that it's as low as it is. Yeah, so they basically put what their costs are to come out and maintain the plants, and replace the sprinkler heads, and set the batteries and the testing on that. So a couple of the plants I asked because a couple of the plants I noticed not, weren't bearing so well when I got back from maternity leave. And I saw Tamara on Tuesday, she looked so overwhelmed. Oh, no, do you need some help? And she just said, yeah, we could definitely use a little bit of help.

Mr. Mitchell: We think, we hope that the park would be built in this period of time. Then that can morph, this contract could then morph into something in the park. They're okay with that?

Ms. Wade: Yeah. I mean, they would have additional costs.

Mr. Mitchell: Right. Right.

Ms. Wade: So this is just for right now, the plant, the existing planters.

Mr. Mitchell: And that's for a year?

Ms. Wade: That's for a whole year.

Mr. Mitchell: Wow.

Ms. Wade: You think you'd be hard press to find someone to do your garden with this.

Mr. Mitchell: Do we need to make a motion, take an action to approve this?

Ms. Wade: Yes.

Mr. Mitchell: Anybody want to?

Mr. Fujimoto: So move.

Mr. Mitchell: We have motion to –

Mr. Fairbank: Second.

Mr. Mitchell: Second. All in favor? Unanimously approved to accept that – the proposal from Maui Botanical Gardens, Maui Nui Botanical Gardens to maintain Market Street landscape as noted in their June 18<sup>th</sup>, 2013 proposal.

**It was moved by Mr. Don Fujimoto, seconded by Mr. Tom Fairbanks, then unanimously**

**VOTED: to approve the Maui Nui Botanical Garden's proposal to maintain Market Street landscape as noted in their June 18<sup>th</sup>, 2013 proposal.**

**(Assenting: B. Mitchell, D. Fujimoto, T. Fairbanks**

**Excused: W. Suzuki, C. Ball)**

- 3. Quote from Sae Design on the purchase and printing costs of Wailuku Town brand items. Selection of proposed items will be at MRA's discretion and associated costs may range from approximately \$4,200 to \$5,900 based upon the items selected. The board may take action to fund this activity.**

Ms. Wade: And in that second quote it sounded like you folks preferred to defer till a later date. Is that correct?

Mr. Mitchell: That's, I think, correct. Anybody have any – defer on the promotional material until

we have an understanding of licensing agreements, and how, how, where and when the MRA might . . . (inaudible) . . . recoup the cost of our investment in the marketing project. Wonderful. Unanimously. We are an exciting bunch for sure. Open project's list. Are any of these actually opened or are they just left, left overs?

**F. OPEN PROJECTS LIST**

- 1. David Dwyer - Fujimoto Building**
- 2. Green Lotus sign permit**

Ms. Wade: The David Dwyer stays open for 30-days after the letter gets issued in case there's an appeal.

Mr. Mitchell: Okay.

Ms. Wade: That's why that one is still open. And then the Green Lotus sign permit, they're going to be coming in next month. They have a request to – Green Lotus is now occupying the building at the corner of Church and Main, the old Linda Lingle office. . . (inaudible) . . . They want to have it – a sign that does not comply with the design guidelines and also to paint the front facade of their building that lotus and crystals and things like that which I denied their request for that. So they're – they have to come to you.

Mr. Mitchell: For a variance?

Ms. Wade: Appeal.

Mr. Mitchell: Another – not on the agenda, but a topic, same topic. Did the taco stand get approved? Were they able to work out their approval to stay? I mean, they look pretty permanent now.

Ms. Wade: Amigos?

Mr. Mitchell: Yeah, Amigos. No? Okay, anything else, I guess, we want on our next month's agenda, we will potentially have a meeting with potentially.

Ms. Wade: With Andy Miller here. If James and I put our act together you'll have a draft license agreement.

Mr. Giroux: This is going to take at least . . . (inaudible) . . .

Ms. Wade: No, . . . (inaudible) . . . Yeah, we're going to get working on that.

Mr. Giroux: You know on that track too, I don't want to throw a wrench, but did we look at trade marking, or registering?

Mr. Mitchell: Copy righting?

Mr. Giroux: Yeah because this faces a lot of intellectual property issues, and I just want to kind – I know we want to focus on the license, but I'd like to throw in some advise and counsel to see, do you want us to look at those other issues to make sure that we get the full benefit of this product?

Mr. Mitchell: Yes. There's no question. There's no point in doing it if you can't copy right it. Is copy right the right word?

Mr. Giroux: Well, there's trade marks, copy right. You know, there's a lot intellectual property things you can do to make sure that – if people start to use it that you can either stop them for using it or you can collect money because they're using it.

Mr. Mitchell: Right. Great. Well, I guess and I think if Andy is here next meeting, it's probably would be just two items. It's probably a whole meeting yeah?

Ms. Wade: Yes.

Mr. Mitchell: So we don't – we don't want to waste Andy – we don't want to waste Andy's time. We want to use him as much as possible.

Ms. Wade: Yes.

Mr. Mitchell: Okay.

Ms. Wade: . . . (inaudible) . . . the Green Lotus.

Mr. Mitchell: Right. Anybody got anything else? Questions, concerns, comments? Seeing none, we will adjourn the meeting at about 2:07 p.m. Aloha.

**G. NEXT MEETING DATE: July 26, 2013**

**H. ADJOURNMENT**

There being no further business brought forward to the Agency, the meeting was adjourned at approximately 2:07 p.m.

Respectfully submitted by,

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



**RECORD OF ATTENDANCE**

**Members Present:**

Thomas Fairbanks III  
Don Fujimoto, Vice-Chair  
William Mitchell, Chair

**Excused:**

Carol Ball  
Warren Suzuki

**Others:**

Erin Wade, Small Town Planner, Current Planning Division  
James Giroux, Deputy Corporation Counsel