

**MAUI REDEVELOPMENT AGENCY
REGULAR MEETING
AUGUST 23, 2013**

APPROVED 11-22-2013

A. CALL TO ORDER

The regular meeting of the Maui Redevelopment Agency (Agency) was called to order by Mr. Bill Mitchell, Chair, at approximately 1:04 p.m. Friday, August 23, 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.)

Mr. William Mitchell: Well, I guess we're gonna go ahead and call this meeting to order. We've got, we've got a quorum. Carol, Don, Warren, myself. So this is August 23rd, 2013. Time is 1:03 p.m. And we'll call this meeting to order, and I guess we'll take a look here at the agenda items. To get things rolling, I guess we need an approval of the minutes for May 24th and June 28th. Everybody had a chance to look at those? Do I see a motion to approve those minutes?

B. APPROVAL OF THE MINUTES OF THE MAY 24, 2013 AND JUNE 28, 2013 MEETINGS.

Mr. Warren Suzuki: So move.

Mr. Don Fujimoto: Second.

Mr. Mitchell: I've got a motion and second. All in favor say aye. So carries. Minutes are approved.

It was moved by Mr. Warren Suzuki, seconded by Mr. Don Fujimoto, then unanimously

**VOTED: to approve the minutes of the May 24, 2013 and the
June 28, 2013 meetings.**

(Assenting: C. Ball, D. Fujimoto, W. Suzuki

Excused: T. Fairbanks III)

C. PUBLIC TESTIMONY

D. PUBLIC HEARINGS - none

Mr. Mitchell: We'll take any public testimony right now. Anybody from the public who would like to testify on any of the meeting agenda items? You have three, three big minutes, and if you're, like I said, if you're case is, is convincing we might give you another minute.

Mr. Richard Dan: I usually run short.

Mr. Mitchell: Please state, please state your name for the record.

Mr. Dan: My name is Richard Dan. I'm a merchant on Market Street, resident of Wailuku. I want to thank all of you folks for your dedication to Wailuku. It's important to me and my family as we've been living, I've been on Market Street for as long as I've been. Please try to do no more harm to Wailuku. I really strongly recommend that you remove some of the concrete out -- cropping that you've put on Market Street. You know that when you . . . (inaudible) . . . Market Street, you made those out cropping on Market Street? There's at least two or three of them that can be removed and we can get some more parking into Wailuku that way. Consider it. Some, some make sense because they're near the corner. Another one make sense because it's near a handicap. There's two. The one -- there's two of those out croppings. You can take them away. They did that in Waikiki. I just want to remind everybody that the renovation of Market Street, whatever you call it, that was done with all of this -- it was done with the anticipation that the garage was going to be built prior to this. Just to refresh everybody's memory what the plan was. The plan was 15, 20 years ago, the garage would get built, the parking would get built and they would do the street. They got the money for the street. They didn't get the money for the parking. We got the street. They took away 23 parking spots from Main to Vineyard just by doing the street. Now there's two spots that are completely empty. They serve no purpose whatsoever other than to have a tree. I think the tree is nice on Market Street. We don't need that many. Until we get some more parking spots, I think the parking spot. . . (inaudible) . . . a lot more than a tree. That's it. Thanks guys.

Mr. Mitchell: Thank you. Anyone else from the public wish to testify on any of the agenda items? Mr. Starr please.

Mr. Jonathan Starr: Good afternoon commissioners. Thank you for your service. I'll keep it really short. I'm a property owner in Wailuku. I own about an acre and half right in the center of town. And I just want to express appreciation for you looking into parking issues having one of our national experts here to help advise us, and just, please, keep moving it along because we really want to see Wailuku become the kind of town that it can and should be for our future. It's where our jobs are. Let's make it a better place. Thank you.

Mr. Mitchell: Thank you very much. Anyone else in the public? Seeing none, we'll move down the agenda here into item number E, which is first on our to-do list today. We have Mr. Andy Miller, Downtown Parking and Planning Consultant, who developed the parking management analysis and plan back in May of 2011. And we've asked Andy to come back to look at his plan again based on current developments in town. And some things have changed. As Mr. Dan pointed out, the parking, probably the municipal parking structure in its current form is not going to happen. And there's some other dynamics that have happened since this study was completed. And we've also asked him to look at how we would put in place -- correct me if I'm wrong Erin -- how we would implement some of the recommendations that he's made in the 2011 report. So without further ado I will hand it over to Andy and, and let him bring us up to speed. I asked Andy to just give us a couple of minutes as part of a recap, a recap to what he did. Yeah, come up and sit with the crew here. Give us kind of a quick recap of the parameters, sort of the scope of work of what you did in the 2011 report, and then he's going

to speak to opportunities and things that he's looking at now related to conditions that we have in Wailuku town. How we might actually adopt some of these parking management strategies, putting them into place. Whether it be paid parking, redistribution of parking times, and other elements. Erin, did you want to prep us with anything else before Andy? Take it away.

E. MAUI REDEVELOPMENT AGENCY BUSINESS

- 1. Parking Management Workshop and Presentation by Mr. Andy Miller of Downtown Parking and Planning (DPP). Mr. Miller is continuing his work with the Maui Redevelopment Agency on Parking Management in Wailuku Town. Mr. Miller will solicit input from the board and the public in regards to on-street and off-street parking time allotment, revenue collection, parking technology, parking system management, and cash-in-lieu (also known as a parking assessment).**

Mr. Andy Miller: Alright, we – I guess to – hopefully everybody from the MRA has had a chance to read this study that was done about a little over two years ago – submitted it. So my – the purpose of my trip here was to kind of come back and see what's changed, if anything, and just kind of do a recheck in terms of what the results or findings were from the original study. And then also look towards what will be the next steps. If you decide to go, or try to implement some of these parking management plans, what specifically needs to happen or some of the next steps. So we've got round, I've got a round, a new round of discussions with property owners. I've spoke to both Jonathan and Richard to try to get their perspective of kind of what's happening from a merchant's point of view. And a couple of things that, that really come out. First and foremost, number one the biggest change that's occurred since I've been here and since the report has been prepared was there's no more Wailuku Main Street. And we'll talk about that because that's going to have an impact of ultimately how you're going to manage parking.

One of things we talked about is if you institute paid parking there's wide spread support from the merchants as well as the county that they believe that's the direction that you need to go to better manage the facilities that you have. But even if you contract those services out to some other entity – and there's entities out there that will do it – there still needs to be a level of responsibility at some level of government, under some agency of some sort that has to at least manage that contract and keep an eye on that vendor. So that's one of the issues that we kind of really talked a lot about between the staff, you know, the senior staff of the county, for these past couple of days. And it has a direct impact on the MRA because frankly we're at the point where the MRA needs to decide, either internally or externally, I guess, what the role, what the ultimate future role of the MRA might be. And we see it potentially as having a greater role in, in helping to guide the future of, of downtown Wailuku, Wailuku town.

So, so the point being that if you institute parking, paid parking, you can't just hire a vendor or contractor and expect that it's just going to run itself, on auto pilot. It still, it still needs you guys. But more importantly there needs to be some entity involved in establishing what the policies

are. At least making policy recommendations to the county which the county can then adopt or modify or whatever. So it's kind of that. Our discussions are always starting along those line, but that's where we feel that the MRA can really step up to the plate and basically provide that leadership for a lack of a better word, for downtown, just hopefully speak for the downtown. So that's really the crux of the issue now. And I think that's kind of what we wanted to open up, for just open discussion at this afternoon's meeting. Yeah, some of these things, when it comes to actual implementation, I'm confident that I can give you a step by step plan that you can do it. But there still has to be, you know, I have to know who that's going to be, how to structure those implementation plans because we need to identify who that entity, that organization, that you pick, whatever, . . . (inaudible) . . . And then I'll open up the floor then. So, and we're also, really, I'm here focusing on parking. But parking is just one of, of these elements involved. What we're hoping to do is talk about what entity that will take more of the leadership role in, in actually seeing the redevelopment occurring.

Ms. Carol Ball: I have a question before you begin, or are you done?

Mr. Miller: I'm done.

Ms. Ball: Okay. You know, and I'm a Johnny come lately to this discussion. But in reading your parking analysis in your introduction, I guess I'm trying to figure out where these completed surveys. You know so much focus has, has been put on parking, and I see from your introduction here that you – there were over a 1,000 completed surveys from respondents. I don't see any empirical data. All anecdotal but in fact, they . . . (inaudible) . . . parking was a deterrent to their shopping or to their visiting Wailuku. I, I would like to know a little bit more about these people that responded because downtown parking is problematic and a barrier to the economic health of downtown. Parking needs to be improved to increase supply and better management. And it's – your conclusion is it's a major detriment to the economic viability of Wailuku town surprised me because I didn't feel that the parking was the, was a detriment. It's that there's no businesses to go to. I'd like to know what these people who responded and said that the parking was the major problem where they were going to go, what were they visiting? And if you had some kind of –. Do you have data that compiles --

Mr. Miller: That, that comment – the reason I, the reason I was asked to come in the first place was after the PUMA plan was, was – those statements and that data came from the PUMA plan. That's not my empirical data. That, I pulled those comments directly from the PUMA plan. They're the ones who conducted the surveys that, that those referred to. So once that was identified in the PUMA plan, then Erin asked the consultant, do you know any parking consultants who can come out here and help us out given that that's what the major outcome. So that's where I stepped in the picture.

Ms. Ball: I see. I see. So, you know, this kind of has a life of its own, but it is because that's what your focus is, and because it's going to be the. . . (inaudible) . . .

Mr. Miller: No.

Ms. Ball: The development of Wailuku, right?

Mr. Miller: No, it's not the silver bullet. And there's a lot chicken-egg argue. There's a lot of chicken egg here in terms of residential. You need more residential downtown, but we need a grocery store, so which comes first?

Ms. Ball: You know, and, my experience with, with parking – and my office if is in the Maui Mall, and we've gone through tremendous ups and downs of occupancy, and we had a crummy parking lot initially. And then the parking lot was improved, the, the mall was revitalized, but the parking lot was empty. And sitting as a director there I remember remarking one day, the day that we have a parking problem in this mall, it would be a happy day.

Mr. Miller: Oh, yeah?

Ms. Ball: Try to go to Whole Foods on a weekday, not a big festival or anything, you cannot find parking. So to me the idea is that you. . . (inaudible) . . .

Mr. Suzuki: Exactly.

Ms. Ball: Good products, good stores, good tenants.

Mr. Miller: Well, I can kind of answer that a little bit in that you have a development code that makes it almost, that makes it prohibitally difficult for me to open up a café or a restaurant or the types of businesses that you're trying to encourage downtown because you're telling me I have to create parking on my property. And the sites are so small in this town, it's very, very, very difficult to do that. So what I would overall suggesting in the plan is that you basically exempt the types of properties that you want to try to attract within the WRA, from any parking requirement. But to do that, though, then we onerous falls upon either the county or the county through the MRA. But either way if you allow businesses to exempt and not create their own parking, it sound planning policy then to, you have to create the infrastructure and parking that's going to support those businesses.

Ms. Ball: Right.

Mr. Miller: Somewhere the parking's going to come.

Ms. Ball: Right, and, and, the culture of the community has to be taken into consideration too. Because the parking structure as it was designed earlier was impractical for the, for our community to utilize it. Nobody would go in a, in a dark parking structure and utilize the parking there when they won't even rent a business space on Vineyard Street because they're worried about late at night where they can pop the doors. So, you know, it's a huge factor. And further, why would they, they're not going to pay for parking when right down the street, there's a brand new shopping mall coming up, not a mile away. I mean, not even a half a mile away, where people can freely parking and not have to pay. It's a tough problem.

Mr. Suzuki: You know, I spend a lot of time kind of driving to Wailuku town during various times of the day and I agree with what Carol is saying as far as the types of business that are in Wailuku town really doesn't draw the customers there. I mean, there's a lot of cars in Wailuku town during the day, and there may be a lack of parking in certain areas, primarily because of the fact that county government employees occupy a large portion of the parking stalls that are available. So, but if you look at Wailuku town, and you put in paid parking, there's no question if you drive on Market Street, you know, between Main and between Vineyard, parking is a premium there. But if you, if you drive on Main, the parallel parking, you always have parking stalls available there. Even the other side of Market, between Market and Wells, there's parallel parking stalls available there. If you go in the back of where First Hawaiian Bank is where it's designated two-hour stalls, in the back, in that municipal parking lot, you know, there's always a fair amount of stalls there.

So, you know, I don't, I don't know how a paid parking program would work because I'm not 100% convinced that, you know, given the type of businesses that there are that we do have a lack of parking, I think, the reason why you see the parking problem on Market Street because that's the most convenient place to park. And the culture of Hawaii, of the residence here, is that they want to park as close as they can to where they need to go. As much as possible they're not going to, they're not going to park away and have to walk, you know, a distance beyond what, you know, they normally would have to walk. So it's a, it's a challenge, and I really don't know, you know, how successful it's gonna be. And the other question I had was you kind of made a comment about the Wailuku Main Street Association, and you were going to kind of elaborate on that, so, I'll be interested to hear what you have to say in regards to that. But I struggle with this parking thing. I don't know. I don't know. I mean, I don't know if paid parking is going to be the answer.

Mr. Miller: Well, you have a parking shortage. Somehow you have to pay to increase the parking supply. Where's that money going to come from? Who's responsibility should it be to build existing parking capacity? There's a couple of things happening. With the new county plan, hopefully their county plan will include structured parking that will hopefully bring a lot more of the county people. And we've talked more today too about little things that the county could be doing to get, basically pack more cars for county employees on the county lots to get them off the, the municipal lot.

I'm going to get side tracked a little bit, but one of things that I failed to mention that does seem to be different from when I did my study was I believe that we may have underestimated the amount of state employees spilling over into Wailuku town because we just had a very difficult time getting the information from the state. Not that they were withholding information, it's just that there was no one person who could give us an answer. And I think that the study only counted employees who were housed in state buildings, and it did not account for the state employees that are scattered around in leased space who the state did not provide them any parking spaces. So I just wanted to mention that as far as different.

But I understand your concern about paid parking, but the reality is that what you have now is a parking situation that's only enforced through punitive enforcement. If I violate a time limit,

I'm going to get whacked with anything from a \$35 to \$75 ticket or more. So what the whole goal here is to get compliance, to get allocations, to have people who are going to park all day to park where they should be parked all day which is not in the prime spaces, and have a situation where you have prime short-term spaces that have remained open . . . (inaudible) . . . The easiest way to do that is to put in a parking. So the difference is you're giving somebody the choice of paying to park a reasonable rate for a given amount of time versus a punitive effort where if you violate your time limit, we're going to come down hard on you.

Ms. Ball: Or go somewhere else.

Mr. Miller: So in terms of a self paid parking is a better self regulated system to guarantee turn over for those on street spaces. And number two because the man power level to try to enforce time limits really is a very – it's a cost – it costs money to put enough man power to truly monitor those spots, chalk the tires. It's also fraught with abuse because if somebody sees your tire get chalk they go wow, they wipe it off, they move their car to one stall. It's a highly hugely labored intensive, and a, an abuse prone system to try to manage that way. And it's all based upon punitive compliance. A paid system is based upon voluntary compliance but with that stick in the background that if you don't comply, you know, you'll, you'll pay your fine price.

Ms. Ball: So what is the possibility of the county and the state providing parking in a designated area so that in fact the people who are using this parking that we're discussing are people who, who utilize, who go to the businesses that are there. What is, what's the history on that? What's going on there?

Ms. Erin Wade: Well, the campus plan isn't totally done yet, but the, the goal is for the county to be able to provide for all of its own parking on the its campus. And then potentially to partner with the state also to provide additional parking that would be a shared resource between the county and the state. So the plans that we saw on Wednesday we couldn't take because they're, they're not – they're still in draft form. They haven't been accepted yet. But they showed the county staff the – using some transportation demand management and –

Mr. Miller: We'll talk about that more.

Ms. Wade: Yeah, and some over parking because what they're talking about where, you know, you can actually lease more stalls than there are. Because on any given day there might not be 100% of the people intending to park.

Ms. Ball: So these are new facilities or new areas?

Ms. Wade: They're not through yet.

Ms. Ball: Certainly they should be taken it into consideration for something like this. Because here, according to your graphs and everything I see there's a preponderous of government workers who are, who are occupying spaces that we're talking about allocating. If they're going to be taken cared of on, on the campus, why are we allowing? Why is that part of the mix? I

mean, you have to work tandemly – I do if you ask me – with the, with the government plan. Otherwise we're just, you know – some of the figures are a . . . (inaudible) . . .

Mr. Miller: Where we are now is it's so – a couple of things. We're talking with the county, and we, we, we spoke with the highest staff people in the county just this morning and I felt that we go some buy in, in terms of a couple things. Some of the immediate things the county can do is to start undertaking some of these transportation demand management practices. It's managing parking. So for example, every single space that's in these county lot is a numbered space and it's assigned to one person. Well, that one person doesn't come to work everyday. So if you go into any one of these county lots on any given weekday, you'll probably see that they have less occupancy than the municipal lot because you're able to, and the county is already kind of doing this, but we're going to suggest they do more of it, or at least more aggressively, they can over book the facility. So instead of assigning one person their one space, that person is only saying we're not going to guarantee your parking space, but here's the permit you have the permit to park in that lot. Okay?

Ms. Ball: Yes.

Mr. Miller: So can start over booking.

Ms. Ball: Yeah, but the solutions that about the paid parking because I, I feel like Warren, Warren does about the paid parking. The solution of the paid parking and these things that you've come up with consider that the county occupants, the county car parkers are still going to be there. But if we work tandemly with the, with what the government is doing, then they won't be there. So we don't consider those. And when we come up – we can't possibly come up with the same conclusion because that's a huge segment of parking stalls that won't be required for or that will be available for the patrons of the area.

Mr. Miller: It really comes down to this. Whatever, whenever you can pull county and state employees off that municipal lot, the better. But even at that point, that municipal lot may have enough capacity to satisfy what's there downtown right now. Is that what you want? Do you want to just satisfy what's here now or do you want to have parking infrastructure in place so that more development can occur, so that more buildings are built, so you have more tax space that's ultimately contributing to the county's – to the general fund. So, but what we're saying here, so what, if you do start to charge for parking with some of the preliminary numbers that we've run, at basically, at 50 cents per hour and \$35 a month for monthly parking which is way low compared to national standards, that would generate enough revenue to pay the bonded debt to build a parking structure on the municipal lot. That's basically what we're . . . (inaudible) . . .

So one more thing about paid parking, I understand the fear of, of adopting paid parking, but I can rattle off dozens of cities that I've worked in that are hugely successful downtowns that have charged a buck fifty to park on the street.

Ms. Ball: But this downtown is not like those downtowns.

Mr. Miller: But it could be. It could be.

Ms. Ball: The proximity of free parking that gives all the goods and services that people need is a close, walking distance.

Mr. Miller: But they do they all have the character of Wailuku town?

Ms. Ball: You have to look, you have to look at the . . . (inaudible) . . .

Mr. Suzuki: Couple of comments. You know, I listen to what you were saying Andy, and you were saying that your parking management plan was developed based upon the PUMA report that was done. And the PUMA report was more a market study to determine what types of businesses are needed in Wailuku town to attract the residence and other people to come to Wailuku town. And you're addressing the parking issue based upon what type of businesses should be in there. You know, as Carol and I discussed, until those types of businesses come into Wailuku town, really, your parking plan may not succeed because they go hand and hand. So to say – and I'm not trying to argue – to say, okay, let's implement the parking plan with a paid parking, you know, in Wailuku town, without addressing the issue as far as the type of business that's in there. As Carol said, you're not going get people come to Wailuku town because there's nothing in Wailuku town from a business perspective to draw them in there, now you having to pay for parking.

And the other concern, and I shared this at several other meetings about, you know, paid parking, Andy is that the, the uniqueness about Wailuku town is that it's surrounded by a firm amount of residential area where parking on the streets are essentially free. Unfortunately the streets are fairly narrow. But if you look the streets that's off, you know, Wells Street here, if you were to walk there, I feel sorry for the residents that live on those streets when you have cars parked on both sides of street. Essentially it's wide enough for only one car to pass, you know, which ever way. And it's not wide enough for two cars to pass, you know, while trying to pass the same. And again, the nature and the culture of people here is that if you start to charge for parking in the Wailuku town area, they're gonna, they're gonna seek out the free parking areas. And they're likely are going to encroach more into the residential area. And that's a concern that I have, and I previously raised is that we, we need to implement you know at some point in time paid parking. But at the same time we need to do in such a way where we don't adversely affect the neighboring residential community because then you're going to destroy the, you know, what those communities are, are all about, and that's a concern. And do we do that? I don't know, but I think if you go back to, you know, what initially started off our conversation by what Carol and I said, you know, can do the parking plan, but that's after you address the issue as far as the type businesses in Wailuku. If you don't address the issue as far as types of businesses, your parking plan is not going to be success as far as I can see. I may be wrong, but that's how I kind of see it because, you know, you did make the comment that your plan is based upon the PUMA study.

Mr. Miller: Well, the PUMA study called out the gravity of your parking deficit and problem. But to go back originally you can – it's not that difficult to – all you have to do is create a residential

permit parking program that doesn't allow people to park in residential neighbors unless they prove they're a residence. There's an administrative factor to that, you know, there's some process involved, but it's done all over the country. I have direct experience and it works quite effectively.

Ms. Ball: And I understand your solutions and I laud you for those, but what we're doing is which referring . . . (inaudible) . . . charging for parking. Now we're saying you can't park in certain areas. The idea was to invite people to come because it was a great environment for them to have a business. But we can't create parking that's a deterrent. And, any, you know, am I wrong about this fact that once you take care of the government workers that in fact the parking, we can work with, it's reasonable to work with the parking stalls that will be available for patrons and businesses.

Mr. Miller: First of all solving the state and county employee problems is going to take years to happen because the only way it's going to be solved is for them to build a structure to capacity to get them off the street. So that's unfortunately that's a long-term fix. It's not going to happen right away. It's not going to happen in the near term. But either way you look at – and I guess the other question is who should be responsible to pay? You know, there's no such thing as free parking. A parking stall has to be maintained. Look at the condition of the municipal lot right now. There's no revenue being generated from any kind of parking fund, and that's why the municipal lot has been sitting there in the condition that it's in right now. So the county hasn't figured out where to get –. I mean, I don't –. So, there's no such thing as free parking. It costs to maintain it. It costs to light it. So –

Mr. Suzuki: Andy I'll come back to you on that right away. You see, the county government here in Hawaii, on Maui, will react to public grumbling, public concerns raised. Because the municipal parking is a free parking and government employees, primarily, the people that park there, they're not going to complain about the condition of the parking lot because they're parking there free. The moment, the moment they raise concern about the condition of the parking lot, and monies that are put in there, then along with that you're gonna likely see some changes made to maybe trying to generate revenue because there is a need to expend money to improve the parking lot. But because no one complains about the condition of the parking lot, government is not, is not forced, they're not, there's no need for them to improve the parking. So it's status quo, so nothing happens. I mean, that's typically how things are here. I mean, you know, if you go up in residential areas, and if nobody complains about a condition of a road, they won't fix it. But if enough people complains about the condition of a road, then they'll come in and fix it. So, it's whoever cries the loudest will get things done. And I've said the parking lot is not going to see any improvements done because no one's complaining. As far as, the people that are there, it's free, they're not going to complain. You know, why, why, you know, create a hardship for them, you know, when really what they have is adequate for their needs. Because they just come in the morning, park their cars, go in the afternoon, and then leave. There's no need for it to be a fancy, you know, spic and span parking lot. And it's, and it's free. And unfortunately, you know, that's, that's the culture as far as Hawaii, and that's the nature in a lot of ways of, you know, how things are accomplished here in Hawaii with government from a stand point whoever cries the loudest will get results.

Ms. Ball: And Andy, and you know, I know that you said it will take years to develop a government parking, but we're, we're going to be taking years to implement our plans too. So I think they should have to, they have to work in concert. We just heard earlier from the, from some of the merchants in the, on the Wailuku Street that the parking that was that they had – I mean, the street renovation that had taken place that was done in concert with the proposed parking lot, they went ahead and did that anyway without the proposed parking structure. That's what I'm concerned about that we go ahead with some plan to implement and then the eventual government parking lots then solves some of the parking problems. And we're stuck with this when we knew full well that it was going to happen. It's, it's gonna happen that the parking will be taken care of in a variety of ways. So we can't – I don't think that we can . . . (inaudible) . . .

Mr. Miller: We're not – I don't think we're not doing it.

Ms. Wade: Today the managing director kind of suggested that we wrap the county's campus scope into this. And it's still up for discussion how much. . . (inaudible) . . .

Ms. Ball: Okay. Good.

Mr. Mitchell: My estimation, we're all paying for the parking. We're all paying for 12-hour parking for whoever gets there first. The question is the redevelopment of downtown, is that an efficient or effective use of that, of those parking spaces. And I think as a redevelopment agency we have to look the highest and best use, and that paid parking wouldn't be in all, in all of one time thing, it would be phased in. So there would have to be some, you know, level phase one, phase two, phase three, so say the public get used to it, and be that they can see value in it. That if it does become paid or the 12-hour parking stalls are taken away, and say those become paid, paid 12-hour parking stalls, then the parking lot get resurfaced and improved. There has to be some benefit. And I agree with you Warren. Unless there's a benefit, nobody is going to want it. They would drive on gravel and dirt out there if it was free. But if they can see the direct relationship between benefit to paid parking, then I think, hopefully, we get some public, you know, public support for it.

Mr. Suzuki: And one thing I wanted to pass is because I had a meeting with a council member just this past week, and we weren't talking specifically about Wailuku town. But one of the things that I, I shared with the council member was that government and the private sector needs to move more in the direction of public private parking partnership. And it's always that difficulty because there's seemed to be that lack of trust from one side to the other. And it's always been a huge hindrance. In the case of an area like Wailuku town, for example, there's no question having to put in a parking stall on each property that is developed, really would have an adverse financial impact on the project, from the development perspective, project . . . (inaudible). . . But it's not just the parking thing. It's also the infrastructure, your water, your sewer, your drainage, and everything else, Andy. And, and that's the difficult thing that – and as I shared with the council member, you know, each and every time a landowner comes in and submits a plan to redevelop their property, the first thing that's looked at is the adequacy of the infrastructure. And it's your responsibility to bring the infrastructure up to the standard that

meets what your needs are, not for the portion that just fronts your property, but from the point of adequacy. So if it's one mile away, you have to improve the infrastructure to bring it up to your property because it's the point of adequacy. And a lot of cases, you know, I would say, that more than parking has been a hindrance as far as developing especially in the, the older, you know, older areas. So that's why I share with the council member, hey, hey, you know, if county government were to partner with the private sector, then maybe county is in a position to be able to initially fund the cost of the infrastructure. But when they do that, you know, come up with, you know, some sort of assessment plan where as developers come in they, they pay their pro-rata share, you know, rather than paying, you know, the cost, you know, all the off site costs to benefit them, but not only them. You know then I think, you know, there might be opportunities but, you know, for as long as there is that mistrust, and for as long as there is that inability for public private partnership, my sense is that we're gonna, Wailuku is gonna continue to suffer and struggle in terms of, you know, being able to redevelop to the point where it will be what the market plan calls for. It will be what it was back when, when, you know, we were growing up and coming to Wailuku town because it was a vibrant town. It was the place to be. You know, everybody went there, you know, weekly afternoons, Friday nights especially. I mean, Carol and I talked about, you know, that was our weekly Friday night thing, coming to Wailuku town because we had all the businesses that, you know, that service the residence that were there. And until, you kind of get passed all of that, I don't, I don't know if Wailuku town will ever be able to get themselves to a point where they would like to get there.

Ms. Ball: Yeah, I agree. It's of concern if the Wailuku Grill close. The previous restaurant there was certainly experienced and the one just left it just shows that these are experienced people. These are not people just starting out. And when, as I've said, I approached someone about whether the spaces on Vineyard Street, and they said well, we work late at night and early in the morning so we don't feel it's safe. That's frightening, to me, about the future of my home town.

Mr. Miller: It's, it's interesting that you say that because to answer the both of you. Warren, the whole infrastructure thing, you can go a long way to solve that problem by creating a TIFF district, but it's my understanding that was shot down. Okay, so unfortunately that's a wonderful tool to do that kind of work, but it's not available. Going back to charging for parking, if you can present to the public with a nexus on you're not just charging for parking for the county to make money to put its general fund. You're charging parking to create parking, additional parking infrastructure, and whatever other revenues come out of that can go towards clean and safe programs. It could go towards street scape programs that improve the lighting, for example. If you can present that nexus and that logical argument to the general public in terms of we're not just doing this to make money, we're doing this to create a better environment downtown that's directly tied to this.

Ms. Ball: I wished the –

Mr. Miller: There's more public acceptance.

Ms. Ball: I wished the public thought that way, but they have so many more alternatives than

we did when Warren and I were growing up. Wailuku was the only town when I was growing up. There was no Costco, not to speak of the other alternatives, the little shopping centers. So we have tremendous competition. Tremendous. We cannot think in a vacuum because that's what we're dealing with. Go somewhere else.

Mr. Suzuki: You know, one of the challenges too, Andy, is that the reason why TIF really will have a difficulty moving forward is because of the fact that it has to be approved by the county council through legislation. What you're referring to will also have to go through county council through legislation. And I can see some challenges there in terms of, you know, we getting approval for that legislation that would allow the MRA. And I don't mean to be a pessimist. You know, I think, for a lot of us we've worked with county government long enough to know realistically, you know, what the, what the challenges would be for any sort of legislation to go in. And to say that we want this revenue to be able to do what we need for, for Wailuku town, you are going to be questioned to the tenth degree in terms of justification, all the money, are you bringing in more revenue than what you really need. And there's always going to be that question of mine from the stand point of, you know, are we, are you doing the right thing because one of things that unfortunately they're elected officials. Any additional costs to the general public will be perceived as something that would not go along the voting constituency, and they'll have questions in their minds. So, and that's, that's always the challenge. And again, you know, I appreciate you here, you know, not, not trying to argue against you, but I think sharing with you, you know, from my perspective and Carol's. Don't haven't said very much, but in our eyes, you know, what the, what the, what we see the reality in terms of the challenges.

Mr. Miller: And I don't want to sound too defensive either, so hopefully it's passionate. It's defensive. I mean it really is. But I can, I could also rattle off cities on the mainland who thought okay we're going to pull out our parking meters and that's going to solve our problems. Well, guess what? It created more problems. It created a parking problem. So it's not, it's, if you have something – and this is where the chicken and egg gets to – if you have something to go to and you have that dynamic element going on, paid parking is inconsequential. If you have enough buzz going on, and as long as you're not gouging folks, as long as you're charging reasonable rates, and as long as you make it convenient for them to pay so they don't have to use quarters, or . . . (inaudible) . . . dollars, if they could pull out a credit card or a debit card, or even pull out their cell phone, and poop, poop, they pay for the parking session. All of that technology is available and it's –

Mr. Suzuki: But you see it's not – as long as you have that buzz going on.

Mr. Miller: Yes.

Mr. Suzuki: Really you don't have that buzz going on right now.

Mr. Miller: Right. Part of the reason you don't have the buzz going on is because you have regulations that make it prohibitive for me to open a business because I can't meet that parking requirement.

Mr. Suzuki: Right.

Mr. Miller: So some where –

Mr. Suzuki: But it's not just the parking requirement, Andy, it's –

Mr. Miller: I agree. I agree.

Mr. Suzuki: – it's the infrastructure in general.

Mr. Miller: Trust me.

Mr. Suzuki: Parking is one component.

Mr. Miller: Parking is one component of what should be an overall downtown management plan.

Mr. Suzuki: Especially in the older areas.

Mr. Miller: It's – yeah – I hear you and that's part of where does the logger jam breaks open. And I, I talked to – everybody I've talked to today and for the past few days is if we could only just get that one project in Wailuku town. Just that one project, I'm convinced it will be the tipping point and things will start to fall in place. And when I say, I mean, a private or public private project. I'm not talking about a park or parking lot kind of thing. I'm talking about a real buildable project. Just one more project. I'm convinced we tipped the scales.

Mr. Suzuki: Can I ask a question of Erin? You know when we're talking about public private partnership and you know, Wailuku town being Wailuku town as being an older town as far as, you know, inadequate infrastructure and all that. Has government looked at the possibility of, you know, as I've said, you know, being the one to take the initiative to upgrade the infrastructure that would lead, then you know, properties to be developed and then assessment being collected from them on a fair share basis? You know, from my perspective as I've said, I would, I would think that the private landowners would be somewhat receptive to paying their fair share of the infrastructure obviously as compared to paying for everything. But, you know, paying their fair share knowing that it's a fair share contribution, and they're not the one that's having to front the cost for somebody else's development or work that they do. So you know, has government talked about, thought about the possibility of being the one to take the initiative?

Ms. Wade: During our reWailuku conversations with the administration, we started to introduce the idea of development agreements and how we could easily doing that kind of a thing. They're very receptive to it, but we haven't had a development project really to test that on at this point. And it doesn't really require any legislation so there's nothing that we would have to write. We would just have to have – it will have to go through council and get the Mayor's signature of a development agreement kind of a thing. But there's no, there's really no barrier to it happening right now.

Mr. Suzuki: But I think it's even more than just a development agreement. You know, has government thought about the possibility of taking the initiative to actually do the work, do the design, bear the cost of the infrastructure.

Ms. Wade: And special . . . (inaudible) . . .

Mr. Suzuki: Right. At a later point in time? Not – development agreements are such where, you know, if you have enough, if you have everybody down the street that agreed to do the development, you know, they need to pay their fair share assessment. I'm seeing it from the standpoint where government takes the initiative, puts in the infrastructure to accommodate the parcels, you know, based upon, you know, what the so called designated uses are according to the plan. And then as time goes on, you know, you're assuming the risks. You know, as time goes on, as people come in and develop their property, then they start to get their, you know, revenue back, through the development agreement.

Ms. Wade: Well, and that's more like the community facilities district model, right, which that legislation didn't ever make it forward yet. So we don't really have a – we don't have a mechanism at this point to institute that. We do have a business improvement district, so we have the legislative ability to do a business improvement district, which is also a special assessment. But generally it's for services.

Mr. Miller: Clean and safe program.

Ms. Wade: It's not for, it's not for, I think, CIP kind of projects.

Mr. Suzuki: . . . (inaudible) . . . I heard recently, you know, from someone in just in passing, that crime has become a significant problem in Wailuku town where American Red Cross, I think, is moving out because one of the employees got assaulted nine o'clock in the morning.

Ms. Ball: What time?

Mr. Suzuki: Nine o'clock in the morning. And that, that concerns me when I heard that.

Ms. Wade: Because we have our special police enforcement is occurring still on Tuesday and Thursday nights, but it's not, they're not there in the morning, on a weekday, because, you know, you would assume that there's enough traffic there that wouldn't be problematic.

Ms. Ball: It's becoming more and more frequent. I didn't know about that. But I heard about that Good Shepherd too. Whatever it was.

Ms. Wade: But that again speaks to Andy's, you know, point if we don't have source to pay for additional police services for Wailuku – you know, we have to basically, the county of Maui Police Department treats the county equally, right, they don't get special treatment. And we're luckily enough to have them the extra couple of days a week at this point. But we have to start looking for ways that we can provide the level of security. And, you know, relating to the

parking lot, I know for myself because I have a child who I would normally put in a stroller when I got out of that parking lot. But I can't put him in that parking lot because he shakes so much that his teeth. . . (inaudible) . . .

Mr. Miller: . . . (inaudible) . . . in his teeth, they'd fall out, right?

Ms. Wade: Yes. And he's crying within the five feet, so –

Mr. Miller: It's traffic calming.

Ms. Wade: And if, you know, my grandparents ever to come visit me out here, there's no way I could walk them through that parking lot. You know, so you are, just by the condition of the facilities today, . . . (inaudible) . . . who your market is. For Wailuku compared to Maui Mall, on the other hand, have plenty of handicap parking, easy to get in and out.

Ms. Ball: . . . (inaudible) . . .

Ms. Wade: It was not.

Ms. Ball: And, and, you know, maintenance of our present accommodations is important. We can't while we ponder this, say, well, let's not do anything because we might do something else. You know, that's a critical part about it.

Mr. Miller: And keep in mind too that if you were to go to paid parking you could also go with merchant validation programs so that if I'm the merchant and I don't want my customer pay, then I'm willing to absorb that cost. So, you know, there's certainly ways that you could do that. And not only that, even with the employees. If you do pay for parking, you can set it up so it comes out of your pre-tax wages. So it's not out of your . . . (inaudible) . . . It's not a huge benefit, but this is more on your employee's side, and it's one of the elements that we are talking to the county about. And ultimately what we're hoping to happen is the county will embrace some of these ideas, and start actually implementing them. And then we go after the state, and try to make, for a lack of better words, embarrass the state and then coming in the full and starting to do some of these things as well.

I think if anything what makes parking so difficult especially down town parking is it's not like you have a university campus or hospital campus where you can really mandate and dictate, you park here, you park there. You have such competing elements in any down town. So maybe . . . (inaudible) . . . this element, you just – I wouldn't say – you alienate, and so it's kind of like of that arcade game, the whack em all game. Every time you think you hit your one mole, another mole pops up because it's just – so it's getting balanced. But also, it's also the realization that you can never expect to make everybody happy. If you're making everybody happy then you're not – it's just – you're always going to have an element of discontent. And if your policy is directed always at just that element of discontent, then you're not going to achieve anything. So you have to – this is where the leadership comes in – you have to be able to make those tough decisions because they are tough decisions. I don't, I don't – I'm the

consultant. I'm the easy guy. I can come in, I can say it, I can go home. I realize that. But, really it's, it's, it's – I acknowledge that it's a tough decision. But if you backed it up with logic, if you backed it up with, you know, here's what the plan is, here is what's going to happen, here if we do this, what's the positive outcomes of this is going to be, you're gonna overcome that reaction. But you're always going to have your detractors, but you're going to get more and more buy in especially as long as your solutions are reasonable or you're not, not gouging.

Mr. Mitchell: Don?

Mr. Fujimoto: So it appears to me that, I mean, once somebody starts it, we're kind of forced to charge. In other words, the county builds their structure for their campus. I mean, I would think that we would want to charge also to keep the county guys in their a lot. The residential parking permits would have to be put in place because you don't want the county guys to be seeking free parking out in the residential side. So whoever starts it, I mean, you know, we've got to be – it's an all encompassing policy that has to be done, I mean, regardless of the market, or regardless of who's going to rent property and develop and whatever. Right?

Mr. Miller: And that's an interesting point. Let's not forget you already have paid parking in downtown.

Mr. Suzuki: Right.

Mr. Miller: The state building.

Mr. Fujimoto: Right.

Mr. Miller: And those parking meters are utilized all day long.

Mr. Fujimoto: Right.

Mr. Miller: And granted it's state business, but –

Ms. Ball: Well, because the people have to go there.

Mr. Fujimoto: Yeah, and be it, you know, I mean, the municipal lot maybe paid parking in terms of what you had mentioned in terms of validation by employers, or validation by the merchants, or, you know, whatever it is, but some means of control would still would have to be put in to place at that point.

Mr. Miller: It would be part of the comprehensive management.

Mr. Fujimoto: Right. Because, you know, otherwise, I mean, there's also going to be like other businesses that have their own small parking lot that people, you know, are going to try and cockroach and get in.

Mr. Miller: They're generally well self controlled.

Mr. Fujimoto: Yeah, but, you know, but still, I mean –

Mr. Miller: The incentive. . . (inaudible) . . .

Mr. Fujimoto: Right. Yeah.

Mr. Miller: Now along those line too, I think, I suggest that you do still create free parking opportunities in your remote lots. The idea that we kind of kicked around – the county was trying to secure properties where ever they could when the parking structure was more of an on track project, the idea was trying to get satellite lots to try and compensate for that loss of parking during construction. But I would highly recommend that if you even go to a paid parking system that you do offer free parking, but it's in the most out remote lots. And again, you have a defensible position of saying, we do offer free parking, it just happens to be out in the perimeter, and you just need to walk a little bit farther you want to do that.

Mr. Fujimoto: You know, because we –

Mr. Miller: It's a convenience fee, it's what you're talking about. The most convenient parking is the highest priced. Then you have middle ground. And then you have a more discounted rate for employees so they can absorb it. But you'll always have that option with the free parking out there as well, so that's that's part of the overall recommendation here as well.

Mr. Fujimoto: Yeah, because it doesn't make sense to have free parking in premium spots once you start.

Mr. Miller: It devalues it.

Mr. Fujimoto: That's right.

Mr. Miller: When you think about it. If your, if your apartment rent includes your utilities you're going to be more wasteful of those utilities. If your apartment rent breaks out utilities then you're going to be more mindful of controlling those costs. So it's just, it's just a human nature kind of thing. If create – if it's free, you know, that's a lot valuable.

Mr. Fujimoto: Right.

Mr. Suzuki: So the next step would be to have some sort of legislation, draft legislation put together that would have the language, that would have some sort of exhibits that shows the various areas and what the parking fees would be for each of the areas because, you know, we can go on talking forever, but until we see something in writing in form that can be reviewed, it can be passed on for consideration, you know, nothing will happen. Is that something that we will be planning to do?

Ms. Wade: Yeah, so Andy's next step, he's going to provide us a series of scenarios. So based on pricing at this price point, in these lots, and he'll give us a projection model for a few different scenarios. And then we would be, from there, take that and talk amongst ourselves, take it to the administration, come up with a preference. And then we would do the parking ordinance and master plan that you're saying that identifies which lot gets which pricing and time allocation.

Mr. Fujimoto: So currently do we have the power to – what's the right word – to not require any parking? You know, going back to the issue about – so we could grant variances and stuff?

Mr. Miller: Or you could amend the code.

Mr. Fujimoto: We'll I'm not sure if I want to – I'm not sure I want to amend the code but –.

Ms. Wade: It's, it's interesting though because we've granted a series of variances for parking, and then most recently we required someone right across from the municipal lot to sign an agreement to pay the cash in lieu fee when additional parking gets developed. So we should probably establish an appropriate methodology if we're going to waive completely, if they're adjacent to the municipal do they have to do cash in lieu.

Mr. Mitchell: May I add one thing? We had an interesting meeting this morning that Erin alluded to with Keith Regan, Mark Walker, Sandi Baz, and Michele Chouteau both about parking and also the relevance of the MRA and how it functions because we only meet once a month, we essentially can't collect fees, we can't really redevelop anything, is the MRA in its current form, current history, does it function effectively? And Erin – Erin and Andy can give their take on it. But after having that discussion, my impression was that they think it is a valid body in order to address things like parking on the front end of the master plan and giving it shape and direction, and then handing it off to government to implement because we don't have the power to implement that in our current form. There's also the opportunity, as Andy mentioned, that if it were implemented, and there were paid parking it could generate income that the MRA then could have control over to reinvest in the MRA district that's not outside of the realm. So there is more possibility for MRA value added input than just meeting once a month to talk about sort of the things that are in the books. And I don't know what everybody's – I'd love to get everybody's thoughts on it. But I think maybe the MRA is in a transition period going to the next step where – I've only been on the board for one year, the most experienced, I think – but it seems to me like there's a transition between what was agency sort of review type things being done in the past to the opportunity now to looking to actually implementing things that are value added and also generate revenue that we can then reinvest in the MRA. And that may be thinking too optimistically, but it looks like that opportunity might exist now where it hasn't been there before.

Ms. Ball: I'm glad you're bringing this up because prior to – after my appointment I reviewed some of the minutes and it's been a question of mine as to why do I spend the time? What's our mission? What are we suppose to do? Just okay things with the parking variances? Or we set some kind of – do we have a vision for the revitalization of Wailuku, and it should all be

done in concert – parking and what we see, the image that we want to create. If there's a theme, and I think that there should be some type of theme. Is it going to be a restaurant row? Right now the theme is non-profit. Non-profits and crime.

Mr. Miller: Right. Government center, though, right?

Ms. Ball: The portals of the town are the non-profits, and up, I think where I was brought up, it's pretty much the same as it was when I was growing up and I love it for that reason. Why is it like that and everything else is deteriorating? Because it's functional. And I, and I have been pondering this appropriately, what you're bringing up today because it's very pivotal to my thinking and why am I thinking about that. Thank you for saying that..

Mr. Mitchell: I think there's obviously been a wealth of experience over the years on the board and staff and everybody that's been here, given the economy, given the history, where Wailuku town is at, I think if we don't do, and maybe, and I say we, the MRA, don't give the impetus, the energy, the vision. reWailuku started some of that in terms of the marketing. But at the end of the day, Andy and I were talking at lunch, where's the beef? You know, what is in Wailuku town to come see? You know, why don't, why don't tourists stop in Wailuku town? You know, there's nothing to do here. There's no magnet, there's no draw. But there's no incentive for a landowner to do much with it because the difficulty of redeveloping, parking, infrastructure, all those things. So the degree that we can – I agree with you Carol – put together a master plan, if you will, of what we could see envisioning what's possible in downtown Wailuku maybe a developer would come in. I mean, we certainly have some landowners that are interested in doing things. It's not that we don't have people here that aren't interested. There's just not been a nexus of leadership in government, private partnership, whatever it may be to sort of give enough vision to say, hey, I'm going to spend some serious money to make that happen. And that's where I see the value of the MRA. I don't see a lot of value in looking at permits. The BVA, the Planning Commission, the Urban Design Review Board could do all that stuff. They don't, they don't need us to do that. We've got to reach beyond that to do redevelopment for what we have today. What do you think Warren? I see the wheels turning.

Mr. Suzuki: I agree with exactly what you're saying. In fact, what kind of surprises me is because I had a discussion with Erin too when I first got on board, five years ago. I asked Erin, Erin, you know, I don't know how long the MRA has been in existence, but a lot of the stuff that were being discussed, a lot of stuff that were being wanted to be achieve, I thought to myself, shouldn't have these, shouldn't have these things been done when the first MRA was first created? And, and it's not a negative reflection on the prior MRA, but you know, when a body is first established you do as far as a vision and all that, and you lay down the foundation, you know, have all the marketing studies. You have this parking thing and that. You have it, you have it all in place, so you have the foundation to look at with which you can move forward. The reality as far as the MRA that it was given authority to do the BVAs and all that. And you know granted maybe you could pass it on to the, the Board of Variance and Appeals, and Board of Appeals. But at the same time I don't think that's going to happen because I think that's something that MRA would be continue to be looked at to be the ones to be responsible, to handle that. But I think there's a need to move forward. The discussion that we have right now

is I think the right discussion to be had. Unfortunately we're trying to do it now when the body has been in existence for maybe 15, 20 years. And on that basis, you know, people looking from the outside in, maybe, is saying, hey, you know, what's going on? You know, what have you folks achieved? And that, that maybe kind of takes from the credibility a little bit of the MRA, and that's where, even with this discussion here being had, it makes a whole lot of sense. There's always going to be people kind of wondering, you know, what have you folks have been doing? I mean, what's the benefit of having this body? You folks, do you folks completely talk about doing these things, and never achieving it? So you have to work to that. You have to convince the body, say, hey, you know, what happened in the past happened. You know, let's look at where we are today and where we need to be and move forward from that, and take, you know, and take whatever steps that we need to, in whatever order, or whatever sequence that you need to do it. But I think the discussion, the thought right now, in my opinion is the right discussion, the right thoughts that will ultimately lead to the MRA becoming more credible and the MRA being able to achieve more than what it might achieve as far as the past.

Mr. Miller: Maybe if I'm hearing correctly what that means is the MRA needs to go rebrand itself, and it might still be the same entity, but you rebrand it. You know, just the first thought was reWailuku Inc., or something, right? But just kind of tie in to that. That the reWailuku is gaining track could somehow tie into that, tap into that, because that is – just because the MRA has a history of maybe, a perception of not really achieving all that, so maybe just a simple rebranding could just help to move it forward.

Mr. Suzuki: I think you have to establish some credibility first. I mean, the bottom line as far as in the eyes of the community is, you know, the credibility. I think once you establish some level of credibility, you know, then you would be in better position to likely move forward. Until you establish that credibility, no matter what you say, likely you won't be able to get the support.

Mr. Mitchell: Do you think the parking master plan would be something would be that, could be that vehicle that the MRA – I mean, up till now, this has been, essentially an MRA project right? The parking study, a parking master plan for all of – not just addressing just paid parking, but where – I mean, we have a lot of pieces that nobody else has. We know it's essentially going to happen. Could the parking master plan be that first step to be?

Ms. Ball: I don't know how we could do a parking master plan without knowing the type of businesses and services.

Mr. Suzuki: Exactly what I was thinking. It has to go hand in hand.

Ms. Ball: That's, that has been my concern with the parking, all of this emphasis on parking. We don't know for whom these parking spaces are going to be provided. I mean, it would be normally the businesses that are in that vicinity, correct? But we don't know what they are, and we don't have, seem to have a vision or plan of what, what we want Wailuku to be. Do we want it to be sectioned off so we have meeting places in one area, and shops, or what. Identity less. And so without that, I could not perceive of where the parking should be.

Mr. Mitchell: Yeah, I don't think, in my estimation, it's not where parking should be, but we have today is resource management of what we have. And that reWailuku did, did a lot of vision aid, visionating, visioning to what people thought Wailuku town could develop into but marring the two. What do we have, what is the vision that came out reWailuku and packaging that in a way that says this – here's a road map to get to an end product ideally knowing that it may or may not be that.

Ms. Ball: And when they were doing this reWailuku did they come up with some kind, something substantial or was it just, it would nice there?

Mr. Mitchell: You know, I'll let Erin speak to it. There's a lot, there's a lot of specific ideas on uses, types of businesses, and not just character of things, but what, what, people wanted to see in Wailuku town. The question is how do you get them there?

Ms. Ball: Well, was there a plan developed that said, you know, these are the kinds of businesses that we like, and we think that this is where they should be located it or something like that? How did it, how did it end? How did it concluded?

Ms. Wade: I can't say it's ended to be honest with you. I mean, we've had this, the development of the brand and logo was sort of the tail end of what we were going to do and then package it all together. So, and now that we're getting these final recommendations we would probably wrap the master plan, for the parking is that too, but essentially having, you know, Market and Main surrounding Market be a dining and entertainment district and designate it as a dining and entertaining district. And then working with – kind of like what Warren is saying – working with the various departments within the county and state to assist in bringing all the infrastructure needs to where they need to be, co-locating large grease traps if necessary, you know, so that can incentivize restaurant.

Ms. Ball: Okay, great. And this is based on the brain storming that took place?

Ms. Wade: Yeah.

Ms. Ball: And, but, was that disseminated some how so people know that, okay, this is the plans, guys, so save your money because if you want to open your restaurant, could you do it?

Ms. Wade: Not exactly. Dave, Dave Yamashita – would you raise your hand, in the back – so Dave and I have been sort of the two working towards pulling a product together. And both of us have been pulled on to different things as of late. But I think with a little bit of consulting man power to help us – and that's our – we keep saying by the end of this year, we really have to have something packaged. So we've got the brand now, we've got a logo, we've got all of the data. Dave has done a number of renderings and block plans that show how buildings could be oriented to maximize co-located utilities, trash collection services and those kind of things.

Ms. Ball: That's the best news I've heard.

Ms. Wade: Yay.

Ms. Ball: I'm very impress. And so you expect it to come to fruition by the end of the year, hopefully?

Ms. Wade: That's our goal. The end of this year.

Ms. Ball: Otherwise, only you know about it, right? You and your –

Ms. Wade: No. The Mayor's Office and multiple department heads have been in this conversation also. To be honest, we had to sort of vet this with the administration to find out what their level of comfort was with us introducing any of these assumptions into the, the final products. And some of the assumptions didn't go any where. Some of – and some of them got a lot . . . (inaudible) . . .

Ms. Ball: So I would think that our – the MRA would be the first to know about it because that's what everything, all of our decisions would be based on this, on this plan.

Ms. Wade: Well, it could be. Yeah, it could.

Ms. Ball: This is the first I'm hearing of it, so, you know, it would be, it would be very helpful to me if I saw a master plan.

Ms. Wade: And frankly we have probably 40 pages worth of content already developed and we could, you know, internally start to circulate that, and get some feedback from you folks to help us improve the document.

Mr. Fujimoto: Because that could probably be the credibility.

Ms. Ball: Right, exactly.

Mr. Mitchell: There you go.

Ms. Ball: Otherwise we're just floundering. When I started here, I looked at the documents, those binders and stuff, for the mission, some kind of mission statement, and, and all I could find was some kind of a picture of the zoning map. I thought, are you kidding me? Is this what they –?

Ms. Wade: This is our vision?

Ms. Ball: But this is, I'm, I'm very grateful.

Ms. Wade: Okay. Good.

Mr. Fujimoto: So in terms of that, I mean, we could do a parking projection on what –

Mr. Miller: I'm sorry. I beg –

Mr. Fujimoto: In terms of, in terms of what information Erin has right now –

Ms. Ball: Right it should work in concert.

Mr. Fujimoto: Right, with everything.

Ms. Ball: I'm happy with . . . (inaudible) . . .

Mr. Fujimoto: So we could what our parking projection is in the future. And then we can figure out, you know, with the county pulling out their employees and the state pulling out, do we have enough, you know, in the mini lot to take care of what our projected growth is. Or if not, then made it's a two-story structure, instead of a four-story structure or you know, whatever it is.

Ms. Ball: Or whatever. Right.

Mr. Fujimoto: Yeah.

Ms. Ball: No one know what the real needs are.

Mr. Fujimoto: Right.

Ms. Ball: I, I feel less muddled, so thank you.

Mr. Suzuki: But I agree that everything has to be packaged together. So it can't work independent with each other. I mean, you can put together the parking ordinance with the fee structure and all that. But I can tell you right now, without having information to tell the county about, you know, how this fee structure or parking plan is going to coincide with how Wailuku will be developed, you're just going to address the issues as far as infrastructure. You're going to have a hard time selling just the, the parking fee structure by itself.

Mr. Mitchell: But I think that's the value to the master plan in that you can look at in phases not knowing how things will evolve. But with the master plan you can say well if somebody takes down this building they're going to next x-number of stalls potentially and you do that block by block, piece by piece. But at least we have a global vision of what our projected need is, what the current status what we have in inventory today. So if somebody does come in and say, hey, I want to build a, you know, three-story hotel, and I'll need 100 stalls, we know, we can figure out where to put that. It wouldn't be out of the realm for somebody, a developer to come in, and the county will have that information for them, or better yet, it's on our website. But it starts generating interest for somebody to invest. Yeah, anybody have any objections to taking some public testimony right now? We have a couple of folks. Mr. Dan?

Mr. Dan: Hi. My name is Richard Dan. I'd like to also mention I'm also a real estate owner on Market Street, so I live in Wailuku. I've been open on Market Street for over 30 years. I have

five retail stores, and I have a pawn shop. There are presently two banks, about 20 stores selling anything from clothing to food, jewelry stores, electrical store, antique stores. All of these stores have one challenge, and that's parking. Warren, I don't know when you've gone through the parking lot. If you're going into the parking lot and seeing open spots, it's probably summer time. If you go in through there from October until February, I'm telling you, the biggest challenge every single – I'm a merchant, I'm on the streets – the biggest challenge we hear from our customers is no parking. And that's throughout every merchant on Market Street.

As to the restaurants that have opened and closed, if you asked Dana, if you asked Molly, what was the biggest challenge, parking. If you ask Dana and Molly what was the second biggest challenge, that was Lokahi's management. They got so bad for Molly, Lokahi was towing cars. The parking was so bad for Molly when she just owned the restaurant, the parking was so bad in that area, people were parking in the Lokahi spots, and Lokahi was towing people out of the parking spots, behind Molly's restaurant, while they were eating at Molly's restaurant. That was pretty much. . . (inaudible) . . . Parking is a gigantic issue on Market Street. I, I don't know how to say it enough times. I, I would really like to see after all that's been said, parking meters on Market Street as pilot project to see if it works. We have a real problem. Every merchant on Market Street, which is a variety of merchants. Just like at the Maui Mall, a variety of merchants. I want to see more parking. More parking. Enough parking. Our customers all complain. We lose customers because they have no place to park. They say we'll go some where else where there's easy parking. And, that's what I think you guys should really get a handle on that. Parking is what's killing Wailuku.

Again, I'm going to bring up what I brought up once before. Taking that police sign off the police substation that was built – you know what I mean, the building that was built without confirming with the police? The one that Yuki was in charged of. And that built, building was built to be a police station, but they never checked with the police. So what happened was now they took off the sign from the police. Taking off that sign off for the police, just taking the sign off, impacted crime in Wailuku. Impacted crime in Wailuku. We have a problem with homeless people right now in Wailuku. We have the same problem in Kahului. Everybody's got a problem with homeless people right now. It's a major issue. The people that we have in Wailuku are people who are unable to get into the shelter, unable to get into any of the state housing because they don't meet the criteria necessary to get into that housing. And we have to do something about it. We have to get parking. If you have parking, you have more people coming.

Despite what you folks say, there's a lot of businesses on Market Street that draw customers to Wailuku. My business – one of stores is 150 transactions per day. They've got a First Hawaiian Bank that's got to draw 100's of transactions a day. You've got American's Savings on Market Street, which got to draw 100's of transactions a day. Any of those transaction got to bring bodies. These bodies need a place to park. So I don't know what kind of businesses will draw more bodies, but we don't have enough parking for the bodies that are coming to Market Street right now. That's all I've got to say. Any questions?

Mr. Mitchell: Any questions from anyone? Thank you. Mr. Starr.

Mr. Starr: Thank you, and we have to decide what we're, what we're planning for. And if we want to perpetuate and plan for more failure we can do that or maybe we can do something a little bit better. Parking costs me \$50 to \$75 a month per parking stall. The malls, it costs them that much money or more, and they charge it in the rent. It costs the county that much money up here, and that's a gift that we as taxpayers give to the first come people who get there. We need to, you know, define where we want to go. You know, I've been trying, trying to find out how to develop the center of Wailuku since the year 2000 when I became the major property owner in Wailuku. And my property is slated for some sort of redevelopment, and it will be slated for it in this cycle. This is the second cycle I've sat there. And my desire from the beginning has been to try to build vibrant, efficient housing for the people who work in Wailuku so they can walk to work, and it's mixed use so there's retail and entertainment uses.

You know, I've been going through virtually every planning conference in the country. The International Downtown Association (IDA), ULI, APA Planning Conferences, and seeing what's successful. And it takes a number of things to be successful. One has to be, you know, parking of course. That's been a one constant since I purchased my property in 2000. It's the same argument that has been taking place mostly in the same room, and it has not moved an iota. You know, we had a couple of false starts, but we haven't actually gotten any where, and that seems to be the, you know, . . .(inaudible) . . . as they say in french, the blockage here. And until we get over it, nothing else is likely to move.

Entertainment uses are what draw people and makes them want to come and be in town. You cannot have major entertainment uses. I've tried many times to do a major restaurant or other, you know, type of activity. I'm a musician. I would love to be able to do that in Wailuku, but you cannot. And the problem is the parking. You cannot open a major use like that and have it succeed. Nor can you permit it. So there's, there's that. It's just, you know, there has to be enough parking generated to prime the pump. I mean, as far as housing, the other issue is the affordable housing ordinance. That's another issue because that doesn't allow the creation of housing for people who are actually in the work force. It creates high end housing, and really, low end subsidized housing. And then the donut holes for the people who work can't be met in a place where the jobs are. I would love to create that. But, you know, here we're talking about the first step. Please, please get us past that. Perhaps there a way to increase our parking and make it a lot less expensive than the last plan. Low rise . . (inaudible) . . . the same objections. And even put some more spaces. Maybe we don't need as many trees. Maybe we don't need, you know, the photo cells on top and so on. Keep it simple.

But you know, I'm going on record. I'm at a turning point. And you know, I control the major property that's going to be redeveloped in the next several decades in Wailuku. And either we're going to be able to move things forward and make it a vibrant town by having body heat on the street with people who are working here, living here, or the only offers I'm getting right now are from non-profits. And there's going to be some very, a very big non-profit projects sitting there, right there, in the middle of our town. And I don't really want to see it, but that's what we're heading for if we can't get beyond the, these, these issues. And thank you. I'm sorry to bug you. I know you're in deliberation.

Mr. Mitchell: No, thank you. I think well said. I think, my sense is the same is that we're at a turning point to – the direction of Wailuku is going to be set by the ability to generate market based housing and entertainment and redevelopment for people who are here. Or it's going to be a service town. Go ahead Carol.

Ms. Ball: As I say thank you to Jonathan too for all of your efforts in revitalizing Wailuku. And you being a major landowner there. It really is kind of a . . . (inaudible) . . . to me.

Mr. Starr: I really believe that if we can start things going, I think the state will work, start working on the state campus because they need to re-do the judiciary and the state office building, and you know, then the other folks who are sitting underutilized properties will get on board. But we need to start somewhere. Once we have more people on the street, it's gonna be safer. Then we can afford to do a clean and safe program. We can have people there making sure. Anyway, thank you.

Mr. Mitchell: I know. Thank you. Thank you very much for your input and support. We appreciate it. Aloha. Any – yes, sir?

Mr. Robert Joslin: My name is Robert Joslin. I own the largest amount of land that is along the parking lot. I also own pretty much the main stretch of street on Main Street that gets you through that parking lot. I would like to suggest that the MRA come up with some kind of plan that offers a fee to the three best rendition plans . . . (inaudible) . . . from single story or single and a half story renditions. I mean, they don't have to be architectural, but just renditions for what could happen to that parking facility. Right now, you really don't have anything. What you had before was shoved to Tony Takitani and my building and pretty much everybody else. I'm pretty sure you can get a lot of us onboard that are right there. I built probably the last sizable building in town in 2002. Then we started renovating the town, we came across quite the oil spill with a lot of . . . (inaudible) . . . to clean up. We'd like to get back to our phase two renditions that we have, and lately had some talk about what phase two would look like that would help the town grow as an anchor building. And I'm talking about days, I'm talking about a few years. So if we can get to know what that back parking lot looks like, we also know how much parking we can take on within our own premises, within our own property. When we built the last building that we had, we didn't ask for anybody's help, we did it ourselves. So if we can get something like that going, I think we can get some stuff going in town here that will, you know, pretty much get us started.

Mr. Mitchell: You wouldn't object to a one or two story parking structure back there?

Mr. Joslin: I would hold you on my shoulders and parade you around town if we can get a one, or one and a half story kind of facility built back there. I allow my friends to join in that rejoicement. That or around there.

Mr. Mitchell: Thank you very much. Anybody have questions or comments for Mr. Joslin?

Ms. Ball: No. I have a comment. Thank you. Thanks for coming Mr. Joslin and giving us your

thoughts on your, the parking situation that you are adjacent to. It's nice to know, hear from the landowners in Wailuku.

Mr. Joslin: You're welcome. Thank you.

Mr. Mitchell: Thank you. Any other thoughts or comments on discussion on the parking, parking master plan. Erin, do we need to give Andy any formal direction? Or he's going to develop three scopes of work, is that correct?

Mr. Miller: Well, I'll, I'll follow up this visit with a memo report basically is what we're going to do.

Mr. Mitchell: Okay.

Mr. Miller: And that memo report will include some of the revenue projects that we talked about, and the various options. And then it will lay out kind of like the next steps, and Erin and I still need to talk a little bit about what that will be. But I will articulate, I'll deliver the memo that will close the loop on what we're doing right now, and then offer up one or two other scopes in terms of which direction you want to go. But one the scope that we certainly first talked about was to come up with the concept plans, not even rendering, but just concept plans on one level, and maybe two levels. And we could develop those as part of that scope within a very reasonable fee structure that at least can get that, keep that ball rolling at least so that, you know, we can see. And the idea is being that not a signature building, we're not talking about. We're talking about a utilitarian parking structure that will basically be wrapped inside and around the buildings, ultimately, is the concept that, that we're talking about now. And so we'll be able to at least – and, that basically serves gives a relatively reliable cost estimate of that would be, a net gain of parking. I hope that it answers your question.

Mr. Mitchell: It did, and then maybe at the same time we can look at master plan work that's been done in context of what Andy's proposing. And we, the MRA, can take that and give it direction.

Mr. Fujimoto: And we're looking at a parking fee structure?

Mr. Mitchell: Andy's going to develop, correct, you're going to develop a parking fee structure model that would like of show return on – return of revenue based on x-number of stalls at some price, given a price point on it?

Mr. Miller: And it will – I'll show options basically. So if it said this rate, here's what the revenue would be. And so I'm not going to suggest to you that you charge 50 cents, for example. I'm just going to show you what the numbers work out to be at 50 cents or 75 cents, and then it's going to be ultimately the decision of what – it's going to be the MRA to make the recommendation, is what I'm understand, to city, county council – I'm sorry. But county council then would make the ultimate decision.

Mr. Fujimoto: Because that might, that might be an impetus we need to push the county to do

their parking structure for the employees.

Mr. Mitchell: Precisely.

Mr. Miller: And, you know, the county's aware of it, and they are inching – they're more than inching now. They weren't inching . . . (inaudible) . . . The county is – I was very encouraged with the meeting that we had with the high level county folks.

Mr. Fujimoto: So if the county and state guys park somewhere else, how much, how many stalls would that be?

Mr. Miller: Well, I can't sit here and answer that question. Like, like I said, one of the things that would be nice that we could, as far as a final parking master plan, as I've indicated I feel that we didn't get a good grip of what real impact of the state is. And so, again, that's not pointing the finger at the state so much. It's just that –. Once we get more accurate information on the state, I can deliver a higher level of confidence in terms of here's what needs to be done to solve the state and county.

Ms. Ball: But you do have some percentages of . . . (inaudible) . . .

Mr. Miller: Yeah.

Ms. Ball: General speaking. Ball park.

Ms. Wade: Well wasn't, wasn't the lot still 75% parked when everybody was on total furloughs?

Mr. Miller: Correct.

Ms. Wade: And that was interesting about that is when the county and the state were totally on furloughs a lot of their supports, like attorneys weren't – they were like, we're going to take a day off too, even though, you know, because the courts are closed. So there was no reason for a lot of other people who support the county and state governments to come to work too. So there really – there wasn't a way for us to directly know, but we knew that still, it was still 75% parking without county and state. But I know from, you know, just relationships with people who worked on Market Street, they're not parking in there now. If you work on Market Street, you get to work about 8:30 - 9:00, by that time the lot is totally full.

Mr. Mitchell: Yeah.

Ms. Wade: And so the employees who work in those shops actually had an opportunity on the furlough days to park in the municipal lot, what it's intended for, you know. So they're parking elsewhere. We don't know where they're parking at this point.

Mr. Miller: You know what? There's, there's – if I could just leave one thought, or one last thought. We have to be careful not to label the county and state employees . . . (inaudible) . .

. bad for downtown. Because really one of the goals need to be to create enough buzz downtown to keep them here after five o'clock, and then bring them back on the weekend. And the reality is it's the county and state employees who are going out to lunch and frequenting, you know, the local restaurants. So, I always tell my clients that I discuss this, yes, the employee parking is a problem because they take, because they park all day long in the same spot. But, you have to be careful, to realize that's part of your customer base, and they should be marketed to and draw them more into town. So I'll just leave that line.

Mr. Suzuki: Can I ask a question? So I think one of the – I had a question for you Andy. When you come up with the recommended parking fee structure, you're not going across the board and say this is what everybody pays wherever you park. Because I think the fee structure has to be reflective of where the stalls are and how it coincide with what type of activities occur, you know, from a business perspective. So I'm assuming that's what you're going to be doing. That on the side street that maybe kind of outer lined areas, they're going to be a certain fee, the prime stalls maybe a different because the fact that they're a prime stalls, and because of the fact that the type of businesses that are there wouldn't necessarily reflect needs someone to be there for two hours or whatever. So I'm assuming that's what you're going to be doing, right? Not just saying 50 cents per hour across the board. Because for me, that wouldn't be acceptable to me because that's too easy of a task to do.

Mr. Miller: Yes, but I'm not going to get to the level of – in this scope, I'm not going to get to the level of detail on street by street. I'm going to do different revenue modeling.

Mr. Suzuki: But if you don't do street by street, how do we know –? You're going to do revenue modeling, but how do you know what the revenue is going to be if you don't know the number of stalls, where it's going to be. I mean, so it has to be more, you know, detailed than that, rather than in a higher level because then we're not going to be able to –. And even if people there view it, not to be able to know, okay. They're going to review it to that level, Andy, I can tell you that right now. That they're going to want to see for this street, how much are going to charge? How is this compared to other streets? So you're going to have to do that, and not just be at, at this level.

Ms. Wade: You know, in terms of the scope that he gave us, the scope of work, was more to provide the three scenarios, and for us to come back and discuss. And then the master plan would be the one that would kind of assess that out.

Mr. Miller: That's where you get into the nitty gritty and roll out.

Ms. Wade: Where we would have some more details.

Mr. Miller: So we're still – we're not at 50,000 feet after this. We'd be more at like at maybe 25,000 feet with what I – I'll go into further detail than what's in the original study and I'll hammer that down. But actually Warren to get to the point that you're speaking of, that's when this committee or whatever policy committee is going to be in place, that's when they roll their selves up and decide at that level of detail. But I can at least provide order of magnitude

number to show what the impact is going to be in general without . . . (inaudible) . . .

Mr. Suzuki: But how do you know what the order of impact is going to be if you don't know the number of stalls that are there, how the stalls are going to be changed for, and what the different, you know, the categories that you have. I mean, you can't develop an order of magnitude of revenue if you don't have that information. If you don't know that you've got 500 stalls, or you have 200 stalls –

Mr. Miller: Well, I have that information. That's already in – we already did a preliminary analysis that whatever the number is – I don't know the top of the head without referring back to the study but I already did the – I already –

Mr. Suzuki: So you know where those stalls are, what type of parking, what type of stalls they are?

Mr. Miller: Right now I based it on every street stall, every on-street parking area within the WRA is two-hour time limit. That's how it is right now.

Mr. Suzuki: Yeah to a time limit, but what I'm saying is that if you have two-hour time limits let's say on Vineyard that is not close to a business, it's not as prime as the stall that's on Market street that's right next to the business, so you would likely have to charge a different fee for the two and not say, well, it's going to be the same irregardless where you park. To me, you can't be doing – you have to know, you know, the premium that you're going to be assigned for those stalls that are so-called premium stalls.

Ms. Wade: Andy, can I ask that question? Do you normally vary what is charged based on proximity to –

Mr. Miller: Sure. Yeah, most down towns actually – yeah, I totally do that.

Ms. Wade: Yeah, so that would be in our ultimate.

Mr. Miller: Okay, okay, I can box out the primary. And then I can figure out the more . . . (inaudible) . . .

Mr. Mitchell: Yeah radius.

Mr. Miller: But I can't get the quite level of detail I think that you're asking me just because it's not within the scope for right now, but we could get to that level of detail, but –

Mr. Suzuki: But if you box a certain area that's fine.

Mr. Miller: Yeah, I can narrow it down more than what the estimates were. And again, and what I'll do too is the matrix that will be delivered as part of this memo report will show here's the different rate structures, here's the assumption of it you have 50% utilization rate versus 60%

utilization rate so that it gives you an understanding of, you know, what your real true net revenue is going to be, not just eye in the sky gross revenue. So, but, we'll get real close to that. But like for example, ultimately the final plan should probably have maybe a couple of 20 minute spaces on street, or 15 minutes on street. So I'm definitely not going to get to that level of detail. But I can get to core area, how many on street spaces are in the core area, and at this rate structure, and then how many spaces are in the surround area at this rate structure. Yeah, I can do that. I will.

Mr. Suzuki: Alright.

Mr. Mitchell: Okay, anybody else? Any comments? Andy, we want to thank you for taking the time for coming in. This is very helpful.

Mr. Suzuki: And the abuse.

Mr. Mitchell: The abuse.

Mr. Miller: Yeah, yeah. I remember my old chairman of the first parking authority that I ever served as executive director on it. He used to always tell me, Andy if it was easy, somebody else would be doing it. I took it as a compliment. I understand it now it's compliment, so, thank you very much.

Mr. Mitchell: Well, thank you for –

Mr. Miller: Whatever I can do to move it in the right direction.

Mr. Mitchell: Yeah, thank you for your time and expertise. We, we much appreciate it, and I think it helps us to move to the next level in the MRA with what we need to do, so mahalo. Our next item, we're going to call the – and look at the Sae design work.

Ms. Wade: Yeah. Take a short recess?

Mr. Mitchell: Anybody want to take a short, quick, recess? Okay, so short recess. We'll come back and then we'll look at the proposal from, from Sae Design on Wailuku.

Ms. Wade: And I have more details from all of the vendors.

Mr. Mitchell: Is Ashley coming over?

Ms. Wade: . . .(inaudible) . . .

Mr. Mitchell: Okay. Ashley's going to come over, so take a, take a five minute.

(The Maui Redevelopment Agency recessed at approximately 2:45 p.m., and reconvened at approximately 2:55 p.m.)

F. REPORTS

- 1. Update on work to develop a license agreement for the use of the Wailuku Town brand in support of business recruitment and retention efforts.**

Mr. Mitchell: Item F reports that an update on the workshop to develop a license agreement for the use of Wailuku town brand in support of business recruitment and retention efforts. I'd like, if somebody would make a motion, we'd like to go into executive session to discuss this.

Ms. Ball: So move.

Mr. Fujimoto: Second.

Mr. Mitchell: We got a second. All in favor? Aye. Well, unanimously. Anything else we need to do?

It was moved by Ms. Carol Ball, seconded by Mr. Don Fujimoto, then unanimously

**VOTED: to enter into executive session.
(Assenting: C. Ball, D. Fujimoto, W. Suzuki
Excused: T. Fairbanks III)**

Mr. James Giroux: Yes, and just for the record the purpose is to go into executive session to talk about our rights, duties, and liabilities in relation to the issues of copy right regarding this, this matter and to talk to your attorney regarding those rights, duties, and liabilities.

Mr. Mitchell: So move, so we're in executive session as of now.

Mr. Giroux: And we're gonna have Leilani, she's going to separate this out from the record, and the minutes are going to be sealed. And as far as what I've been advising the board is that although it is sealed that you have to, in the back of your mind remember that if the public were to challenge this, the record, the minutes would be turned over to the judge, he would read them, and see whether or not we stayed within our scope of the executive session, and whether or not it would relevant to any lawsuit brought by the public. So although seals and confidential these discussions are discoverable if, if we enter into a litigation type of case, so, just, you know, as a caveat.

(The Maui Redevelopment Agency entered into executive session at 2:56 p.m., and returned back to the regular meeting at 3:23 p.m. Mr. Warren Suzuki left the meeting at approximately 3:10 p.m.)

Mr. Mitchell: So we're no longer in executive session. Moving down the agenda, we'll go to budget items.

Mr. Fujimoto: Do you want a, you want a decision on this first, though?

Mr. Giroux: Yeah, it would be nice to dispose of F1, and get a, a vote and direction as far as where you want staff and counsel to go with, with the issue of license agreement.

Ms. Ball: Do you want to say it, and I'll, I'll so move?

Mr. Giroux: My understanding is that looking at license agreement you want staff and counsel to trademark this agreement and in the mean time that there will be further discussion regarding the possible terms and objections of the license agreement.

Ms. Ball: So move.

Mr. Fujimoto: Second.

Mr. Mitchell: All in favor? Aye. Unanimously approved. Onto G, Budget items. Do we want to go to the cash flow, Erin?

It was moved by Ms. Carol Ball, seconded by Mr. Don Fujimoto, then unanimously

VOTED: to have staff and counsel trademark the agreement, and in the mean time there will be further discussion regarding the possible terms and objections of the license agreement.

(Assenting: C. Ball, D. Fujimoto, W. Mitchell

Excused: T. Fairbanks III, W. Suzuki)

G. BUDGET

1. Cash-flow report

Ms. Wade: It's provided for your information two payments that got made this time were the final payment – or are being made – the final payments to Otomo Engineering and a payment to Downtown Parking and Planning for commencement of their work. But that's basically it.

Mr. Mitchell: And then so, remaining in this year's budget fiscal is \$11,878.65, or is it 12 – I'm sorry, \$12,506.15? Grand total current expense carry over.

Ms. Wade: Sorry, this is the first time I'm seeing this. Since we got \$83,500 in our budget.

Mr. Mitchell: Right. That's what I'm curious.

Ms. Wade: I will find out what, what's going on. Oh, wait, at the top –

Mr. Mitchell: I see \$83,500 FY14.

Ms. Wade: Oh, yes. Okay, so that's the annual budget FY14.

Mr. Mitchell: Correct.

Ms. Wade: So that's what's in our 14 budget, okay. The next block is the carry over from 2012 in our Sae Design contract, and then prior year encumbrances. So these contracts are still active, these prior years.

Mr. Mitchell: Okay.

Ms. Wade: And that's the amount remaining in most contracts. So pretty much what do we have still left in this year's budget, if that's your question.

Mr. Mitchell: Yes.

Ms. Wade: The answer is \$78,132.69.

Mr. Mitchell: Okay. Thank you. Any questions about the cash flow report?

Ms. Ball: . . . (inaudible) . . . Goodwin Consulting Group?

Ms. Wade: Goodwin is the group that we contracted to look at doing tax increment financing, and this, as in a side, while we were told that it's not going to be appealable at this moment, I don't know that it's never going to be appealable. I think if a track record is established it could be. So, but we might want to cut loose that contract . . . (inaudible) . . .

Mr. Mitchell: So we can end services to date, then put that back in our budget?

Ms. Wade: Why don't I talk to him about it, and find out what, what . . . (inaudible) . . .

Mr. Mitchell: Okay. Alright, any other questions? Moving on to item G2. We directed the staff to, in conjunction with Sae Design to research the cost associated to build the Wailuku town website, and they've given us some options ranging form \$16,150 to \$30,200. And so, I guess, Erin you can give us the breakdown?

- 2. At the June 28, 2013 the board voted to direct staff in conjunction with Sae Design to research the costs associated with build the Wailuku Town website as proposed at said meeting. The Department has three written quotes ranging from \$16,150 to \$30,200 to discuss with the board. Action may be taken.**

Ms. Wade: Yes, so two months ago, Ashley came and showed us some of the functionality they were envisioning with the website, except they don't have the capability to do that all in house. They need to hire a programming firm to do that. And you folks generally agreed that the way that they had it laid out, the site map as she called it, was the right way to go. And so based on that site map she sought proposals to do the programming. So that's what you see here.

Ms. Ball: And this Upspring Media, the price, the one they're suggesting, they're recommending?

Ms. Wade: I think they're recommending Tapiki. T, A, P, I, K, I.

Ms. Ball: Oh, is that right. Okay, what is Shopify?

Ms. Wade: I don't know the answer to that question.

Ms. Ball: Subdomain configured that will point to a Shopify store. How much configuration to set up a Shopify store?

Ms. Wade: Which page are you on?

Ms. Ball: On the project proposal.

Ms. Wade: So that must have been – sorry – . . . (inaudible) . . .

Ms. Ball: Because it say configuration and setup of Shopify store is not included. But if it points to it, then we'll also have to pay for configuration and set up of the store.

Ms. Wade: Okay so this was one of the discussion items, actually, at the last meeting. I'm going to assume one of the difficulties she said with programming was did we want to either accept donations or have sales or things like to be able to occur on the website. And we didn't really know the answer to that at that time because we didn't have this discussion about the brand yet. So we asked her to investigate what's that going to cost just so we have information. But based on not knowing what we're going to do with our electrical property any way. That might not be the unnecessary thing to include at this stage, and we could add at a later stage.

Mr. Mitchell: And we're assuming that the current MRA website we would abandon, and this is an entirely new format, entirely new website, correct?

Ms. Wade: Correct. Yes.

Ms. Ball: There's no web hosting that's mentioned. One them mentioned managed web hosting. Is that an additional cost every month to that host the website?

Ms. Wade: They include that in their cover. I think what Ashley was mentioning was that they

could probably do that, just as part of their contribution to this.

Ms. Ball: But we want, we want to be sure, right. But that's a definite cost, the maintenance of the site. Not just doing and putting it up there. . . (inaudible) . . .

Ms. Wade: The reality for the Wailuku town website is, you know, they are kind of the ones generating the change. You know, so when there's an event it's them who's hosting it. Or when there's a new restaurant that comes in, they, nine times out of 10, know about before I do, you know. So making those kind of changes will be easier for somebody else.

Ms. Ball: So tell me again, do the Wailuku town website, it's their website?

Ms. Wade: Well, at this point, that's what this is for the creation of. We have a Maui Redevelopment Agency website which barely anybody looks at, but, you know, Paia Town has its own website, and it has more hits than any other Maui based website. And, so what they're trying to do right now is build their store links and things like that, and they're gonna actually be able to sell products and things from their Paia Town website. So people want to know I want to come to Wailuku town, what can I do there? When they think that, they're not going to think I'm going to look up the Maui Redevelopment Agency, you know?

Mr. Mitchell: Right.

Ms. Ball: Well, no they don't. I'm not real comfortable with this. We're paying for this and it's the Wailuku town website?

Ms. Wade: Correct.

Ms. Ball: I mean, if we're going to put it in lieu of the present MRA website on a county's website?

Ms. Wade: No, the, the Maui Redevelopment Agency has its own website right now, which frankly –

Ms. Ball: Oh, you mean, if you go on to – if you go to the county, that one?

Ms. Wade: They have that. And then on top of that we have another site that basically duplicates the county's web page. And then buried in there is some information about Wailuku town, and with the Market area is like, and that kind of a thing. And we've posted some of our documents and things to that. But they're also posted to the county website. So we've been maintaining this site, really, for no purpose other than to duplicate what's already on the county's website in the hopes that one day it would become a Wailuku town website that would actually, you know, do what it says in the market development, advertise the town, improve business, explain what events are happening, that kind of thing.

Mr. Fujimoto: So who funds the Paia website.

Ms. Wade: They have a dues – they have a merchants association that collects dues.

Ms. Ball: But this website, which is really the Wailuku town website is going to be paid for by the MRA?

Ms. Wade: That's what we're proposing for market development purposes. That's one of our missions. And it does say – actually the creation of a website was one of the MD, "develop Wailuku town activities and business opportunities website." It's in our action chart of the Redevelopment Plan.

Mr. Fujimoto: Do we have merchant's association?

Ms. Wade: We do not.

Mr. Fujimoto: Maybe that should be one of our goals.

Ms. Ball: Right. I think so, so they have the independent.

Mr. Suzuki: Right.

Mr. Fujimoto: Then we can sell them the logo.

Ms. Ball: Association and not – I don't feel right about that.

Mr. Mitchell: There's a Wailuku Community Association.

Ms. Wade: Correct.

Mr. Fujimoto: Maybe, yeah. I don't know. I think that should be one of our goals, set up a merchant association. And then, you know – because we've got bigger things to worry about like variances and stuff.

Ms. Wade: Well, that would be an easy entity then to license the brand to.

Mr. Fujimoto: Yeah. Because this is like a marketing stuff. It's not really –

Ms. Wade: Right.

Mr. Mitchell: – MRA specific? Yeah?

Mr. Fujimoto: Yeah, it's not redevelopment. Like market of existing.

Ms. Wade: Exactly. Unfortunately, it's in our plan.

Mr. Fujimoto: Yeah, so should be –. But, you know, if we set up, then we accomplished that.

Mr. Mitchell: Well, we got a new proposal. There is it. Go for it.

Ms. Wade: It's not easy though, so this is the one thing that you have to just figure out is –. It's not easy to go set up a 501C3.

Mr. Suzuki: Right.

Mr. Fujimoto: Yeah.

Ms. Wade: So, and, frankly, I don't know if they'd even want to go through that. You know, if they're going to be a dues collecting agency, they might not need to do something like that. But –

Mr. Mitchell: Would individual shop owners then have links to this website?

Ms. Wade: They could, yeah.

Ms. Ball: It would only be useful if they did.

Mr. Mitchell: It would. Precisely.

Ms. Ball: Because what people would go on to the website to see what we had to – what they had to offer. And if the merchants couldn't go in, into it. And that would be a part of their association, right?

I don't know if this appropriate for me to talk about this, the small print on this. If it's – if we're going there. I don't know, what do think here? You know, on the back, page 2. You know, it looks to me, and I could be wrong, that we bought – we actually own this. Grant unlimited use of the only finally approved logo and retail exclusively after we pay for this. "The designer will grant all reproduction and/or usage rights for all applications." Then they go on to say that "if the client wishes to make any additional use of the material" – which yes we are. We own it. We can do what we want with it – "the client agrees to seek permission from the designer and make such payment as are approved." We're going to pay again every time we use it? Not if we own it. I don't get it.

Mr. Mitchell: It's kind of odd for a website.

Ms. Ball: Well, any – they mean the ownership of the logo.

Mr. Giroux: Yeah, I think the clause that looks kind of scary – the rights and ownership – "the client will be granted unlimited use of only final approval logo and will retail exclusive ownership." And the client would be referring to –

Ms. Ball: – to us.

Mr. Mitchell: The MRA.

Ms. Ball: And look the client on the cover sheet, on the front page, is Erin Wade, County of Maui. So that's whom they're talking about. So, anything that I buy. . . (inaudible) . . . But they're saying that on one sentence, and then they're saying in the second if we're going to use it for anything else –

Mr. Mitchell: You've got to pay for it.

Ms. Ball: – that we have to pay for it.

Mr. Mitchell: Right. But it does seem to me like the, that the value of the this is for the business owner or the retailers in Wailuku town, which is a good thing. The question is, should they be paying for it? Is there a mechanism?

Ms. Ball: Well maybe by virtue of they belonging to the association, right, gets to use the logo. They get to use the logo. But the logo has value if you pay something of value. As long as the association . . . (inaudible) . . . logo.

Mr. Mitchell: Right.

Ms. Ball: You get on to the website where people can look for your product and service.

Mr. Mitchell: But do we the MRA – do we the MRA have to manage that web hosting for their retail content which may be changing all the time. I guess, are we the middle man in what is a marketing website?

Mr. Suzuki: I wouldn't want us to be.

Mr. Mitchell: I wouldn't want us to be either. I mean, it doesn't make sense.

Ms. Ball: We just get things going.

Mr. Mitchell: Correct.

Ms. Ball: Okay, see you.

Mr. Mitchell: Exactly. Here's your proposal, go.

Mr. Fujimoto: But if that's the way it is right now, until we have a merchant association or someone – . . . (inaudible) . . .

Ms. Ball: I'm just –. The Wailuku town website is what we're talking about, right?

Mr. Mitchell: Right.

Ms. Ball: And we pay for it already.

Ms. Wade: Just for the format. So they created what it would look like on a site map, that says what different pages would there be and that kind of thing. But the actual creation of the website –

Ms. Ball: Not the website. I'm talking about the actual logo.

Ms. Wade: Yes.

Ms. Ball: And since we paid for it, I want to own it. I don't think it's right that we pay for it and say okay, good luck, have fun with this.

Ms. Wade: Right. Right.

Ms. Ball: So, but with ownership comes all these responsibilities.

Ms. Wade: Yes.

Mr. Mitchell: Well, we don't have the ability to manage – we don't have the ability to take money and then use it for the, for the logo and the branding part. In other words, we can't, we can't say, oh, it's all logo and we want you to pay a licensing fee of five dollars. Because we don't have the ability to take your five dollars, correct?

Mr. Giroux: That's . . . (inaudible) . . .

Mr. Mitchell: So I guess I see the logo as one component of the website, but the website itself it seemed to be a function of the retailers.

Ms. Ball: And if it is a function of the association, why are we, why are we funding it?

Ms. Wade: Well, primarily . . . (inaudible) . . .

Mr. Mitchell: There is no association. But what about WCA? Do they have –? Are they enough of an association to do this?

Ms. Wade: They have a 501C3, but their scope the 96793 area code, you know, so it's not like . . . (inaudible) . . .

Mr. Mitchell: I see.

Ms. Ball: Because this is a, this website, these are the proposals for getting it up, up there, but it's a very dynamic site. . . (inaudible) . . . something there now.

Mr. Mitchell: Right.

Ms. Wade: Right.

Ms. Ball: And what they hope it, hope for it to be is it's going to evolve. And every time something like that has happened it had to be –

Mr. Mitchell: Updated.

Ms. Ball: – infused with money.

Mr. Mitchell: Right.

Ms. Ball: So, you know, it's – I don't really think we want to create something like this now.

Mr. Mitchell: It's only good as the web hosting that goes with it.

Ms. Wade: . . . (inaudible) . . .

Mr. Mitchell: Right. Well, anybody wants to make a motion? This proposal is just a component of the overall, correct? This was their 5,000? 5,200?

Ms. Wade: Well, Sae Design we thought would use . . . (inaudible) . . . for all projects. And then the others are programmers would be one component.

Mr. Mitchell: You got a motion?

Mr. Fujimoto: Move to defer.

Ms. Ball: Second.

Mr. Mitchell: All in favor? Aye. Sorry to leave it nebulous, but I, I agree with Carol in the respect that it's, it's not, it's only a value if it's maintained on a regular basis, and then we have no residual. There's no residual value to the MRA at all. We sort of basically given it to the whoever and then if we don't maintain it, they're not going to maintain it. We could've used the \$16,000 somewhere else.

It was moved by Mr. Don Fujimoto, second by Ms. Carol Ball, then unanimously

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

Ms. Ball: Yeah, I think we should just buy the license, buy the logo.

Mr. Mitchell: Right.

Ms. Ball: And then we can decide what we want to do with it. We just don't want to just forfeit it.

Mr. Mitchell: Right. Absolutely not.

Mr. Giroux: Or, or, just throwing it out and this is not Corp Counsel's advice. But I have to throw out options. If you look at the cost of maintaining the website it can also be worked into part of the licensing agreement that if they see value in the logo, it might be worth it for them to take on the front end cost of putting up the website and maintaining it as part of the licensing agreement.

Ms. Wade: That's true.

Mr. Giroux: Yeah, right. So you – it's like the solar panel deal, you, you're going to get the up front cost of putting the solar panels, you don't have to pay for it, the cost of the solar panel or the cost of installing it, you just get the residual electricity for free or at a reduced price.

Ms. Ball: Yeah, there, there's a variety of things that we can do I think.

Mr. Giroux: I think we –

Ms. Ball: Giving it – deferring it and giving us more thought, and we get Tom and Warren back.

Ms. Wade: Okay.

Mr. Giroux: So the more options on the table, I think, brainstorm is probably the best.

H. OPEN PROJECTS LIST

1. Green Lotus sign permit/variance request

Mr. Mitchell: Open projects, item H on the agenda, number one Erin, anything on the Green Lotus? They're not ready to submit?

Ms. Wade: They submitted and they were supposed to have done the public hearing notice out last week, so I haven't heard if it was successful yet.

Mr. Mitchell: Okay.

Ms. Wade: If so, it will be on your next agenda. If not –

I. NEXT MEETING DATE: September 27, 2013

Mr. Mitchell: Next meeting is September 27th? Any comments, concerns, suggestions or criticism?

Ms. Ball: Good job.

Mr. Mitchell: Mahalo. We adjourn the meeting today at 3:44 p.m. Close enough. Thank you.

J. ADJOURNMENT

There being no further business brought forward to the Agency, the meeting was adjourned at approximately 3:44 p.m.

Respectfully submitted by,

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

RECORD OF ATTENDANCE

Members Present:

Carol Ball
Don Fujimoto, Vice-Chair
William Mitchell, Chair
Warren Suzuki (1:00 pm to 3:10 p.m.)

Excused:

Thomas Fairbanks III

Others:

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