

**MAUI REDEVELOPMENT AGENCY  
SPECIAL MEETING  
JANUARY 10, 2014**

**APPROVED 03-28-2014**

**A. CALL TO ORDER**

The special meeting of the Maui Redevelopment Agency (Agency) was called to order by Mr. Bill Mitchell, Chair, at approximately 1:00 p.m. Friday, January 10, 2014, 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. Bill Mitchell: Okay, we'll open up today's special meeting of the MRA and here at one o'clock on January 10<sup>th</sup>. Just acknowledging those present we have Carol Ball. We have Tom Fairbanks. We have the vice-chair Mr. Don Fujimoto, and Mr. Warren Suzuki. Erin Wade and our counsel at large Mr. James.

Thank you everybody for coming. Well, we really only have one agenda item. I'd like to thank Tom for providing lunch for everyone. Thank you very much. Thank your wife for making lunch. That was fabulous. Anytime you feel the need to do that we're open and available.

Mr. Thomas Fairbanks: It seems to improve attendance.

Mr. Mitchell: Go figure.

Ms. Carol Ball: A 100%.

**B. PUBLIC TESTIMONY**

Mr. Mitchell: Well, today's – I guess we need to call to order which we called. I guess I need to ask for any public testimony. If there's anybody in the public that would like to provide three minutes of testimony on our one agenda item, please feel free to come up to the microphone, state your name and share your thoughts with us. Seeing no one for public testimony we'll close public testimony and open up item C, the Maui Redevelopment Agency Business. Today's workshop is going to be structured around discussion or the next steps for creating the organization and financing strategy for the Wailuku Town Projects. And this will include a discussion of a distilled work plan based on the recommendations from the reWailuku redevelopment area plan and workshop. And then projects that are currently in, in progress, and then also how it relates to our 2014 budget.

So Erin sent everybody a CD of sort of a copulation of all the, probably all of the work that's been done related to reWailuku, some of the work that the MRA's done. And if you had a chance to look at it, great, but was – Erin's got it all here for us if you want to look at any of it, if you have any questions about it.

But Erin's going to give us a rundown of projects underway, current status presumably, and then the things we want to address in the coming year, and then also how they relate to the redevelopment imagery that we're, we're talking to both stakeholders in Wailuku about and anybody that has interest in developing some visuals that would compliment the reWailuku effort in giving people a sense of what downtown redevelop, downtown Wailuku redevelopment might look like. So with that I'll turn it over to Erin and do you want to go through your projects?

### **C. MAUI REDEVELOPMENT AGENCY BUSINESS**

- 1. Strategic Planning Workshop to discuss the next steps for creating an organization and financing strategy for Wailuku Town projects. This will include a discussion of a distilled work plan based on the recommendations from Wailuku Redevelopment Area Plan and the reWailuku Workshop, projects currently in motion, and FY2014 budget.**

Ms. Erin Wade: Sure. I'll just start quickly with the projects that are underway. And I, I created this graphic for just informational purposes. I'm a visual thinker, so there's so many pieces to the puzzle of redevelopment, and we started to dabble in several of the different areas, and have projects in several different of these categories. So the parking management plan which we recently completed the precursor essentially to the management plan. We haven't sent out the RFP yet for a management plan because we do still need to make a determination of who is going to be the management entity for a parking system if we have a parking system. So that's kind of at the administration, in administration's court right now.

The tax increment financing plan was contracted with Goodwin Consulting two years ago. We still have an open contract. And it kind of got put on hold when there was concern that maybe tax increment wasn't the, the best tool to be using when the State of California eliminated their redevelopment agencies and things. The last two years, though, I've started to illustrate how the redevelopment agencies in California are moving ahead and, you know, demonstrating that tax increment wasn't actually the problem in the first place. It was the way that those entities were using their powers, not the tax increment. So it's a potential – a good potential we should revisit that and bring in Goodwin back. So I'd like to discuss that.

The website development as you know that the, the site map was created and the branding has been done. And I've asked Saedene and Ashley to come today to refresh your folks memory about kind of where we are in terms of getting the programming done for the website and the cost and things, and what that would actually do for Wailuku.

The reWailuku, the whole project was really intended to evaluate transportation and linkages, street scape and public realm, to kind of – what was the vision, what do people when they see the future of Wailuku what do they want to see. And out of that we got some programmatic things and events, recommendations as well.

The Lao Square Development we were lucky enough to run into our Deputy Finance Director

yesterday and prod him a little about is this going to get funded. And so we did turn in a formal proposal, a request for a budget amendment, for 2014 to fund that lao Square. So he was going to look into that.

And then the Wells Street Improvement is a project that's underway with Public Works Department right now. And we did do a preliminary evaluation about a year and a half ago when they had the some – it's, it's very minor. It's a resurfacing and ADA compliance, the light poles will be moved out from the sidewalks and things like that. But it, it does, it is a piece of the puzzle.

That should be trash collection. And then just some ongoing things that we're doing, but contribute to the atmosphere. The trash collection is part of clean and safe. The plant project is part of clean and safe. And then our next thing to contract is the photo morph scenario, so yesterday we met with two of the potential developers on Main to determine what should we be communicating in the photo morph. What's the likelihood that – what are you likely to build that we should be representing in the photo morph.

So those are some things that are underway. The point of me sending all of that background for you folks was just to say we, we've actually been working on this for the last two-and-a-half years, and all of this stuff that we've accumulated and I consolidated for just background. And then if you had any questions about any of it, this is an opportunity to have a dialog about that too.

Mr. Mitchell: Could you also shall with us, Erin, you and the MRA gave some testimony and some language for the affordable housing which was really has been a real exciting. What may come out of – the Council is now looking, going back and revisiting the whole affordable housing ordinance. And what we said in the MRA that the MRA should be exempted from affordable housing because that's not what we need in the MRA. We need business redevelopment and –. So if you want to –

Ms. Wade: Yeah. I'm sorry I didn't bring a copy of that today. Two meetings ago you folks asked me to provide some information to the Committee on Housing. And so in December, the third Thursday in December the committee had a meeting, and I called Bill and asked if he wanted to go up and, and testify and he said he was busy and asked if I could do it. So we provided testimony on the behalf of the MRA stating that we felt that it would be in the best interest of the redevelopment area to exempt the redevelopment area from the workforce housing requirements which right now is 50%. So 50% affordable units. Because not only has it been demonstrated already, people can't make the pro forma work with the amount of infrastructure investment that's required in fill projects. There isn't a market for a high enough end unit to balance out the lower end unit in Wailuku, and the amount of existing of affordable units. So almost 11% of the land area in the community right now is already dedicated to the very low income, so that's a big chunk actually. So, we provided that. And then we provided language that basically stated what the exemptions could look like. So there are five exemptions right now to the workforce housing. So the sixth would just be the redevelopment area, if, if they choose to adopt it. And so I did, at your folks request, ask Council Member

Crivello if, when they were going to be taking that up next. She said their next agenda hasn't been determined yet. So they're going to contact us and let, let – she'll let me know when it's going to be taken up again.

Mr. Mitchell: Anybody have any thoughts or questions about that because that's not something we talked about in much detail. But what we heard from the develop – at least one major landholder developer in Wailuku town is that they could do – that the workforce housing basically is a deal killer for any redevelopment on their property. And it would, it would – it bears out with other developers I've worked with that the market place, there's not – as Erin said, there's not a high enough, there's not a high enough mix of retail development to support or subsidized the affordable component to it. And it doesn't appear to me that there's going to be any significant housing redevelopment in Wailuku unless there's a change to the workforce housing in at least in the MRA district. Because it's a one landholder – if he had a choice of the two, if he had no workforce housing component, he could do a small hotel. If he's got to provide a workforce housing, he can't do a hotel, and he would most likely have to do some sort of subsidized low income housing. So, that, that's what we're hearing as, as the reality in the market place, if you will.

Ms. Ball: Further it appears that the target market are those people in the workforce target. So, well, the projects that were described to us their market are those people who fall into that category. So they're actually providing housing for that middle group that nobody is. So, in addition, you have to produce workforce housing, a workforce housing adjunct. I mean, it's almost redundant, besides the fact that it's, it's not feasible.

Mr. Don Fujimoto: What was the Council's reaction?

Ms. Wade: During my testimony I had just two questions. Well I had one statement of support from Councilman Victorino, and then – just saying that reiterates what his constituency has said. And then asking if just the exemption was the right direction or if there was additional caveats, and my statement was just I felt like that was the most simple approach and the cleanest was just have it just be exempted.

Then Councilman Couch asked from a planning perspective is it really fair, and would we – and he didn't use the word gentrification but his question sort of eluded to that that should we be concerned that this would cause gentrification in Wailuku. And I just responded that I felt like we weren't at that point in time in Wailuku where that would be a concern. But if at some future point in time that did, we could certainly go back and amend the ordinance and put it back in. Just take out the exceptions. And that was, that was based on my feeling. And I told them I can't represent the MRA in this response because this is just off the cuff. This is how, how I would look at it. But if you'd like me to submit something, you know, further with that I'd be happy to do that.

Mr. Warren Suzuki: You know, from my standpoint, I shared to some degree what Council Member Couch said. But at the same time I still feel comfortable with that in . . . (inaudible) . . . because the ordinance does provide for two years to review. So not a whole lot of

development will occur within a two year period, but you know in my sense is that, you know, as time goes on if there is that sense that we're moving in the direction of what, you know, Councilman Couch said then you could easily, you know, amend the ordinance to delete the workforce housing ordinance requirement as far in the MRA.

Mr. Mitchell: Anybody else? Okay. Thanks. I think the workforce housing maybe the flood gate if lifted could really make redevelopment in Wailuku, residential redevelopment in Wailuku possible from what I've heard from landowners and, and folks I've worked with. So, it's, it's a great time, and also dovetails with what we're wanting to do in producing some imagery of what Wailuku town could be redeveloped to sort of support, you know, this is what – these are things that could happen with the right type of ordinance, modifications, or changes to, to the council. So it's just perfect timing.

Ms. Ball: So tell me what do you think? What do you think? I know that term gentrification which means a lot. But what do you think Council's concern was? I mean, what are people concerned when they talk about gentrification?

Ms. Wade: I think his concern was both are we going to be providing for the people who live and work in Wailuku and actually the person who is planning on developing, Jonathan Starr was there, and he said well, that's my market. And my market is to build for the people who live and work in Wailuku. So he kind of answered that question. The other piece is is it going to become then speculative, is it going to become attractive and hip for people to move in and push out folks who either have lived there for a really long time or just family – people who have grown up and have their roots in Wailuku but can't come back. And, and I think that, those are the two fears that we kind of have to protect against.

Ms. Ball: So I wonder to be sure when we start out like Warren suggested that we don't say well we don't want this. We don't necessarily not want this. I don't think that anyone would, would say that having an attractive place to live is a bad thing.

Ms. Wade: Right.

Ms. Ball: And however we accomplish it, as long as it's the affordability that's the problem.

Ms. Wade: Yes.

Ms. Ball: The people have to understand that, that nice doesn't mean you can't afford it. And I think we have to be real careful from the concept that we don't say well this is the way it's going to be with the development of workforce housing, and then think well but if it's too much of an objection then we'll include it again and then all of sudden we don't have a project. I mean, we'll have gone through all of that for nothing when in fact workforce doesn't even speak the part of . . . (inaudible) . . . So I think it's re-education and re-orientation of the community to what, what's attractive and it doesn't have to cost a whole lot of money.

Ms. Wade: The other piece of the testimony was that the Federal Reserve Bank and HUD have

moved away from low income projects, and they're really focusing now on connections and quality of place. And I stated that that's our objective in the redevelopment areas is those things. If you can, if you can live close to town and maybe your unit is at the upper of a middle to low income unit, you have much less transportation cost because your job is right here. You have much less to the other cost savings at the same time just by living in proximity to the jobs and housing and play activities so there's, there's different ways to assess affordability, I guess, beyond just is your housing unit affordable? And that's how HUD and Federal Reserve are starting to look at it. They're looking at the whole, the whole picture now.

Mr. Mitchell: And if you don't need to drive, if you don't need to drive to work, then there's, you know, an affordability to that. If you can walk to work or walk to markets and things, so, I think, exactly what Carol said, it's, it's part of a whole picture that if the MRA does it, shapes it right, you know, maybe the MRA can even be a bit of a model for other towns in Maui County. So incentivize development but do it in such a way that we get a nice mix of users and economic demographics. Then, then we actually have some people here that they're going to spend money at restaurants and all the other services.

Mr. Suzuki: But I guess from my perspective that's where it's important to kind of have a vision as to how you imagine Wailuku Town should be. And you can start to implement what does the ordinance says that you could put into play that will help you achieve what you want as far as the vision. So you need to be very careful that, you know, you don't put the, you know, cart before the horse. You need to know what you want before we can try to start this, you know, task or any sort of legislation or whatever. And I can share, you know, to some degree, you know, Wailuku – I'm not a Wailuku resident. I wasn't born here, but I spend a lot of time here. But, you know, part of the character of Wailuku is having the old plantation homes and the old, old time residents, you know, just the character, the feel, the culture and all that. But if, if something changes drastically that forces them out for whatever reason it may be then, you know, they're gonna lose, you know, what has made, you know, Wailuku special. I mean, Tom knows. I mean, when you bought your property on that street . . . (inaudible) . . . But as time goes on, you know, as they get older, they move out, you noticed the different sense of character as far as on the street. And it may not be, it may not have the same feel that it was back when you first moved there. I'm not saying that's good or bad but you've got to be cognizant of that.

I mean, growing up in Paia town, you know, when I was growing up as compared today, it's so different that all of the people that grew up with in Paia town, when we run into each other, we always say, you know, we have no desires to go back there because it's not the same. And we feel like, you know, we're a stranger in a town that we were born and raised there which is very sad and unfortunate, but you know, that, that's what happens. But you know, Wailuku is very special, and there's reasons why it's special. So I think there needs to be sense of appreciation as to, you know, why it's special and try as much as possible not preserve everything over here, but, you know, try to preserve as much as you can.

Ms. Ball: Are there design guidelines?

Ms. Wade: Uh-huh.

Ms. Ball: Do you feel that the design guidelines that are insufficient to, to help with that restoration? Because you know, what you don't know you can't create. Right? As long as the guidelines are in place, you know, so you won't have to go there, to, to at least not destroy completely the culture. To recreate the old culture is, of course, almost impossible in every aspect. But to have those guidelines so that we don't completely destroy the character. . . (inaudible) . . .

Mr. Suzuki: But, design guidelines provide the character as far as the visual character. But I think my most concern is the, maybe, the cultural character of Wailuku town. You know, how you, how you tend to preserve that I think is, to me, is one of the biggest challenge. Because it could evolve what, you know, Council member Couch said as far as gentrification. It may, it may be something that certain people maybe looking for, others may not. But, you know, again, we always talk what is that balance.

Ms. Ball: Yeah, and the culture is often, not necessarily destroyed, but it's altered by, of course, the population. The population has change tremendously from the original settlers in Wailuku town as being part of the plantation. And when they sold their property, they sold it to other people who then sold it to other people, and sold it to other people. So there's complete, pretty much of a disconnect from the old town unless you're going to go to the mill camps and areas like that, that adjoining areas. But in the town itself, unless they were the shop keepers and people like that who formed that . . . (inaudible) . . .

Mr. Fairbanks: It's not the first change. . . (inaudible) . . .

Ms. Ball: Right.

Mr. Fairbanks: . . . (Inaudible) . . . I guess a lot of the homes that were on my street were actually second homes. People have a second home . . . (inaudible) . . .

Ms. Ball: And where's their permanent address?

Mr. Fairbank: Well, I knew that one family they lived in Waiehu. But they have a second home in Wailuku. . . . (inaudible) . . .

Ms. Ball: You know, throughout Maui there are new communities that has been built on that were previously agriculture that are nice. I mean, they're attractive. And they provide lots of business for the – why we can still live here and not come back to work and not have to go to the mainland or Oahu, right? So I'm not sure that the evolution is that bad.

Mr. Suzuki: Yeah again it's just important to recognize, you know, what everyone would want, you know, as far as the visions of Wailuku. Ultimately, you know, how is Wailuku going to look not in terms of the visual component, but ultimately the cultural component. But it could end up, you know, a lot of plantation camp. Look at Paia town. Look at Makawao town. Look at

Lahaina town. It's no way near to what it was back when, you know, in the plantation days, and they still refer it to as a plantation. But it's not a plantation town. Well, it may look like the plantation town, as far as the visual component, but the cultural component is gone. I'm not saying it's bad, but it's not the same.

Ms. Ball: Well, part of it too is because the plantation isn't there anymore.

Mr. Suzuki: Yeah.

Ms. Ball: Our plantation life is gone.

Mr. Suzuki: Right. Right, I've realized that.

Mr. Fairbank: Actually this side of Wailuku wasn't plantation. It was business people. Business class. Around the mill. . . (inaudible) . . . I don't know, I think that if you have guidelines that, I mean, incentivize people to maintain the sense of place, and renovate the whole town, trying to reach . . . (inaudible) . . . People won't care about –. . . (Inaudible) . . . It's labor of love most of the time. If you have these design guidelines and you have the sense of place and people maintain the sense of place, I think . . . (inaudible) . . . you know, in our own way, in their own interpretation try to maintain the feeling. I don't think we can try and control how we really feel about it . . . (inaudible) . . . to get these guidelines . . . (inaudible) . . . make the best of it. . . (inaudible) . . . I don't know I just kind of feel like if you're trying to limit it.

Ms. Ball: You know it's true. The difference between having these design guidelines that restricts CCRs in the community. Many people don't like that when they come to buy a property. I ask them. Oh, no, I don't want to have to check every time I do something. It's the freedom that they look for. So, I mean, how do you have both, right? How do you have the freedom of creativity in your own property, versus those, just to make it look harmonious. It's always a real big problem.

Mr. Suzuki: And you know from my perspective, my feeling is that putting that exemption as far as, you know, housing policy, it's not going to open the flood gates. Because for me I think the reality in the older areas, like Wailuku for example, is going to be the infrastructure. Any time you do a development the government agencies will hit you with infrastructure upgrade requirements that, you know, –

Ms. Ball: That was the other thing.

Mr. Suzuki: That's going to be the thing that I think that will probably discourage development more than the workforce housing.

Mr. Mitchell: It's fact. There's definitely big infrastructure holes in Wailuku town, and the county makes you upgrade. The workforce housing will be one less thing, one less hurdle.

Mr. Suzuki: It's not going to open the flood gates.



Mr. Mitchell: It opens, it opens more opportunity I guess. It's good discussion, and it's timely because I think that the things we're going to see in the coming months are, are going to be higher density proposals that we're all going to have to, you know, look at and make judgments, is this appropriate and is this, you know, something that we want to see in Wailuku town? So that's a great, great input and discussion on that.

Erin, what was the – what do you have? I can't see that one you just typed in there. Did you just typed something in?

Ms. Wade: I just added a category for continued – things that would continue be impediments and I added infrastructure upgrades.

Mr. Mitchell: Good.

Ms. Wade: Because, you know, that's probably the next discussion as long as – that stuff is coming out and I'll add it.

Mr. Suzuki: Can I ask Erin a question?

Mr. Mitchell: Yeah, sure.

Mr. Suzuki: Erin, you made a comment about other redevelopment agencies in the mainland being somewhat dissolved because of the tax increment financing allowance that they had.

Ms. Wade: Right.

Mr. Suzuki: But you made a comment that when they really looked at, you know, what, what's causing the problem it's not so much the tax increment financing, the mechanism itself –

Ms. Wade: Correct.

Mr. Suzuki: – but the way the money were used.

Ms. Wade: Yes. Exactly.

Mr. Suzuki: I'm just kind of curious in terms of, you know, how it happened. I mean, those are things that obviously when the issue is brought before the county council, you know, they're going to look at that, and they're going to raise the questions because, again, what happened in other parts of the United States.

Ms. Wade: Right.

Mr. Suzuki: So how would we respond to that to give them a level of comfort that you know, it's okay to tax something like this on Maui and what occurred on the mainland is not going to occur in here.

Ms. Wade: The two primary reasons that it was so fatal in California were California taxation structure is different in the sense that they have all kinds of different of categories and funds of taxes, so they don't just have general fund like we do. They have a school's fund and they have a park fund, and they have a library's fund. And all those different categories were tax increment unlike going – unlike raising a special fund, tax increments pools all of the accrued assessment, anything beyond the base line. So if they had set their – set up their redevelopment agency in 1990, any additional taxable value would have been captured between 1990 and now. And from all of those categories. So they took from schools and libraries and everything where always politically the schools and libraries and things are going to win in a case where the state are saying, hey, we can't pay for our fundamental services for schools and things. They're going to say, hey, redevelopment agencies give that money back, you know.

The other reason is we just have a tiny 68 acre redevelopment area. Whereas in California they had originally the way it was written they were suppose to maintain to just their downtown business district also. But over time the language loosened up and they ended up, in several communities actually ended up expanding their redevelopment area to their entire commercial real estate area. So they captured the property tax increase in whatever the municipality was for their entire commercial district. And so that – and for the municipality it works out great because they keep a whole lot of the taxes that should've gone to a state agencies at the, at the city level.

But, again, we don't have a municipal structure. We have a county structure. We just have one single general fund. It would be the accrued assessment value that would go in just the tiny 68 acre area. And it doesn't benefit us really to keep additional funds because there's no, there's no – we don't have access to any state funds anyway with our real property tax so that's –. It was essentially a mismanagement issue was the reason that it ended up failing them. But overtime I think we have built in, the way our taxation structure is, we have built in ways that it wouldn't fault us. And then secondly the county council having seen it happened in the, in California could say – because I have heard people say well, could we ultimately expand this redevelopment tax increment financing to all the small towns. And that's when you get into that question well you really have to do an analysis. Do you want to be taking that general fund revenue from all the small towns ultimately. Probably. I don't know. I don't know. Probably not is my just cursory look because for this, this is a special case. I mean, we do have conditions of slum and blight which maybe only Kaunakakai has something at the level that we have now that could be an opportunity potentially for redevelopment. But the other small towns don't have that. I don't think it could justify doing it, so that's why I made that comment.

Mr. Mitchell: Thank you. Do you want to switch gears and since Saedene's here, do you want to have her maybe update us on where we were last, where we last left our website and marketing?

Ms. Wade: Yeah. I think they need to connect their computer real quick.

Mr. Mitchell: Okay.

Ms. Saedene Ota: Okay. Thank you everyone for being here and thank you for your time. I think, you know, it's been a while, I think, since Ashley and I have been here. And it's a slow process. Just to give everyone some background information, I believe it was maybe a year ago that we did the re-branding for Wailuku town, and that went smoothly. And where we went, reached out to the community to ask them what they wanted. With their feedback, we developed this branding system and a tag line. And we have all the pieces in place, but now, the next step is execution and that's where the website comes into play. And I know that there was hesitation and what we wanted to do today was kind of explain to you what the purpose of the website is.

As you know it's a different time when it comes to marketing now. It was different than it was even five years ago when it comes to marketing. The web and electronic advertising seems to be the main component and the most portable way to get your message out. What I've learned in the past several years is that when it comes the public sector and non-profits the last thing that they spend their money on is marketing. Because they'll spend it on attorneys. They'll spend it on accountants. But they never spend it on marketing. When it comes to the private sector, marketing is one of the main components. Whether it be a golf course, a hotel, a real estate company, a development company, we need marketing. And what we're trying to do here is market Wailuku town.

We find that the website was probably our best and most affordable tool to share information with the community. And so we see it as we're going to share some statistics with you. But when it comes to the person that's traveling or say booking a trip, more and more, the statistics are turning out that the first thing they do is they go on their phone, they go on the website, and they do a search what to do on Maui, or unique things to do on Maui, small towns on Maui. And that's where we need a presence. Wailuku town need a presence online.

Some of the goals that we have and – because you can read through why the web and the statistics that are there – but our goals for this website are to educate the public about Wailuku's rich history, past and culture. To increase business activity. To support and promote small businesses. Improve the perception of our location. Increase those activities by community events, arts and entertainment, like Iao Theater, our First Friday event, MAPA as an organization. To promote Wailuku as a destination to the visitors and locals. So when they go to Iao Valley they stop over to Wailuku town, or on their way back to have lunch or shop. So that's what the purposes of the website. That's one of our goals. To inform the public about all these wonderful plans that the MRA have in place so that say you're a small business owner, you want to open a shop. The mall is too expensive. Paia is too expensive. Maybe Wailuku town.

You know, I kind of wear two hats here. As you all know besides having a – being here as a design firm, I also have a store that we run in Wailuku town. And it's, it's – and we chose it because of its charm. We have control over our environment. Because Wailuku is special to us, and we want to share that with everyone else. What we're challenged with is everything with that you're dealing with – parking, the services that are there and that type of environment that kind of affect the small businesses there. And there are a lot of, lot of services. We've been there for five years now, and, you know, there's always big plans. But – I think I'm getting anxious. I'm slightly impatient. But we want to, want to stick it out. We're in there for the long

haul. And that's why we have, we have so much passion and enthusiasm for Wailuku town and this website and anything that we can do with the WCA or any marketing.

With our goals also include raising money for ad sale on the website. So if you decided that you want to become a WCA member, a part of that is you get an ad space on the website that will link to your business. So a little of bit of income there. As far as site maintenance I think there was a concern about who's going to maintain the site, you know, after it's up. And that's, that's a good question because it does take time, you know. And I think initially it will be volunteers from the WCA, probably Ashley and I. But eventually we'd like to apply for a grant to have someone spend, you know, five hours a month or something, on the site, just maintaining it and maybe doing some social media and FBO work.

The overall purpose of the site, to inform, educate, promote and build support. So that's our case for the site. And what Ashley's going to do is run through some other towns or developments that have a website, and how they use it to improve their outreach.

Mr. Mitchell: Saedene before you do that, can I interrupt you for just a moment just to make sure what we all remember – and Erin correct me if I'm wrong – the MRA has a website, or had a website, right?

Ms. Wade: Yes. Okay, so the MRA had Maui Redevelopment Agency dot com.

Mr. Mitchell: Right.

Ms. Wade: And we have a domain name for Wailuku Maui dot org both were in our MRA web page which was independent of the County's web page.

Mr. Mitchell: Correct.

Ms. Wade: So the last discussion we had we felt like the MRA web page was duplicative of the County's web page which already has a MRA page. And that the Wailuku Main dot org should have a life about Wailuku, not about the board, really.

Mr. Mitchell: Right. Thank you. I just want to make sure we're all on the same page.

Ms. Ota: Right. And I think if anything if we could have a link to the MRA page on the County's site if they want more information, if they want to read the minutes from the meeting.

Mr. Mitchell: Right.

Ms. Ota: Ash, why don't you kind of go through these sites?

Ms. Ashley Takitani: It's working somehow. It's just – I'm not seeing what's up there. Anyway so this Abbott Kinney in California. And so I just picked a handful of sites that I thought did, (a), marketed the town very well; (b), it was cool looking, very easy to navigate through. And if I

were visiting, you know, if I was visiting Abbott Kinney, I think it's very informative and, again, very helpful. So this website I thought was really neat.

Ms. Ota: Abbott Kinney is a street in Venice.

Ms. Takitani: Yeah, it's a street in Venice, in Southern California, and, it's just, you know, it's cool, it's modern, and they have all kinds of neat stuff. This website, I thought was really cool because it introduces new businesses. So it's kind of a good – it's a good way to just get the word out about a new business that opened on the street. So if we did something like for Wailuku it kind of enables, you know, a small little local business that has opened. Maybe they don't have website yet. It kind of enables the town to help them create an online presence because maybe they can't afford one yet. Maybe they're brand new. And you know, they just haven't had a chance to put up a website yet.

Ms. Ota: And I also wanted to comment on the street, Abbott Kinney, and the architecture is quite old and charming, yet it has a very fresh and modern feel to it. So I think for us, in Wailuku town, that's kind of like fine balance because we're, we're developing an environment where we want our children, our keiki to come home to and thrive and enjoy, our college students to have fun in. And no offense to my mom, I don't think, you know, we're doing this for my mom who's 70 years old now. I mean, she's, she's had her time in Wailuku. It's just your place for everyone. It should be a place for everyone. But it needs to be something that's current, that everyone's going to appreciate, any generation.

Ms. Takitani: Oh, yeah, these are just, you know, ideas of some of the exteriors and some of the stores. And I think because of, like she said, the architecture, the history, just kind of like the modern vibe that Abbott Kinney has, really big companies are willing to open stores there. You know even if they're a big – yeah, there's actually really big global companies that opened little stores in Abbott Kinney just because they have such – you know their visitors are through the roof. Everyone goes to Abbott Kinney. I guess it makes it really a place that all of these big companies want to be.

Ms. Ball: I'm curious to know how, you know – this is which comes first the chicken and egg, right. These large global companies that picked up on this was there, was there active marketing to these places or, you know, how did this all start to become attractive to this place? Did they have some . . . (inaudible) . . . stores to begin with?

Ms. Takitani: Yeah, it's, I mean –. I don't want to say it's very similar to Wailuku because it's not. But in a way it sort of is because it's such a small. Yes, it's really one street. It's one street long in Southern California on this broad area that already has a lot of visitors, you know, similar to how Wailuku is part of Maui, and we have a ton of visitors that come to Maui everyday. I think it was the small town, small town charm. They had a few really neat shops here and there which made it a little more attractive, I think, to other small shops that continually moved in and, you know, so some four small shops, it became 10 small shops, it became 15 small shops. And then something like that, I think, is very attractive to visitors because it's not a mall. It's somewhere you can eat, you can shop, you hang out, you can get a drink, you know, you can

spend a few hours there. And so it kind of just became a destination slowly throughout the years. And so I think that's what Wailuku has potential to do as well.

Another one that I thought was neat. Can you see this? I thought this website was really neat because just having a website enables you to do so much. For instance there's this little area right here where you can do walking tours. You know, say we have a website eventually maybe we can do a walking tour. Maybe you can walk around Wailuku town with your phone and it will tell you, you know, you're standing in front of this historical location. Or this happened in the 1900s because, you know, there was this, there was that, there was this battle. It could be, you know, all kinds of things. So just having a website, starting a website now kind of enables anything to happen along the line later on.

The also have really great social media feeds. You can't really see it. This website, if you just click on their little Facebook tab. Oh, it's not working now. But this area would come up with the latest Facebook post. So if there's something cool happening in the town, you know, they'll post it on Facebook, and the latest post will come up there on the website as well.

Mr. Mitchell: Do business actually, do businesses usually just link to the town website? Are they actually part of the website? Your typical?

Ms. Takitani: You know what it's typical that there are businesses that are on a website. For instance this one. This one, see what, I think, they do is they feature downtown businesses. So these businesses probably pay for ad space down here.

Mr. Mitchell: Okay.

Ms. Takitani: So it's also another way, you know, to make a little bit of money and maybe that money could be used for somebody to constantly update the website.

Mr. Mitchell: Right.

Ms. Takitani: Just because, you know, that's really crucial having somebody to update it. And the WCA, of course, will do it, but it would be volunteer work, and you know –

Ms. Ball: The map said on that said . . . (inaudible) . . . Can you do that on your website about the First Friday? Can you feature that?

Ms. Takitani: On our, on our business website? You know what sometimes we do just realistically just because we don't up keep it as promptly as we should. But we do write about it on our blog. So we have our retail website and we have a blog. And we do write about it on our blog. And we write about the bands that are playing. You know, just because it makes it a little more interesting. You can kind of learn about the band. You can see the links to the band, ahead of time. You can kind of see what's going on.

Ms. Ball: I like the feature about shopping. Because it connects to shopping and to attract

businesses in to Wailuku, they realize that this is an ongoing event happening every month. And it looks like fun, and it definitely brings people. It would be a draw. They wouldn't have to do anything special except be open . . . (inaudible) . . . I like that.

Ms. Takitani: Yeah, for sure. And I think it would be a very good thing for First Fridays because there isn't necessarily a Wailuku First Friday website. There's the Maui's Friday page, but, you know, that's all encompassing. If we had one that was really focused on Wailuku, it could emphasize everything going on in Wailuku during First Friday.

Mr. Mitchell: Warren, you had a question?

Mr. Suzuki: Question. Saedene, you've been contracted to create the website, and you made a comment about, you know, once the website is create, you know, there's going to be the ongoing responsibility to keep the website current. And you talked about you know potentially it needs to be a volunteer thing five hours a month and all that. And at some point in time hope, let's say, WCA can, you know, grab a hold of it. My question is that, you know, because I recognize the importance of keeping the website current, to maintain . . . (inaudible) . . . So how much would it cost and what does the five hours and what are the hours required to the work on the website on a monthly basis . . . (inaudible) . . . in terms of cost?

Ms. Ota: If we, if we use say someone that's independent, like a freelancer, their hourly fee will probably be anywhere from \$50 to \$80 an hour. I think, you know, five hours may suffice just to maintain the site, just to update the information. I actually think that's more than enough time to do it. And it could be offset by, like, again the, us, the WCA, doing some of the work and having someone else be responsible for another component. So I think five, five hours is on the safe side.

Mr. Suzuki: From my perspective, I think that's something that –. Because ,you know, MRA has a certain responsibility to focus on Wailuku town. I mean, you know, we have a budget and as for me, I personally feel that, you know, whatever the cost in the time being, in the interim, until such time, a private organization that WCA can grab a hold of it, I think the MRA should be committed to supplying the funding to maintain it to the point until the WCA can get a hold of it, and not just rely on volunteers. Because once you rely on volunteers, you know, it could get lost. You know if you don't have the time or whatever it may be, you know, it kind of start to slip. And the moment you let it slip, you know, then you start to kind of create this negative type of feeling towards this. So I think there needs to be the commitment not only to develop the site, but to maintain on an ongoing basis to keep it current.

I guess the other point I had was that I remember many, many years ago when you had the Café Aurel, Marc Aurel. I talked to him and I said, you know, the same thing he struggles with was that when he first opened his coffee shop, you know, he talked to the, the business owners on Market Street, and they all complained to him about, you know, how they were struggling business wise and all that. And his comment to them was that how to expect to be successful in business when the government employees are done working that's when you close your business. If you kept your businesses open beyond that, you know, then you could be a natural

draw for the people that work in government to come and patronize your businesses. But if you close your doors at the time that they get through working, I mean, they obviously they not going to patronize the business. He tried to encourage them to stay open beyond their hours, but he just, he just couldn't convince them to do it. He still does. He did.

Ms. Ota: He did.

Mr. Suzuki: In fact he was about the only one who did.

Ms. Ota: Yeah, and he was the only one that served alcohol on that street. I mean, that's what – I mean, we'd love to have a restaurant that would open in the evenings, or a bar or a pub. And if they did then you know we would be publically be more inclined to stay open until seven instead of five o'clock. But because we don't have that night time activities.

Mr. Suzuki: So you can't be open by yourself.

Ms. Ota: Right. Exactly.

Mr. Suzuki: It has to be a commitment on the part of the majority.

Ms. Ota: Yeah. Exactly.

Ms. Ball: Yeah, and they kind of depend on the mix of merchants that you have on your, on your street. Because at the Maui Mall the existing family businesses, so – there's huge complaints whenever they extend hours because the families are the ones who are tending the store. And what happens to their dinner hour, or the kids' homework and all of this.

Ms. Ota: Yeah, it's hard.

Ms. Ball: So there are a lot of ramifications to that when you have small businesses that are run by, by family, as opposed to companies who hire their staff.

Mr. Mitchell: WCA doesn't currently have any business website do they?

Ms. Ota: No.

Mr. Mitchell: They have nothing.

Ms. Ota: They don't have anything.

Mr. Mitchell: So there's nothing that small businesses in Wailuku town can promote themselves under. Everybody's is every man for himself if they want something.

Ms. Takitani: Yeah. It is.



Ms. Ota: Pretty much. Pretty much. I know that – I just on the . . . (inaudible) . . . Hawaii's website, on HGTV. It's a really good site, and it's mostly for visitors. But like say they go to each island and you go to Oahu and you click on North Shore --

Mr. Mitchell: Right.

Ms. Ota: – they'll have a little overall, some information about the north shore. But below it there will be little blurbs of businesses, which I think they paid for. And you click in and get to their site. So that's really helpful. But for Wailuku, we didn't really have a strong presence in Wailuku on that, on that site.

Ms. Takitani: And it would just make it a lot easier if they could just link to Wailuku town.

Mr. Mitchell: Exactly.

Ms. Takitani: They don't have to list all their businesses. They just link to the town, and then all of our businesses would be there.

Mr. Mitchell: Right. That would be ideal.

Ms. Ota: And just to let you know, the WCA membership is very, very weak. We've been – it's been kind of – we've been trying to rebuild it for the past two years, but, you know, it's, it's been a very slow process. But one of the tools that we wanted to do, to capitalize on was the possibility of, you know, for, to entice a business, to get a business a WCA membership is like you get a page and a link on the Wailuku town website.

Mr. Mitchell: Right. That would be great.

Ms. Takitani: Another good example of something like that was this website. I know they had – so they have a list of businesses. So for example this is their restaurant, they'll list the restaurant with their logo, and they'll have a profile on this website if they don't have a website. But if they do have their own website they have a profile as well as a link to the website. So, again, that's a very good option for small businesses that don't have websites. They get at least have a profile here with their phone number, their address. They can at least get to them that way.

Ms. Ota: I think in Wailuku town that a lot of the small businesses, they have a hard, hard time marketing. I mean, they just don't have the money for it.

Mr. Mitchell: Right. Sure.

Ms. Ota: And a site like this could help.

Mr. Mitchell: Sure.

Ms. Takitani: And then lastly is our Kakaako. This is just a really good example of getting people excited about a project. They talk about their project here. They have a blog of everything going on, a photo gallery. You can see all the events going on. And so this is, you know, it's something that's in the works. They have, they have a few things done, but they're still working on the greater, the greater project. And so it's kind of just something that you can kind of check on as projects move forward and be like, oh, you know, like this is the next project they're working on. They finished this one. It came out pretty cool. It's just to show progress to the public because especially in Wailuku right now, we did the reWailuku project and then we have these meetings but I don't everyone that came to that workshop knows what's going on behind the scenes. And to them it will be a really long process. They might think we're not doing anything. So it's also just really easy. So this is easy for any of us to just send a link and say, hey, this is what we're doing right now in Wailuku. I know you don't see it, but this is what's going on, and this is what's going to happen in the next year. So, something like this would help. So the website would really, really help I think. Because we, I personally get questions all the time. You know, like, hey, whatever happened after that workshop. You know, what's going on? I haven't seen anything change. You know we don't have parking, this, that, the normal complaints that they've been complaining about for years. And so it would be really nice if you could all just direct them.

Mr. Mitchell: To the website.

Ms. Takitani: .Oh, check Wailuku Town dot org, it's all there.

Mr. Mitchell: I think you gave, you gave us proposals, didn't you for the website in a couple of different levels?

Ms. Ota: Yeah, we, we had, I think two or three proposals. Three proposals for programming for building the site out.

Mr. Mitchell: Right.

Ms. Takitani: And this is just a refresher on what it was going to look like.

Ms. Ota: Yeah. That's a rough site map.

Mr. Suzuki: Can I ask kind of a side question?

Mr. Mitchell: Sure.

Mr. Suzuki: You know I noticed that on the mainland especially there's a huge thing about food trucks. And, you know, a lot of the cities would have certain days of the month where all the various food trucks got to different locations, people come and patronize the food trucks. And I see like, you know, because of Wailuku town, if we were to close Market Street, for example. Is that something that might be a possibility at some point in time, you know, Market Street could be closed and we could invite all these various food trucks to come in, and, you know,

have like a –. And I don't know how successful it's going to be.

Ms. Ota: Well, you know during First Friday, there are a handful of food trucks that do come. And actually this Saturday at our store we have free art for children. And one of our friends who owns the Maui Eatery Food Trucks.

Ms. Takitani: Maui Fresh Streatery.

Ms. Ota: Streatery food truck. He's going to be parking on our street and passing out free treats. The problem with the food, the whole food truck thing is permitting of course. You can't just drive from place to place without a special permit. But because he's providing food for free, you know, we can get away with it basically. But, yeah, it would – I think that would be a great idea, I mean, if we could have, you know, like a taste of Wailuku day, and we had, you know, various food trucks come in and have just everything be about food. You know, it would be great.

Mr. Fujimoto: So it that a health and safety thing? About permitting the food trucks?

Ms. Ota: The permit? I don't think it's a – I don't know.

Mr. Fujimoto: No, no, in terms of –

Ms. Ota: Not being able to . . . (inaudible) . . .

Mr. Fujimoto: Yeah. Yeah.

Ms. Wade: The permitting is a Finance Department because they're conducting a business on a County property in the right-of-way.

Mr. Fujimoto: So we can exempt ourselves.

Ms. Ota: Yeah. You guys have the power.

Ms. Takitani: Yeah, you can do anything.

Ms. Wade: Actually yes.

Mr. Suzuki: Even First Friday where businesses are conducted private property?

Ms. Wade: Technically yes. We're doing an exemption right now actually for the special events. So special events food trucks and any vending associated with special events they're exempted. They don't have to do the Finance.

Mr. Fujimoto: Yeah, I mean, as long as it's not a health and safety stuff. I don't have a problem.

Mr. Suzuki: Because they're stand alone, right? Food trucks technically suppose to stand alone, right.

Ms. Wade: And as Tom said they're inspected.

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

Ms. Wade: What's that? Can you say that again?

Mr. Fairbanks: . . . (Inaudible) . . .

Mr. Suzuki: Yeah, I'm not changing – I'm not saying change First Friday, I'm saying –

Ms. Ota: A different event.

Ms. Takitani: Another event.

Mr. Mitchell: Separate event.

Mr. Fairbanks: . . . (Inaudible) . . .

Mr. Fujimoto: Yeah, truck Tuesday.

Ms. Takitani: I like that.

Ms. Wade: Well and I mentioned at the last meeting that I've been surveying Vineyard Street because of the stalls directly adjacent to the municipal parking lot are always empty at lunch time. There's five stalls. And it's a relatively wide sidewalk at the municipal lot, so it would be – that could be a truck Tuesday.

Ms. Takitani: That's true.

Mr. Mitchell: And we can put that on the website so everybody would know about it and they come down for truck Tuesday.

Mr. Suzuki: It's all part of promoting Wailuku town, right?

Mr. Mitchell: It is.

Ms. Takitani: Yeah. Exactly.

Mr. Suzuki: Provide, you know, different types of activities, events and all that. And then in time all of that would add up, ultimately, hopefully result . . . (inaudible) . . .

Ms. Ota: You create a movement.

Ms. Ball: You face that before with First Friday, vendors that are coming in that are not Wailuku Town people. But it's usually some events that initially. . . (inaudible) . . . present merchants that those who are not there all the time and who have paid the rent and, you know, make sure that everybody looks good. And then these new people come in and take . . . (inaudible) . . .

Ms. Takitani: Right. Right.

Ms. Ball: So there's always that political problem I think whenever we have. . . (inaudible) . . .

Ms. Ota: Yeah, we've, we've experienced that as well too. So what we've tried to do is on the promotional posters that we put out we always feature the businesses that are in Wailuku as places to come and eat so that at least they're getting that special little, you know, promo.

Ms. Ball: Right.

Ms. Takitani: And I think the First Friday has become so big and it's become such a positive thing for businesses on the street that they've kind of realized that. Because, I mean, knock on wood, but we haven't really had as many complaints recently because it is so big. And no matter what, you know, we sell t-shirts. If there's another person under a tent selling t-shirts, it really doesn't bother us. You know?

Ms. Ota: Better for us, really.

Ms. Takitani: Yeah, like, there's still so many people coming into our store in one night that, you know, I don't think, you know, it's the nature of business. There's going to be competition. So I think it really, really, really does just help us with traffic in Wailuku.

Ms. Ball: Right, it does take a little while.

Ms. Takitani: Yeah. It does.

Ms. Ball: . . . (Inaudible) . . .

Ms. Takitani: Yeah. Exactly. But I think food, food trucks would be awesome. Because food, food is a big deal.

Mr. Mitchell: Erin, do you have –?

Mr. David Yamashita: Well, I just wanted to add that if you haven't been to the Eat Street event in Kakaako that I would –.

Mr. Fujimoto: Yeah.

Mr. Yamashita: It sounds like Don has been to one. Well, I mean, I would say that's an attraction for my wife and me as well. We were there one time and it was on a maybe one acre

site and there were maybe 20 food trucks arranged in a square with more vendors in the middle and entertainment. There was like a young guy doing some – he was a DJ and he was doing something with equipment. I don't know what you call that.

Ms. Ota: Scratching.

Mr. Yamashita: Scratching, I guess. It, it – I didn't hear the Beach Boys or The Beatles, I heard something else. But nonetheless, it created this real vibe and this energy and I told Carol about it. I mean, I – it was just amazing to see the mix, the mix of food. And it was good to see local vendors experimenting. And it was such an attraction. And I saw that, I took pictures, and I told – I came back and I told Erin we have to do this in Wailuku because I think we have enough food trucks. And once you create that initial, maybe it's once a month or whatever, it's, it was really incredible, and you attract a range of people. Young people, families, visitors. It was so neat. I mean, we – by the time we left, and it was still early evening, the place was packed. It was really amazing.

Mr. Mitchell: Yes Warren?

Mr. Suzuki: On the website, so do you have a contract right now to prepare the Wailuku website?

Ms. Ota: No.

Mr. Mitchell: No. No. And that's why I was going to suggest because we have a meeting in two weeks. I think we need to re-evaluate the proposals and see if we can – if everybody's in agreement get something in place to get this started because we can take action in two weeks at a meeting.

Mr. Suzuki: And would you be willing to submit a proposal to provide whatever you feel is appropriate as far as . . . (inaudible) . . .

Mr. Mitchell: Maintenance.

Ms. Ota: Okay. Yeah.

Mr. Suzuki: You know, whatever it might be from an annual basis.

Ms. Ota: Okay.

Mr. Mitchell: And, and maybe update that proposal with whatever component if, if we had businesses in Wailuku town come and wanted to advertise we could put them in to our website at no cost.

Ms. Ota: Okay.

Mr. Mitchell: If, if that changes your scope or your fee, I think that would be helpful to see because that looks like money well spent for –

Mr. Suzuki: So we would, we would approve the cost of providing information for that business?

Mr. Mitchell: Some sort of basic format.

Mr. Suzuki: Okay.

Mr. Mitchell: Yeah, some sort of basic format that they would have a boiler plate that they'd – you know if the business had a logo.

Mr. Suzuki: And a photo.

Mr. Mitchell: And a photo, and you know, just some basic description. If the business wanted more, they'd have to do their own website. But we have sort of template if you will that everybody can plug in to if that make sense.

Ms. Ota: Okay.

Mr. Yamashita: I just wanted to add one – to answer, to go back and answer Carol's question about what comes first when you're – you showed photographs of some of these places. I can tell you the story of what my wife and I witnessed when we lived in Portland. You know, when we – if you've been Portland you know what a really great place its become. But when we moved in our house in 1981 we lived next to this commercial strip. It's an old street car line, and it was nothing. There were businesses that people really didn't go to. And over the next, say 20 years, it just became, it just changed in character, and now it's this hover hip place that everybody goes to. Parking is terrible. There's just on-street parking. There's no parking garage. But because there's so much interest and vitality in this place, it's Hawthorne. It's a Hawthorne Polar Park, people from all over the city and the region flock to this place. And it's filled with boutiques and, you know, little pubs and bars. But it started when – and this was maybe in the mid-80's when one of the business people decided to open Pastaworks. And it just happened that at that time there was a large number of people, I think, who were are age, at that time, in our 30's with young families. And this Pastaworks all of sudden started this whole change in the commercial strip. But it comes down to, I think, somebody, really, it's, in some ways, taking a risk in starting a business and then these economies of conglomeration kicked in. And then the gelato shop opens up next door. And then the gourmet pizza opens up. And then – but again it was surrounded by people with – you know, the demographics that make the business work.

And when I look at Wailuku and say three miles out, I see the same thing. In fact when Erin and I went to the Young Business Roundtable. This was a couple of years ago. And there were a bunch of 30 something. And I remember one of things they said was they want a place to hang out after work. And there aren't that many places to do that. And so, you know you look around, again, you look at the demographics of Wailuku and what's surrounding it, to me, just

from a planning stand point, it's got – I mean, it's there. And so we need to find a way to replicate some of what is happening in other places. And I think it's possible.

Mr. Mitchell: Don?

Mr. Fujimoto: You know, I don't know if this works, but, so what about if we had like a property owner's fee that's put in all the stuff that, you know, you're exempted from work force housing and these are the demographics for one town. Because you know, you can – I mean, it's good to advertise for the retailers, but, you know, ultimately development would probably lie with the property owners versus the retailers, right? So, and I don't know if this is the right place for it or what.

Mr. Mitchell: Business friendliness of the MRA because these are exemptions or whatever.

Mr. Fujimoto: As long it's something with food.

Mr. Mitchell: As long it's gotta have food. As long as its got food. Go ahead.

Mr. Suzuki: In fact what Don just mentioned was the first thing that came to my mind. When you create a website, one of the first things that you try to highlight for a business perspective is, okay, what sort of concessions are going to be provided to you, you know, when you're looking to developing a town. Unfortunately the reality is there's nothing.

Mr. Mitchell: There isn't really.

Mr. Suzuki: In fact, I think there's probably more discouragement than there is concession or incentive. And that's where the culture has to change.

Mr. Mitchell: Right. I agree.

Ms. Ball: But I like what Don spoke about too that the adjunct this are the residents because those are the people. When you open a business you say he was going to come to my business.

Mr. Suzuki: Right. The demographic.

Ms. Ball: And those people will be living in that area if it's made attractive, the development of the property, the residence.

Mr. Fujimoto: Yeah, like more restaurants within like five miles or whatever that's open after five o'clock.

Ms. Ball: Whatever, right.

Mr. Suzuki: I would love to walk, but I can walk. But at this point, there's nothing that attracts



me to Wailuku town.

Ms. Ball: Well, that's why you have such a hard job because creating a website to attract people to what is the big question.

Mr. Suzuki: Yeah. Exactly.

Ms. Ota: We handful of businesses.

Ms. Ball: And that's why I ask the question what comes first. But maybe when, with an attractive enough website, people will create a business here.

Ms. Ota: Yeah, I think we have enough content to start. You know, there's a few boutiques. There's a handful of eateries, besides the coffee store. Now there's Happy Central. People forget about the Thai place up on Vineyard. They forget about the Filipino Restaurant that's across the street. I mean, there's a pizza place. There's Tom's. So there's, you know – we forget and, you know, we could always head down to Saigon Café too if you want to. Yeah, I think there's definitely enough to start with.

Mr. Mitchell: So at our next meeting we can have, we can take a look at those proposals and probably take some action and get something started. Everybody good with that? Fantastic. Thank you very much.

Ms. Ota: Thank you.

Ms. Ball: Thank you. Thank you for coming.

Mr. Mitchell: Well, that was a big one on the agenda to get through. Erin, is there anything else for today's meeting that you think we need to refresh ourselves?

Ms. Wade: The point of today was basically to ensure that everybody was sort of at the same place in terms of the information and knowledge about what's happened over the past two years because my sense is the Mayor's budget, we're in the time of creating the Mayor's budget right now and things will either – there's a chance at this moment in time for things to start moving quickly forward that we can propose some things to the Mayor's budget that could get latched on to. There's a good opportunity that if it's supported by the Mayor's administration it will go into the Council's budget and then you guys are going to get asked lots of questions because it will be debated at the County Council, the merit of the project. So I just wanted to make sure that you had all the background resources. If you had any questions at all about what we've worked on up until now, today was an opportunity to ask those questions. And if there was any redirection that you wanted to make at this moment in time that you had the opportunity to do that.

Mr. Mitchell: Anybody? Any questions, comments, concerns?

Mr. Fujimoto: It would be, I guess, self serving. Do we have, like, a good estimate of where we are now?

Ms. Wade: In terms of the budget?

Mr. Fujimoto: No. In terms of everything. So that, you know, when three years later and even though Warren won't be here but, we can say in three years –

Mr. Mitchell: You can still visit.

Mr. Fujimoto: – you know, we did all of this stuff. Because it's sort of like we're starting, right, right now.

Ms. Wade: Exactly. Exactly.

Mr. Fujimoto: So if we take account of where we are now, you know, we, we quadrupled the amount of people. Yeah Warren? Unless you want to be a part of it.

Mr. Suzuki: No. I mean, I think the comment you're making is similar to the comment I made five years ago when I first came on. I raised the question, you know, the MRA had been in existence for 10 plus years, you know, previous to that, and we started to have discussion about certain kind of items then I kind of wondered in my mind, you know, why are we covering these things now? These are things that should've been touched on, agreed upon, and established as a foundation back when and you just move forward from there. But it seems like, you know, every so many years you go through the same exercise and start to talk about, okay, what do we need to establish now, and, you know, this is going to be our base, and we move forward for there. You know, if that continues to occur, then the reality is, you know, you're not really achieving it, and so you need to really, you know, like I said, establish what needs to be done, and that is your foundation and that's what you work with and not deviate from that.

Mr. Fujimoto: Not go back and redo.

Mr. Suzuki: Exactly.

Mr. Mitchell: Well, and you all can correct me if I'm not thinking right, but I'm thinking the same thing. We picked essentially three major projects. One is this marketing, which we've been working on what, since the middle of last year. And it looks like we're close to getting that accomplished with the website. Two is the parking plan that was, been in place for a couple of years, but, and, and that has a bunch of moving pieces but we're kind of working on each of the pieces. And then the third component is the reWailuku, the finish of the reWailuku product that can then be put out publically, and on the website too presumably that if we –. And the park s sort of moving forward, but those three pieces in my mind, if we can get those accomplished this year we've actually got something done unless somebody else has something. Which is kind of a departure from where we, where the MRA had been moving and it had been working through the list of things and the old, which is nothing wrong with that. But

I don't find that particularly productive because you don't have a finish line. There's never a finish product that you can get to. There's no deliverable.

Mr. Fujimoto: Just like maintenance.

Mr. Mitchell: It's maintenance. And not that we can't go back to those things, but all of those goals and objectives and the MRA guidelines are really what we're doing anyway. But we're just actually trying to accomplish the little pieces. Warren?

Mr. Suzuki: I guess I'm kind of just thinking out loud right now, and I know that in the past there are a lot of attention paid to, like, TIFF, you know, community facility district and all that, and trying to get, you know, those things into motion and in place. But I don't know what the political reality is, as to whether or not that's something that will ever be approved upon, acted upon, or approved by the Council Members. But at the same time, though, at some point in time those things will have to be taken up and taken on because for Wailuku and the MRA to go up the next level, you know, those are things will, will have to be in place. And you're going to have to look at, you know, what, what sort of item you can list on the website in terms of, you know, what sort of concessions and where the incentives as far as the landowner developers. Because unless you do that, as Don said, you know when someone who's potentially interested in acquiring a property in Wailuku looks at that particular link and they see nothing on that list, you know, the first thing they going do is close the website and move on.

Mr. Mitchell: Right. Well, and I think that's the discussion that we'll continue to have to have. And if goes back too because we only meet once a month and we don't have full-time staff person, as great as Erin does, she's got a thousand of other things to do with an ED some of those things may be not accomplished, being able to accomplish without that full-time person to do it. And I don't mind bringing that back up if you all want to discuss it at any meeting, please, you know, please have it put on the agenda. I think those are all worthy, worthy objectives.

Mr. Fujimoto: You should probably put on the landowners, what the MRA . . . (inaudible) . . .

Mr. Suzuki: Authority.

Mr. Mitchell: The authority to do.

Mr. Suzuki: Variances and what not.

Mr. Fujimoto: . . . (Inaudible) . . . They don't have to go through the County process and all that kind of stuff.

Mr. Mitchell: Wonderful. Any other thoughts? Erin, did you have anything else you that you thought we need to –? Good. And so our next meeting will be on the 24<sup>th</sup>, and you'll be working on that agenda. Of course one of the items we'd want to do is take action on the website and marketing. We don't have any design review on the agenda right now for the 24<sup>th</sup>?

Ms. Wade: We do not.

Mr. Mitchell: Okay. Is there anything anyone else would like to see on the agenda and maybe a breakdown of the MRA developer, development assist. Actually summarize what does the MRA – what can the MRA do today for redevelopment in terms of variances? It's in the – but sort of summarize it. So if we wanted to put it on the web page we can actually put something on the –

Mr. Suzuki: Is that something that you'd be able to kind of put, like, an outline?

Ms. Wade: With James. James and I can do that together.

Mr. Suzuki: Would you guys be able to do that?

Ms. Wade: Yeah.

Mr. Suzuki: Again, that's just a question, not a, not a mandate. Just a request.

Ms. Wade: Yes. Not a problem. You know – I'm sorry – you know, Bill, maybe the best thing too would be our updated Zoning and Development Code because we've had the market based plan guy tell us to change it. We had the parking guy tell us to change it. I mean, and, it's time for – it's really time to send it back to Council to get it re-ratified.

Mr. Mitchell: Let's put that on there. Yeah, because we started on the parking components and we didn't finish it.

Ms. Wade: Yeah. Okay.

Mr. Mitchell: Well, that, that topic alone is a chunk of work to do on the Zoning and Development Code, so those two items alone will take, will take plenty of the next meeting. If no other comments or any, any input, we'll close the meeting up today. Thank you again Tom. Thank your wife for a wonderful lunch. And you're welcome to do that at any MRA you feel so glad to do we'll be here too. So we'll adjourn this meeting and reconvene on the 24<sup>th</sup>. Thank you everybody very much, and happy new year.

**D. NEXT REGULAR MEETING DATE: JANUARY 24, 2014**

**E. ADJOURNMENT**

There being no further business brought forward to the Agency, the meeting was adjourned at approximately 2:26 p.m.

**APPROVED 03-28-2014**

Respectfully submitted by,

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

**RECORD OF ATTENDANCE**

**Members Present:**

Carol Ball  
Thomas Fairbanks III  
Don Fujimoto, Vice-Chair  
William Mitchell, Chair  
Warren Suzuki

**Others:**

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