

HAWAII LODGING TOURISM ASSOCIATION

1. **The future of tourism in Hawaii.**

The visitor industry is who we are, and diversification of our economy should be within the tourism industry. Further, due to the pandemic, before we look at diversifying our economy, it is important that our visitor industry is robust. Currently, I believe that our major focus is to revitalize our visitor industry before taking on another challenge.

2. **Tourism Management**

I support the user impact fees. As part of the responsible management, we must provide information and educate our visitors of the dos and don'ts while they are our guests. I also believe that responsible management is educating our local populace of the importance of the visitor industry and its impact and how it provides for the local families.

3. **Real Property Tax**

I believe that our elected officials do not do a good job at handling budgets. They feel that they have this endless source of income through real property tax. As a small business owner since 1988, I managed to maneuver my company and survived the economic downturn in 2008-2009. I will definitely look closely at every line item on the budget. Increasing real property taxes will be the very last resort, and if need be will oppose any increase presented.

4. **Transient Vacation Rentals**

I supported and will continue to support enforcement to rein in the proliferation of properties that are operated illegally. If the maximum \$20,000 fine and the \$10,000 fine for each day the illegal rental persists, do not stop illegal rentals, I am open to increasing the fine or perhaps jail time if the owner(s) continue to operate illegally. Illegal rentals must be stopped.

5. **Homelessness Solutions**

When it comes to homelessness solutions, our goal should be to get every single homeless person to become a productive citizen. I am very aware that a lot of them abuse drugs and alcohol as well as the need for mental health assistance. We can't give up on them. We need to be compassionate and provide them the assistance to get them back on their feet.

As a citizen, one of the things that I am currently doing is working in a farm with homeless people. In this farm are plots of land that we all call as gardens. There are several plots of land that are designated for the homeless population in Lahaina. They help in the farm and in exchange we provide them vegetables.

I believe providing our homeless population a place where they can be productive and be held accountable at the same time is a good way to slowly bring an individual out of his/her dark past.

From talking to the homeless people at the farm, they want to be productive. Unfortunately, they feel that because of the bureaucracy, they can't do anything and a lot of them have given up. According to the people I met, they were called right in front of them "undesirable". Personally, I believe that the solution homelessness starts with us as individuals and showing compassion. Hand outs will only last a few hours. They believe that agencies created to help them do not do a good job because the homeless population are viewed as undesirable numbers. Education, clean shelters, and

involvement in the community I believe are all part of getting a homeless individual become a productive citizen of Maui.

6. Sustainability in the Visitor Industry

- Instead of growing ornamental plants, we need to look at ways we can raise vegetables
- Resorts should look at leasing land to farm their own vegetables
- Invest in solar technology to power our resorts

7. Visitor Industry, Health, Safety and Security Standards

I wholeheartedly support the adoption of the HLTA's Health, Safety and Security Standards as statewide policy for lodging properties.

8. Public Safety

I support HLTA to convene a Visitor Public Safety Conference on Maui in 2021 and address the following:

- Homelessness – How the visitor industry can be a partner with the agencies who are helping the homeless population of Maui.
- Beach Parks and Ocean Safety
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9. If elected as a Member of the Maui County Council, my focus is to help revitalize our visitor industry I will work closely with the Maui Visitors Bureau and the Maui Hotel Lodging Association. As a small business owner since 1988 and the past Chairman of the Board of the *Maui Chamber of Commerce*, I know how important the visitor industry is to our economy. Though small businesses are our economic engine, the visitor industry is the fuel that will move this engine. Without our visitors, our guests, small businesses will not survive.

10. I am an avid basketball fan and my younger days, a good basketball player. In the late 80s and early 90s, I used the game of basketball to get kids off the streets of Lahaina. I started a basketball league, ran tournaments as well as sponsor and coach several adults, young adults and kids basketball teams. If someone wanted to play for my team, they were required to do community service with me.

Mayor Linda Lingle saw my work with both the kids and young adults of Lahaina, that she allowed me to have a key and have access to the Lahaina Civic Center (LCC) 24/7. Because of my access to the LCC, Earving "Magic" Johnson gave me a call to put a team together and have a scrimmage game against his team that consisted of NBA professionals. In one week, I was able to put a team together of mostly high school All Star basketball players. We sold out LCC and raised over \$30,000 for the Boys and Girls Club of Lahaina.

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