

COUNCIL OF THE COUNTY OF MAUI
HUMAN SERVICES AND
ECONOMIC DEVELOPMENT COMMITTEE

December 7, 2001

Committee

Report No. 01-238

Honorable Chair and Members
of the County Council
County of Maui
Wailuku, Maui, Hawaii

Chair and Members:

Your Human Services and Economic Development Committee, having met on November 15, 2001, makes reference to County Communication No. 01-231, from Councilmember Alan M. Arakawa, relating to the Maui Guild of Media Artists' interest in forming a subcommittee to explore film industry possibilities for economic development.

By letter dated November 8, 2001, Brenda Ching, Executive Director, Screen Actors Guild, expressed her support of the Maui Film Commissioner and the Maui Film Office.

By letter dated November 9, 2001, Barry Rivers, Founder and Director, Maui Film Festival, expressed his support of the Maui Film Commissioner and the staff of the County of Maui, Office of Economic Development.

By letter dated November 13, 2001, Albert A. Burns, Business Agent, Local 665, International Alliance of Theatrical State Employees, Moving Picture Technicians, Artists and Allied Crafts (IATSE), expressed his support of the Maui Film Commissioner and the Maui Film Office.

At its meeting, your Committee met with the Manager of the Hawaii Film Office, State of Hawaii, Department of Business, Economic Development and Tourism (hereinafter referred to as the "State Film Office Manager"); the Economic Development Coordinator; the Maui Film Commissioner; and a Deputy Corporation Counsel.

Your Committee received testimony from four people, each of whom stated that they supported the Maui Film Commissioner or felt that the proposed subcommittee was unnecessary.

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Your Committee notes that one of the testifiers, Roger Thompson, President of the Maui Guild of Media Artists, stated that he wished to withdraw the organization's request to form a subcommittee. Mr. Thompson stated that his initial interest in the subcommittee related to obtaining economic development grants, not in proposing any legislative changes.

The Economic Development Coordinator, the Maui Film Commissioner and the State Film Office Manager presented your Committee with an overview of the film industry in Maui County and the State. The overview included footage from various movies, television shows and commercials filmed in Hawaii; information about the amount of money the film industry generates in Hawaii; and marketing efforts undertaken at the County and State levels at various industry events. Additionally, your Committee viewed the new Maui Film Office website, which features a library of images that are found in Maui, permitting resources, and related information.

The Maui Film Commissioner distributed informational packets consisting of a variety of resources relating to Maui County's marketing efforts to the film industry.

The Economic Development Coordinator stated that she did not feel that the proposed subcommittee was necessary at this time.

The Maui Film Commissioner stated that she is working with the Department of the Corporation Counsel to address difficulties encountered by filmmakers interested in filming in Maui County. A draft bill will be presented to the Council for its consideration at a later date.

Councilmember Arakawa stated that he would withdraw his proposal due to Mr. Thompson's testimony. However, he also noted that he personally felt that the proposal was a valid one, especially because a subcommittee could be the key to finding solutions to filmmaking difficulties that are currently in existence in Maui County.

Your Committee voted to recommend that this matter be filed.

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Your Human Services and Economic Development Committee
RECOMMENDS that County Communication No. 01-231 be FILED.

Adoption of this report is respectfully requested.

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