

COUNCIL OF THE COUNTY OF MAUI

# ENERGY AND ECONOMIC DEVELOPMENT COMMITTEE

August 24, 2004

Committee  
Report No.

04-128

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

Chair and Members:

Your Energy and Economic Development Committee, having met on July 12, 2004, makes reference to General Communication No. 04-2, from Jeanne Unemori Skog, President & Chief Executive Officer (CEO), Maui Economic Development Board, Inc., transmitting the Focus Maui Nui Final Report dated December 2003.

Your Committee notes that the Focus Maui Nui Final Report brought approximately 1,700 participants into an intensive participatory process to plan for the future of Maui County. The Final Report summarizes the results of this process.

At its meeting, your Committee met with the Economic Development Coordinator; a Deputy Corporation Counsel; Jeanne Unemori Skog, President & CEO, Maui Economic Development Board, Inc.; and Leslie Wilkins, Vice President, Maui Economic Development Board, Inc.

Your Committee received the Focus Maui Nui Executive Summary dated December 2003 and additional information from Ms. Skog.

There was no public testimony.

In a computer-generated slide show, Ms. Skog and Ms. Wilkins presented an overview and the results of the Focus Maui Nui project. They stated that this community visioning project, which is designed to define a vision for Maui County, was completed over a 14-week period and involved 1,700 residents across all sectors of our community.

Ms. Skog stated that special efforts were made to include under-represented groups and those not traditionally engaged in civic decision making. This included the residents of Lanai and Molokai as well as residents under 20 years old.

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Ms. Skog explained what the individual participants experienced in the small group sessions. She stated that individuals were asked to select their top five priorities for Maui County and then participate in larger groups and build consensus. Then the participants were asked to balance competing needs of the community and recommend strategies for action.

Ms. Skog informed your Committee that the top five "Recommended Strategies for Action" were: (1) improving education; (2) protecting the natural environment, especially water; (3) addressing infrastructure challenges, especially transportation and housing; (4) strengthening the economy; and (5) preserving local culture and traditions - addressing human needs.

Ms. Skog explained that the Focus Maui Nui project does not end with this Final Report. She stated the next phase is to get the results out into the community and encourage people to think of these strategies as guiding principles for the future of Maui County. For example, Focus Maui Nui runs advertisements where participants talk about what they want for the future and what they are doing to help the community.

Your Committee expressed appreciation for all of the work that was done by the Maui Economic Development Board, Inc., the Focus Maui Nui Advisory Team and the residents that participated in this community visioning project.

Your Committee was especially pleased that the project reached out to include under-represented groups and those not traditionally engaged in civic decision making.

Ms. Skog informed your Committee that although this report includes the information from Molokai and Lanai, they are also preparing separate reports for these islands.

Your Committee noted that although they were initially surprised at the priorities set forth by this report, they understand how many of these priorities are interwoven.

Your Committee encouraged everyone to participate in the upcoming general plan and community plan advisory meetings to help shape the future of

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Maui County. Your Committee was hopeful that more people would volunteer to fill vacant positions on various boards and commissions.

Your Committee noted that besides government and public officials, this report contains messages and expectations for residents, businesses, media, educators, nonprofit organizations, developers, landowners, visitors and young people. Ms. Skog explained that they would continue to educate everyone about the findings in the Focus Maui Nui project. She also explained that Focus Maui Nui would issue a "Step Forward Report" which will be a chronicle of the actions taken in the community.

Your Committee voted to recommend filing of the communication.

Your Energy and Economic Development Committee **RECOMMENDS** that General Communication No. 04-2 be FILED.

Adoption of this report is respectfully requested.

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