

**ECONOMIC DEVELOPMENT, ENERGY, AGRICULTURE,  
AND RECREATION COMMITTEE**  
**Council of the County of Maui**

**MINUTES**

**Council Chamber**

**February 12, 2013**

**CONVENE: 1:32 p.m.**

**PRESENT: VOTING MEMBERS:**

Councilmember Don S. Guzman, Chair  
Councilmember Robert Carroll, Vice-Chair  
Councilmember Gladys C. Baisa (left at 4:00 p.m.)  
Councilmember Elle Cochran  
Councilmember Stacy Crivello  
Councilmember Michael P. Victorino (left at 3:55 p.m.)  
Councilmember Mike White

**STAFF:** Josiah Nishita, Legislative Analyst  
Pauline Martins, Committee Secretary

Ella Alcon, Council Aide, Molokai Council Office (via telephone conference bridge)

Denise Fernandez, Council Aide, Lanai Council Office (via telephone conference bridge)

Dawn Lono, Council Aide, Hana Council Office (via telephone conference bridge)

Gerald Keoni Enriques, Executive Assistant to Councilmember Guzman

**ADMIN.:** Jeffrey Ueoka, Deputy Corporation Counsel, Department of the Corporation Counsel (Item No. 5)

Brianne Savage, Deputy Director, Department of Parks and Recreation (Item No. 5)

Lisa Almeida, Special Events Specialist, Department of Parks and Recreation (Item No. 5)

Teena Rasmussen, Director, Office of Economic Development, Office of the Mayor (Item No. 1(2))

Kimberly Haueisen, Business Development Specialist, Office of Economic Development, Office of the Mayor (Item No. 1(2))

Douglas McLeod, Energy Commissioner, Office of Economic Development, Office of the Mayor (Item No. 1(2))

Kyle Ginoza, Director, Department of Environmental Management (Item No. 1(3))

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Michael Miyamoto, Deputy Director, Department of Environmental  
Management (Item No. 1(3))

**OTHERS:** Samantha Bittner, Director, American Windsurfing Tour  
Richard Page, Professional Windsurfers Association  
Josh Stone  
Plus (2) other people

**PRESS:** *Akaku Maui Community Television, Inc.*

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CHAIR GUZMAN: . . . (*gavel*) . . . Good afternoon, everybody. My name is Don Guzman. I'm the Chair for the Agriculture [*sic*], Economic Development, Energy, and Recreation Committee. It is now...we will now come to order. It's 1:30 p.m., Tuesday, February 12, 2013. Before we begin, I'd like to ask everybody to turn off any cell phones or any noisemaking machines that you may have in your pocket or beside you. Please turn those off. Right now I'd like to introduce our Committee members. Starting to my left would be Vice-Chair Robert Carroll.

VICE-CHAIR CARROLL: Good afternoon, Chair.

CHAIR GUZMAN: Also Member Stacy Crivello.

COUNCILMEMBER CRIVELLO: Good afternoon, Chair.

CHAIR GUZMAN: Member Elle Cochran.

COUNCILMEMBER COCHRAN: Aloha.

CHAIR GUZMAN: Member Mike White.

COUNCILMEMBER WHITE: Aloha, Chair.

CHAIR GUZMAN: Council Chair Gladys Baisa.

COUNCILMEMBER BAISA: Good afternoon, Chair.

CHAIR GUZMAN: And Member Mike Victorino.

COUNCILMEMBER VICTORINO: Aloha and good afternoon, Chair.

CHAIR GUZMAN: Good afternoon. Okay at this time I'd also like to introduce our Administrative representatives who are here today. On my right side it would be Brianne Savage from the

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Department of Parks and Recreation. She's the Deputy Director. Also with her is Lisa Almeida who is the Special Events. And also we have Teena Rasmussen in the gallery. She's with the...she's the Director of Office of Economic Development, as well as Kyle Ginoza, who is the Director of Environmental Management and to my right side it would be Jeffrey Ueoka, the Deputy Corporation Counsel.

MR. UEOKA: Good afternoon, Chair.

CHAIR GUZMAN: Thank you. And also we have on Staff today is our Committee Secretary, Pauline Martins and also our Legislative Analyst Josiah Nishita. Okay. And also I'd like to acknowledge Hana District Office, Dawn Lono.

MS. LONO: Good afternoon, Chair. This is Dawn Lono at the Hana Office.

CHAIR GUZMAN: Thank you. And also from the Lanai District Office, Denise Fernandez.

MS. FERNANDEZ: Good afternoon, Chair. This is Denise Fernandez at the Lanai Office.

CHAIR GUZMAN: Good afternoon. And from the Molokai District Office, Ella Alcon.

MS. ALCON: Good afternoon, Chair. This is Ella on Molokai.

CHAIR GUZMAN: Good afternoon. Just a few announcements. Anybody wishing to testify, you can sign up in the lobby with one of our Council Staff. Anyone in the remote locations, you can sign up with any Council Staff in those locations as well. The testimony today will be limited to the agenda items as well as pursuant to the Rules of the Council. Testifiers will be limited to three minutes per item and will be given one additional minute to conclude. So, when you testify, please state your name and any representation that you're presenting on. For our first testifier, Mr. Nishita?

MR. NISHITA: Mr. Chair, the first testifier is Samantha Bittner. She'll be testifying on EAR-5.

**... BEGIN PUBLIC TESTIMONY ...**

MS. BITTNER: Good afternoon, Chairman Guzman --

CHAIR GUZMAN: Good afternoon.

MS. BITTNER: --and Members of the Council.. My name is Samantha Bittner. I'm the Director for the American Windsurfing Tour. Windsurfing has been part of the Maui culture since the early '80s. Many people, including myself, have moved to Maui in the pursuit of the prestigious world-recognized windsurfing venue that is here on Maui's North Shore. I personally moved to

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Maui four years ago to pursue my dream of one day becoming a professional windsurfer. I was quickly disappointed to learn there are no windsurfing events on Maui. In 2010, I began organizing windsurfing events on the mainland, and in the last three years I have organized 12 events as Director of the American Windsurfing Tour. The last two years we've held the American Windsurfing Tour Championships at Hookipa Beach Park with a seven-day contest window. Last year, we had 130 competitors, half of which coming from off-island and half members of our windsurfing community here on Maui. This event has provided opportunities for windsurfers of all skill levels to showcase their skills and promote the future of the sport and the windsurfing culture here on Maui. The successful support of the local community over the past two years has led me to believe that we are ready to expand and improve the event here on Maui by incorporating the Professional Windsurfing Association. This will provide a world-championship contest. We will also need a longer contest window to accommodate for the Professional Windsurfing Association. The benefits will be well worth the time. The extended dates will allow more athletes to participate and will provide those athletes, including community members, more opportunity to advance in the sport. We will keep the daily impact on the beach of the event to a minimum by providing parking shuttle for spectators and competitors. We will only...we will only be using a small area of the beach and the rest of the beach will be available for the public as usual. Combining the aid of the American Windsurfing Tour and the Professional Windsurfing Association will benefit the community of Maui by increased media exposure, increased visitors to Maui during the contest, and also the whole year there'll be more visitors to Maui. This will also provide the community an opportunity to participate in a world-recognized windsurfing contest. I look forward to working with the Professional Windsurfing Association, and I hope that you will support us with the vote of having an extended contest window. Thank you.

CHAIR GUZMAN: Thank you. Members, are there any questions that we have for the testifier this afternoon? Anything that needs to be rephrased? Okay. Thank you.

MS. BITTNER: Thank you.

CHAIR GUZMAN: Ms. Lono, is there anyone wishing to provide testimony from the Hana District Office?

MS. LONO: There's no one at the office for testimony at this time.

CHAIR GUZMAN: Ms. Fernandez, is there anyone wishing to provide testimony at the Lanai District Office?

MS. FERNANDEZ: There's no one at the Lanai office waiting to testify.

CHAIR GUZMAN: Ms. Alcon, is there anyone wishing to testify at the Molokai District Office?

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MS. ALCON: There is no one here waiting to testify on Molokai.

CHAIR GUZMAN: Mr. Nishita, can you call your next testifier?

MR. NISHITA: Mr. Chair, the next testifier is Richard Page. He'll be testifying on EAR-5.

MR. PAGE: Good afternoon, Mr. Chairman--

CHAIR GUZMAN: Good afternoon.

MR. PAGE: --Members of the Committee. My name is Richard Page and I represent the Professional Windsurfers Association or PWA. The PWA is the official governing body of professional windsurfing worldwide, and I've personally been involved with the World Tour now for nearly 20 years. Our events are the pinnacle of the sport of windsurfing and the best windsurfers on the planet are amongst their ranks. Maui and specifically Hookipa Beach Park have a strong history on the World Tour and there is a significant and identifiable demand both locally and internationally for the Tour to return to Maui. The lack of a PWA event on Maui has reduced the island's standing in the sport which has led to a reduced number of professional athletes using it as a training base, a lack of coverage in the windsurfing press, and a partial isolation of Maui windsurfing from the world stage. This in turn has led to a lower profile and awareness of Maui among windsurfing's global audience, leading to a drop in the number of windsurfing tourists visiting the islands. The Maui Makani Classic event has done much to build the foundations that will enable the PWA to return to the island, and we have a unique opportunity to bring the Tour back to Maui for the first time in seven years. In order to do this we need additional time to incorporate the professional aspect of the competition into the event which we estimate will require approximately four extra days to complete. As more than 50 percent of the park will be available throughout the entire event and many of the park users who will be effected by the event will either be competing in the event or a part of the group that is calling for the PWA contest to return, the actual impact on the park and its users will be minimal especially when balanced against the benefits to the community. In exchange for these few additional days, the revenue to the County is projected to more than double. The coverage of the event reached twice as many people particularly in the main European markets, spreading information and imagery of Maui to a much greater audience. The event will provide local community members a chance to compete at the highest level of the sport, to expand their careers, enjoyment, and experience of the sport. This will all work to establish the Maui Makani Classic as the preeminent windsurfing contest in the world and place Maui solidly at the center of the global windsurfing stage. The benefits to local business and the local community both direct and indirect will easily outweigh the comparatively minor inconvenience of the additional time required, and the expansion of the event will secure a sustainable, long-term prosperity for windsurfing on Maui. Thank you.

CHAIR GUZMAN: Thank you. Members, do you have any questions, follow-up questions? Anything that needs to be rephrased? Having none, Mr. Nishita, can...thank you very much.

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MR. PAGE: Thank you.

CHAIR GUZMAN: Mr. Nishita, can you please call the next testifier.

MR. NISHITA: Mr. Chair, the next testifier in the Chamber is Josh Stone. He'll be testifying on EAR-5.

MR. STONE: Aloha, Chair and Committee members.

CHAIR GUZMAN: Good afternoon.

MR. STONE: Good to see everybody. Hi, everybody. My name is Josh Stone and I'm a small business owner in both Paia and Makawao, most notably one of the owners of the Flat Bread Pizza Company in Paia. I'm also an ex-professional windsurfer which gives me a unique insight into the incredible benefits that a professional windsurfing event can provide for our small business in the Upcountry area. I moved to Maui from Oahu in 1993 to pursue a career in professional windsurfing. At that time Maui was the premier destination in the sport and the only place for a true pro to be if they wanted to become a champion. Hookipa, in Maui's North Shore, was a must-do pilgrimage for all windsurfing enthusiasts and they came in huge numbers in those days. The town of Paia had a strong resurgence thanks to the financial influx of the tourism dollars this attraction brought, and it started the international trend that has put Paia town on the destination map worldwide. Over the past few years other tourism destinations seeing the financial benefits of a wealthy sports-based tourist, have put a lot of energy into wooing these high-spending prospects away from Maui to what I'd consider to be B locations. They've done a good job of marketing and the net effect is that Maui has lost its dominating position as the top windsurf location in the world even though it is by far the best. The introduction of the Makani Windsurfing Classic finally brought back a pro-am windsurfing event, something that had been missing from the Maui agenda for way too long. The effect on our small town business was immediate and beneficial. It reenergized our local windsurfing community, brought in a large number of windsurf tourists to watch or participate, provided an awesome point of interest for the standard tourist, garnered international exposure, drove excellent retail sales in both Paia and Makawao town during and after the event period, and most importantly, put Maui back on the map as a premier windsurf destination. The inclusion of a professional PWA windsurfing event would magnify this effect dramatically. Once again holding the world tour's premier event back home where it belongs in Maui would solidify Maui's dominance as the world's greatest destination for the sport. Not only would it generate a huge amount of direct exposure to a wealthy, captured target market, it would bring in the top athletes and all their support crews before, during, and after the event period. The spectator base this kind of event generates is also on a much grander scale than a pro-am event. Enthusiasts plan vacations around events such as these. In summary, the financial benefits to the small town business Upcountry and for Maui County as a whole from having both the Makani Classic expanded to include a real professional

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PWA event would be truly incredible. I hope the Council can see the importance of support, excuse me, I hope the Committee can see the importance of support for use of Hookipa Beach Park for these beneficial events and utilize this amazing and unique asset to support our local economy. Thanks very much for your time.

CHAIR GUZMAN: Thank you. Members, are there any follow-up questions? Member White.

COUNCILMEMBER WHITE: Thank you, Josh for coming down to share your thoughts. Of course, I'm in total support of this event and happy to be considering it today, but not for answer today but I would like you and the others involved in the industry to give some thought to how Hookipa as a facility, a County-provided facility compares to those that are being developed elsewhere to attract the same visitors, the same, same competitors. And I would appreciate it if you guys would come back to us with a sense of what we could do or should do to make the facilities at Hookipa reflect the international, well, the international recognition that Hookipa gets all on its own.

MR. STONE: Very good, Mike. I would be pleased to do that, I'm sure.

COUNCILMEMBER WHITE: Okay. Thank you.

MR. STONE: Thank you.

COUNCILMEMBER WHITE: Thank you, Chair.

CHAIR GUZMAN: Thank you. Is there any further follow-up questions? Member Victorino.

COUNCILMEMBER VICTORINO: Thank you. Thank you. And thank you, Josh for being here.

MR. STONE: Thanks.

COUNCILMEMBER VICTORINO: Josh, I know the economic benefit that this brings to Maui County. I think we all, all appreciate that. And I think Mr. White covered one of the areas that I was very interested in, but I have another important area that I constantly get hit up on is the sharing. Because I just came back from the Grand Caymans and there's no problem, there's no barriers, there's no...it...you know, everybody shares but you know one thing they don't have, they don't have the winds like we do. They don't have the surf like we do. They don't have any of that. So those who jet ski and, and other activities do not have to share with \_\_\_\_\_. And somebody brought that to me when we were there, they said so, how does this compare to Hawaii? And I said the first thing that comes to my mind is we have beaches just as beautiful as this, but we have to share it amongst surfers, windsurfers, kitesurfers, and paddle boarders and on and on and on and they don't have all of this. How do you guys look at sharing throughout the year, not

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during the Classic, but throughout the year because I think we've talked about this before. How do we make it so that everybody feels comfortable and feels a part of it?

MR. STONE: That's a great question, Councilman Victorino. Thank you very much. The way that it's worked so far is there's been a very strong understanding amongst the users at Hookipa and it's regulated in a number of ways. There's actually a HRS regulation on the windsurfing at Hookipa, but we also have a waterman regulation which I think holds stronger than the State rules which is you respect each other. The way that the priority breaks down really, the fisherman have the first priority, everybody respects that fact. The next priority is the surfers, then come basically the windsurfers as far as use goes --

COUNCILMEMBER VICTORINO: Uh-huh.

MR. STONE: --and then comes the kitesurfers who are newly introduced to Hookipa.

COUNCILMEMBER VICTORINO: Right.

MR. STONE: And basically right now the way it works is in the morning, early morning it's fishermen time and surfers' time because that's obviously when there's no wind, best time to be doing that stuff. Windsurfers don't go in the water until after 11 o'clock a.m. and then even during that period they're limited to going what's called Middles over to H'poko. So from Middles over to Pavilion is always only surfers.

COUNCILMEMBER VICTORINO: Okay.

MR. STONE: If the wind isn't strong enough obviously there's still surfers in the water because it's good, and as long as there's 10 surfers or more in the water, no windsurfers can go out or no kites can go out. The newly introduced gentlemen's rule, which Councilman White helped us put together, is that if there is less than 10 surfers or windsurfers from Middles to H'poko then the kites are allowed to come in and use the area. But once there is 10 other users from another sport then those people go. I know it sounds very confusing but if you're a person who uses Hookipa everyday like I am, it works out really well and you know, ever since we've put these rules in place there hasn't been the hassles; there hasn't been the fights. You know, people aren't...waterman rules, you know, people aren't getting punched out which is good.

COUNCILMEMBER VICTORINO: Yeah.

MR. STONE: And I think as long as this level of respect maintains, it's, it's a positive. One of the things that people have said about, you know, events at Hookipa is hey, what about the usage? One good thing about a windsurfing event and I know 'cause I've been to thousands of 'em is that when there's not wind, you cancel the event for the day and the site is completely open.



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COUNCILMEMBER VICTORINO: Yeah.

MR. STONE: So really, it's the usage days where just from Middles to H'poko is being used. But there's always the space, you know, for everybody to surf and fish but, and again, even the windsurfing event there's no way it's starts before 10:00 so there's that period up before we even get in the water for, you know, warm-up period.

COUNCILMEMBER VICTORINO: Good. Thank you. And I'm glad now that the public hears this also, that's important, Josh 'cause yes, I've heard a lot of good things have happened since we've put these things, but I wanted the public to understand that this doesn't have an impact, only when we have wind and how it's all set up, so that the public's comfortable 'cause they come to us and they say things sometimes because they don't understand it.

MR. STONE: Uh-huh.

COUNCILMEMBER VICTORINO: Now you've explained it and when they come to me the next time and start saying something, I say wait a minute, Josh said da-da-da and I'll make sure I... (*inaudible*)...

MR. STONE: Yeah, and here's his phone number, give him a call.

COUNCILMEMBER VICTORINO: You got it. Thank you, Josh. Thank you, Chair.

MR. STONE: Alright. Thank you.

CHAIR GUZMAN: Thank you, Mr. Stone.

MR. STONE: Okay guys, thanks.

CHAIR GUZMAN: Mister...

COUNCILMEMBER COCHRAN: Wait. Oh, wait, wait, wait.

CHAIR GUZMAN: Oh, sorry.

COUNCILMEMBER COCHRAN: Chair?

CHAIR GUZMAN: We have one more.

MR. STONE: Oh, I'm sorry.

COUNCILMEMBER COCHRAN: Hey, thank you--

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CHAIR GUZMAN: Member Cochran.

COUNCILMEMBER COCHRAN: -- Mr. Stone for being here. Thank you. Thank you, Chair Guzman. And so, yeah, I don't windsurf but you know, I surf and I was...so you said if there's 10 surfers then windsurfers do not go out? Ten or more?

MR. STONE: Yes, at Hookipa it's actually a HRS statute.

COUNCILMEMBER COCHRAN: Right. So my thought is if there's a holding period for windsurfers then that puts a damper on the surfers to be able to surf. You know what I mean? If, if you're going to...I mean, if you...there's a certain amount of surfers and you're not allowed windsurfing, but there's if a 14 day holding period for the windsurfers that's, I see now all the surfers from being able to surf.

MR. STONE: The way, Councilwoman Cochran, thank you. The way that it has worked ever since I've been competing at Hookipa is in the morning there's nothing going on. Our first skippers meeting start at 10:00 a.m. so like everybody's surfing, you know, up 'til 10:00 no problem. If there's no wind they don't start the contest, they don't bring up what we call the AP flag which means that we're getting ready to compete, that's the time that the water would be cleared. So, the water is never cleared of anybody until the event is actually going to start. So, for example, let's...a good example is it's a Kona day or no wind day. That flag is never pulled and nobody clears the water so the guys surf all day.

COUNCILMEMBER COCHRAN: Right. But...

MR. STONE: And, and nobody trying to stop them from going unless the event is actually begun that day.

COUNCILMEMBER COCHRAN: Right. So, Chair, my, my concern is...and I, and I support contests and everything and, but you know, it's 11 days. Once this kicks in, it's competition for 11 straight days. Right? Isn't that the intention?

MR. STONE: No, no. That's...no, that's not, not the intention.

COUNCILMEMBER COCHRAN: Intends to have 11 competition days. That's what I'm reading in this reso.

MR. STONE: It's...

COUNCILMEMBER COCHRAN: So, I can question the Department in a second but...

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MR. STONE: Sure. What happens is there's, there's going to be...there's gotta be a holding pattern, that's the problem with windsurfing events is that not every day is windy so you can't, you can't say okay, we're going to have 7 days and we know we're going to compete on those 7 days. That's, that's one of the, the hard parts with windsurfing events, but it doesn't...but what we're saying is that the competition days are the only days where there could be clearing of the guys surfing. But please remember, Council woman, that's it's only from Middles to H'poko so it's not, it's...you know, you got Middles all the way to Pavilions that is still open for surfing.

COUNCILMEMBER COCHRAN: No, but what about other windsurfers who do not chose to compete and kites?

MR. STONE: Same story. They, I mean, you know, you can have competition with other people in the lineup. And I do understand what you're saying. And we do try in the windsurf competitions we always try to not hold on to a holding pattern or try start a day when it's on the edge. We want to be clear that we're going to be running that day, and I even believe that there's, in the agreement that there's specific amount of days that we're allowed so if we start we have to use that day so we have to be careful.

COUNCILMEMBER COCHRAN: ...*(Inaudible)*... Okay. Thank you.

MR. STONE: Sure. My pleasure.

COUNCILMEMBER COCHRAN: Thank you, Chair.

COUNCILMEMBER VICTORINO: Chair?

CHAIR GUZMAN: Thank you. Member Victorino.

COUNCILMEMBER VICTORINO: One follow-up. And I'm not sure if Mr. Stone can answer and maybe this comes from the Department but I'm pretty certain that when canoe, surf contest, especially surf contests, if no have waves that day, there's no surf contest, right?

MR. STONE: That's true.

COUNCILMEMBER VICTORINO: I mean, you know, I think --

COUNCILMEMBER COCHRAN: No.

COUNCILMEMBER VICTORINO: --I think, you know, I know for a fact there's many competitions not only on this island but in Oahu that they have X amount of days, but they set it over a period of time and knowing that there are days the surf's not big enough, too choppy, whatever the reason. Water is funny; wind and water doesn't always do what you want it to do. It does what

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it wants to do and so to have a good contest, am I not correct, Mr. Stone, that you need certain conditions, those conditions are not met the contest cannot go on.

MR. STONE: That's generally true of professional events.

COUNCILMEMBER VICTORINO: I no care what.

MR. STONE: They...well, you know, like for example amateur events oftentimes they will run in whatever conditions are present.

COUNCILMEMBER VICTORINO: Yeah.

MR. STONE: And that's, you know, that's understandable. They have limited funds; they have to run when they're set to run. People...they're on a weekend usually, you know.

COUNCILMEMBER VICTORINO: Right, right.

MR. STONE: In professional events they have to a level high enough to make the event spectacular; otherwise, what's the point of holding the event?

COUNCILMEMBER VICTORINO: Uh-huh.

MR. STONE: So in surfing events on a professional level on Oahu, for example, they have holding patterns.

COUNCILMEMBER VICTORINO: Right. No, I get it. That's what I was just trying to get to, this holding pattern and, and the days that's being brought up, they're not going surf, windsurf for 11 days. There may be days they can't and how many days is the actual competition? How many days are you slated to have competition itself?

MR. STONE: Yeah. That's, you know, if you don't mind I want to get that...I'll get that answer right now. Guys, do you know?

COUNCILMEMBER VICTORINO: Oh, sorry.

MR. PAGE (*spoke from the gallery*): Eleven out of fourteen.

MR. STONE: Councilwoman Cochran, you were right. It's 11 out of 14, right. She said...she was correct. It's 11 out of 14.

COUNCILMEMBER VICTORINO: Eleven out of fourteen days.

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MR. STONE: Uh-huh.

COUNCILMEMBER VICTORINO: So, but not all 14 days, not all 11 days straight...oh well, if you can do 11 straight days I guess, you'll try to get it done, right?

MR. STONE: Yes, we would.

COUNCILMEMBER VICTORINO: Okay.

MR. STONE: As soon as you good.

COUNCILMEMBER VICTORINO: Okay. Yeah. Okay. Thank you. I mean, again, we give it up for a little while, it's like our ball fields here, Chair, you know, sometimes we have to give up War Memorial for Na Koa Ikaika's and our high school guys can't play or open league cannot play but it's there and you know what's really nice? Many of the improvements that they bring in to the park and to other places, we, as the citizens enjoy the rest of the year. So always gotta look at the overall picture just not the 11 days. That's important in my mind. Thank you, Chair.

CHAIR GUZMAN: Thank you. Are there any further questions?

COUNCILMEMBER COCHRAN: Yes, Chair.

CHAIR GUZMAN: Member Cochran.

COUNCILMEMBER COCHRAN: Thank you, Chair. Now I have a comment just because, you know, I've been in contests, I'm not professional but I've done amateurs and yes, we hold them regardless, you know, one inch, howling offshores, whatever, but that holding period and I'm talking about the bay in particular --

MR. STONE: Uh-huh.

COUNCILMEMBER COCHRAN: --where the local people, it only breaks...it's very finicky, you know, but yet the professionals come in and they want to cherry-pick that special best time of the year, have a three-month holding period, you know and everyday people gotta wake up and see are they holding it or not, are they holding it or not? That's why I understand the regular local peoples' point of view about taking over a spot for the professionals who want to hand-pick the best days out of the year because they're the professionals, you know, and the everyday people who pay their dues day in and day out at their spot gets pushed aside for the, for that 14 days or whatever it is. So you know what I mean, I understand the frustration for people who aren't pros and in the circuit, you know.

MR. STONE: Councilwoman Cochran, I, I understand exactly what you're saying because I'm a surfer

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as well and I'm not a professional surfer. And I know what you're talking about when in certain situations you can't use a certain area; it's frustrating, of course. The difference for example between Honolua and Hookipa is Hookipa there's multiple areas to use versus Honolua unless the guys have to down to Keiki Bowls or whatever to surf when it's good. What I'd like to point out as well is in the windsurfing competition, or in windsurfing you're not generally waiting for great waves per se; what you're waiting for is suitable winds so when it's windy enough for a professional windsurfing competition generally, it's starting to get kind of crappy for surf. When it starts blowing 20, 30 knots, not many guys want to be out there in that. And so it's not a matter so much for us as cherry-picking the wave days; it's, for us, it's really about getting that wind day because there's the jumping element and stuff like that too.

COUNCILMEMBER COCHRAN: Right. Sorry, not to belabor this, Chair, but I'm talking about windsurfers and kites, and people who utilize the wind that you will be too but anyways that's all. Chair, I'm good. Thank you.

CHAIR GUZMAN: Okay. Thank you. Is there...oh, Council Chair Baisa.

COUNCILMEMBER BAISA: Thank you very much, Chair Guzman, and thank you, Josh, for being here. I am sorry I have to admit my ignorance about all of this. I don't know anything about windsurfing or surfing or any of the above except I enjoy watching it 'cause it's so graceful and beautiful and I know that it's a big attraction for our entire State. But to follow up on Member Cochran's request. All we're talking about here is a window of 13 days, 14 days and maybe 11 days of competition. This is one event, one, one thing. Is Hookipa closed at other times for other events?

MR. STONE: I believe not.

COUNCILMEMBER COCHRAN: Kiting...

MR. STONE: Hm.

COUNCILMEMBER BAISA: I don't know.

MR. STONE: There's, there's amateur events happening at Hookipa right now on certain weekend days, I know 'cause my daughter does the keiki events. Generally, the surfing events that are, that there are periods held off are at Pavilions, specifically right at Pavilions, where they, you know, it's the best place to set up and judge for the surf events. I believe there was a kitesurf event, in fact a World Tour kitesurf event that was held recently, I think beginning of December. So there, there are, there are events occasionally coming through, but again they're in different locations of Hookipa and as a Upcountry person, I live there, you know, I'm a water guy, I'm there all the time. I know my friends span from diehard surfer to, you know, kite, kite guy and diver and people in...and I don't want to speak for, you know, in fact, I shouldn't even go in that

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direction because I don't want to speak for people. But I don't hear much disdain for the events because they still have the ability to use Hookipa.

COUNCILMEMBER BAISA: I think that's where I was trying to go was. you know, we're talking about one event, but I want to make sure that it's not a whole lot of individual things, we're not looking at a big picture. And you know, I understand the importance of this kind of event to our economy.

MR. STONE: Uh-huh.

COUNCILMEMBER BAISA: It brings a lot of people here, a lot of visitors and a lot of tourist bucks which we certainly need but --

MR. STONE: Uh-huh.

COUNCILMEMBER BAISA: --of course we always want to be sensitive to our local people to be sure that they're not disenfranchised from the beach that they pay for.

MR. STONE: Uh-huh. Understood and, and I think that the organizers always, of all the events, the organizers do their best to respect our local community and their ability to enjoy their ocean so.

COUNCILMEMBER BAISA: Thank you very much.

MR. STONE: My pleasure.

CHAIR GUZMAN: Thank you.

COUNCILMEMBER BAISA: Thank you, Chair.

CHAIR GUZMAN: Thank you. Is there any other questions from the Members?

MR. STONE: Thank you, Committee. Thank you, Chair.

CHAIR GUZMAN: If not, thank you, Mr. Stone. Mr. Nishita, is there any other testifiers out there?

MR. NISHITA: Mr. Chair, there are no further testifiers in the Chamber.

CHAIR GUZMAN: Thank you. Are there any additional testifiers from Hana?

MS. LONO: The Hana Office has no one waiting to testify, Chair.

CHAIR GUZMAN: Are there any additional testifiers from Lanai?

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MS. FERNANDEZ: The Lanai Office has no one waiting to testify.

CHAIR GUZMAN: Thank you. Are there any additional testifiers from Molokai?

MS. ALCON: There is no one here waiting to testify.

CHAIR GUZMAN: Thank you. Is there anyone in the gallery that is ready to testify? With no response, at this time without objection, I would like to now close public testimony.

COUNCILMEMBER BAISA: No objections.

COUNCILMEMBER COCHRAN: No objections.

**... END OF PUBLIC TESTIMONY ...**

CHAIR GUZMAN: Thank you. We have three items on today's agenda.

**EAR-5 ISSUANCE OF A TYPE V USE PERMITS FOR MORE THAN THREE  
CONSECUTIVE DAYS FOR THE 2013 AND 2014 MAKANI CLASSIC  
(C.C. No. 13-58)**

CHAIR GUZMAN: I'm going to be reading the first item which is EAR-5. And that is the Committee is in...the Issuance of a Type V Use Permits for More Than Three Consecutive Days for the 2013 and 2014 Makani Classic. The Committee is receipt of the County Communication 13-58 from the Director of Parks and Recreation transmitting a proposed resolution entitled, **AUTHORIZING THE ISSUANCE OF A TYPE V USE PERMIT OF A DURATION OF A GREATER THAN THREE DAYS FOR THE 2013 AND 2014 MAKANI CLASSIC, PURSUANT TO SECTION 13.04.130(B) OF THE MAUI COUNTY CODE.** The purpose of the proposed resolution is to allow for the Department of Parks and Recreation to approve a Type V Use Permits for the 2013 and 2014 Makani Classic Windsurfing Championships at Hookipa Beach Park. At this time, I would like to take a short recess to allow the Parks and Recreation to set up in terms of their presentation. But before I do that, before we break for recess I'd like to ask Ms. Savage if she has any opening remarks before we take a break, a recess.

MS. SAVAGE: Thank you. I think the introduction will be within the PowerPoint contained which will just kind of go through some of the breakdown of the event provided by the organizers, just to give a little bit more of a picture on what the proposed benefits would be of the event.



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CHAIR GUZMAN: Okay. We'll just take a short recess. So the Committee will take a, will stand in recess. Thank you. . . . (*gavel*) . . .

**RECESS: 2:05 p.m.**

**RECONVENE: 2:10 p.m.**

CHAIR GUZMAN: . . . (*gavel*) . . . The February 12, 2013 EAR Committee will reconvene. Ms. Savage, do you have any comments prior to your presentation?

MS. SAVAGE: No, no addition.

CHAIR GUZMAN: Okay. Go ahead and proceed. Thank you.

**. . . BEGIN PRESENTATION . . .**

MS. SAVAGE: Thank you. Good morning, again. I just want to provide a little bit of background information. I'm not going to run through every slide verbatim. I know that you guys have that information in front of you as well. But just want to highlight. So the Makani Classic is a windsurfing event in the wave performance discipline. Over the past two years the event has established itself as the premier event on the U.S. circuit with a growing international following. We all know about our venue at Hookipa Beach Park. Maui has experienced a little bit of a decline in its status as a visitor destination specifically related to these sports, and so part of bringing the PWA into the event with the AWT would bring back some of that standing. This would be the first time in seven years that a PWA World Tour stop has taken place in Maui. There would be some additional international competitors as well as other economic impact increases. Here's a projection that you can see of the current revenue from the last two years average from the American Windsurfing Tour event and then an additional projection with PWA for the total projection which is looking at about 1.3 million if the PWA were to become part of this event. In addition to the economic impact, obviously the media reaches would extend based on the networking that the Professional Windsurf Association has for the event. And in here you can kind of see a little bit of just, again, comparative views with the media reaches and website views as well. Most of these numbers are coming from just the information that already exists within the PWA. This one you can see specifically in different locations of the world who's kind of already tapped in, so you can see some of the spikes and locations that would really be reached through again, the relationships with the PWA for this event. Local benefits, again, increased spending in the direct areas as well as extension of tourism in other peak seasons, direct promotional opportunities through the event itself, as well as secondary promotion of the businesses through the event media both locally and internationally. And then we'll be happy to answer more questions on the floor.

**. . . END OF PRESENTATION . . .**

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CHAIR GUZMAN: Okay. Thank you, Ms. Savage. We will be standing in recess for the staff to reset the Chamber. . . (*gavel*) . . .

**RECESS: 2:12 p.m.**

**RECONVENE: 2:13 p.m.**

CHAIR GUZMAN: . . . (*gavel*) . . . 2013 EAR Committee will reconvene. Thank you, Ms. Savage for the brief presentation. I'm going to be opening up the floor for questions for the...for Ms. Savage and her Department, Department of Recs...Parks and Recreation. She also has with her Ms. Almeida, Events Coordinator. Members, any questions? Member Cochran.

COUNCILMEMBER COCHRAN: Thank you, Mr. Guzman and thank you, Brianne. Nice to see you here, thank you for the presentation. I'm curious, we held this last year?

MS. SAVAGE: Yes.

COUNCILMEMBER COCHRAN: Right. And then so are we increasing the competition days, the amount from last year?

MS. SAVAGE: Correct. Yes.

COUNCILMEMBER COCHRAN: What was last year's days?

MS. SAVAGE: Last year there were six days that were competition days.

COUNCILMEMBER COCHRAN: And the holding period was?

MS. SAVAGE: It was in a seven-day window.

COUNCILMEMBER COCHRAN: And their reason for upping the amount of competition days is it just more turnout or?

MS. SAVAGE: The event previous years was an amateur-driven event with youth amateur masters, and so the event was not listed as a Type V event. So the reason that we're asking...we're here is for the Type V event with the Professional Windsurf Association because it is a professional event. So the increase is largely because they still want to keep the youth, women, masters components of the event which I believe there is about 125 competitors for those components. They want to add in the professional element which would require additional days, full days, in order to get all of those, that competition in.

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COUNCILMEMBER COCHRAN: And the dates that were picked, the reason for those particular dates for the holding period?

MS. SAVAGE: Those are the dates that were requested based on the organizers' calendaring and scheduling as well as, you know, the season that the wind and waves are best conditions.

COUNCILMEMBER COCHRAN: Okay. Thank you, Chair.

CHAIR GUZMAN: Thank you. Are there...Council Chair Baisa.

COUNCILMEMBER BAISA: Thank you very much, Chair Guzman. Thank you, Ms. Savage for being here. Just wondered, I was waiting for the presentation to see if you would say anything about the numbers involved here, but I think it might be helpful for us to understand. Approximately how many people are involved and more or less, what is the estimate of what kind of money this brings to Maui?

MS. SAVAGE: There are as far as actual competitors, I believe there would be around 135, 140, maybe a little bit more than that. As far as the economic impact numbers, it was about a half a million with the AWT event for the last two years that it existed. The projection with the PWA joining forces is that it would go to about 1.3 million so they're looking at about a \$800,000 increase as well as an increase in the media reach on an international basis, 'cause currently the Tour, American Windsurfing Tour is you know, predominantly U.S. And so the reach that the Professional Windsurf Association has especially in the European countries is quite significant.

COUNCILMEMBER BAISA: Thank you very much. I thought that was very interesting information for us to have, because I'm sure it's not just the participants but it's all the folks that come with them. And what countries primarily do they come from? Everywhere or just here or?

MS. SAVAGE: Yeah. If you reference in the slide, there is a graph, one of the second to last slides that indicates all the countries on the bottom. So we're looking at Germany, France, Spain, Italy, the U.K., Denmark, Japan, Sweden, Greece, Austria, Switzerland, Poland, Belgium, and Australia are the primary countries that there's significant impact for this event.

COUNCILMEMBER BAISA: Thank you, I asked you the question for the benefit of our audience who probably can't read half of this. You know, our screen is not that good. But I think it's important because of the international impact. You know, it does help us. These people go home and talk about Maui and what a great time they had and then all their friends want to come too. So thank you very much.

MS. SAVAGE: Thank you.

CHAIR GUZMAN: Any further questions from the Members?

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COUNCILMEMBER COCHRAN: Chair?

CHAIR GUZMAN: Okay. Member Cochran.

COUNCILMEMBER COCHRAN: Curious the reason why the PWA hasn't been here in seven years. Has it been cost prohibitive for them, do you know or they would have the answer?

MS. SAVAGE: Yes. There seemed to have been kind of a combination of reasons and that question it might be...yeah, that question if Chair would allow --

CHAIR GUZMAN: Yes. Go ahead, Ms. Savage.

MS. SAVAGE: --maybe it would be best answered by the PWA Director who's here with us.

CHAIR GUZMAN: Can you step forward, please.

COUNCILMEMBER COCHRAN: Mr. Page, is it?

MR. PAGE: That's correct.

COUNCILMEMBER COCHRAN: Aloha. Thank you for being here. So the question was you folks have not been here in the past seven years, and I was just curious as to why the reasons were for not being here.

MR. PAGE: Yeah. That's a good question. There's been a lot of reasons but primarily it has been cost driven. The reason now that we do have the opportunity to come back is a convergence of issues. One, the foundation work that's been done by the existing event on the American Tour which is making it easier to come in and build on that foundation. Two, the fact that the financial aspects now within professional windsurfing are more affordable, meaning that it's more realistic to bring the funding required to Maui to help put the event on. And three, the demand and again, the drive within the windsurfing community both globally and locally among windsurfers on Maui is very verbal and very clear that they want to have the World Tour event back here and feel there should be one. The benefits of things like social media make that feedback very easy to come by and it's something that we've found it hard to ignore, so we're really pushing to make this happen for the sport and for the local, local windsurfing community.

COUNCILMEMBER COCHRAN: Excellent. Yeah. I'm very supportive. My husband is a past pro windsurfer himself but kind of up in age now so he doesn't quite do it as well as used to be. But, and I'm curious where are most of these contestants or competitors going to be housed? Are you folks...has the new maybe B&B and TVR type things that we're having, transient vacation