



**Questions & Answers
Community Meeting – October 29, 2020
Molokai
(*Questions are written exactly as submitted)**

Q: How many attendees are there from Molokai community? How do we interact with you as a community rather than closed off from each other? (Mahina Poepoe)

A: Approximately 60 people joined the meeting from Molokai, and we appreciate everyone's participation and feedback. We wanted to meet in person but due to the pandemic and out of respect for the community's health and safety we had to hold this meeting virtually. In addition to this meeting, we encourage you to submit your thoughtful topic-related comments via the online survey at: bit.ly/MolokaiDMAPForm

Q: Is there a way to poll right in this zoom meeting? (Loke Han)

A: Mahalo for your suggestion. Live polling was available during the meeting via the polling app or via text message to HTA. To view the results, visit: <https://hawaii tourism authority.org/what-we-do/hta-programs/community-based-tourism/maui-nui/planning-process/>

Q: Limited (David Barnes)

A: No response needed.

Q: I have to copy link? (David Barnes)

A: Live polling was available during the meeting via the polling app or via text message to HTA. To view the results, visit: <https://hawaii tourism authority.org/what-we-do/hta-programs/community-based-tourism/maui-nui/planning-process/>

Q: My necessary had a question mark! (Loke Han)

A: Thank you for your clarification.

Q: Hi Mahina, I'm on. (Punahelu Alcon)

A: No response needed.

Q: Are there any Molokai people? I see only one. Disappointing. (Lori Buchanan)

A: The Molokai Steering Committee members are listed here: <https://www.hawaii tourism authority.org/what-we-do/hta-programs/community-based-tourism/maui-nui/steering-committee/>

Q: Is this being recorded? (Loke Han)

A: For technical and privacy reasons, we did not record the meeting.

Q: I said Not wanted but the cloud only captured "wanted" lol (Lori Buchanan)

A: Apologies, thank you for the clarification!

Q: What's an example of an over attracted venye (Lu Ann Mahiki Lankford-Faborito)

A: Areas that may not have the necessary infrastructure or resources to currently allow for a safe, positive experience for residents as well as visitors, while ensuring the environment and wildlife is preserved and protected.

Q: Teave Heen - Im here till 6 (Teave Heen)

A: Mahalo for joining us.

Q: Ok, only "two" persons representing Molokai may actually be from Molokai. ugh (Lori Buchanan)

A: We understand this is a passionate issue for you. There are several members on the Steering Committee from Molokai who were unable to make it tonight but were highly involved in this process. You will see their work in the presentation.

Q: What was Moloka'i numbers? (Loke Han)

A: The information presented is island specific, with the exception of the Resident Satisfaction Study, which is county specific, and the total passengers for the state. To view the powerpoint presentation, visit: https://hawaiiitourismauthority.org/media/5601/molokai-community-meeting-ppt_website2.pdf

Q: So far I do not like the format of this meeting as explained, the format eludes to a predestined outcome. The Molokai "survey" also was "junk" apologies but is the truth. (Lori Buchanan)

A: Mahalo for your feedback. Our goal is to develop an action plan – for Molokai based on critical input from Molokai residents – to reset and rebuild tourism the way the community envisions it.

Q: I said malama and said not a word check spelling (Kuilani Lester)

A: We're sorry the app didn't properly recognize malama.

Q: NHGRA Pres. with regards to cultural sensitive, there are fishing areas along the coastline that are not appropriate for sun bathing. Also hunting areas. We will be available to coordinate efforts with community and you. (Sybil Lopez)

A: Mahalo for your feedback and we really appreciate your offer to help. We want to be respectful and mindful of place, and do not want to promote areas that should not be promoted.

Q: Casey many requested to be on your "steering committee" but was never contacted. fyi (Lori Buchanan)

A: The HTA worked with the County of Maui and Maui Visitors & Convention Bureau to develop the list of Steering Committee members.

Q: To educate tourists what is ok and not as well as educate in our culture of native gathering (Sybil Lopez)

A: Kupuna and the Hawaiian community on Molokai should determine what is appropriate and acceptable to teach guests, based on the individual situation. In terms of overarching education, HTA and the Hawaii Visitors and Convention Bureau launched the Kuleana Campaign last year to educate visitors before and after they arrive in Hawaii:

https://www.hawaiitourismauthority.org/media/3623/19-20-hta_hvcb-kuleana-campaign.pdf

These efforts are continuing, including the recent launch of a new video encouraging travelers to wear a mask, wash their hands, keep six feet apart, and share aloha with fellow travelers and residents. In addition, in a few weeks, HTA and HVCB will launch the Malama Hawaii Campaign, which will encourage potential travelers to Malama Hawaii – to take care of our earth, ourselves and each other. The Malama Hawaii video will let visitors know that while now is the time to explore and rejuvenate, it's also a time to learn and to responsibly participate in unique experiences that give back to Hawaii.

Q: When? where? (Loke Han)

A: We are unable to answer this question because we need more detail.

Q: Who is on the Moloka'i Steering Committee? Never heard anything (Kapua Lauifi)

A: The Molokai Steering Committee members are listed here:

<https://www.hawaiitourismauthority.org/what-we-do/hta-programs/community-based-tourism/maui-nui/steering-committee/>

Q: MVB is disconnected from the general community as evidenced by the lack of community informational meetings or participation. No offense to any persons just to agency support (Lori Buchanan)

A: Mahalo for your feedback. Destination Molokai Visitors Bureau is a part of MVB and has been involved in numerous community participation.

Q: "struggling with zoom format! TARGET RETREAT GROUPS, KAMAAINA & GUESTS THAT WISH TO LEARN ABOUT MOLOKAI AND GIVE AS MUCH AS THEY GET" (James Anderson)

A: Mahalo for your feedback.

Q: This presentation says Maui County - is it Molokai specific? (Loke Han)

A: The actions presented by the Molokai Steering Committee were developed specifically for Molokai. For this process, HTA partnered with Maui County and the Maui Visitors and Convention Bureau, which covers Maui Nui – Molokai, Maui and Lanai.

Q: We have repeat visitors they are called "snowbirds" unfortunately they purchase lands and build homes they only live in part time. There are benefits and adverse impacts from this (Lori Buchanan)

A: Mahalo for your feedback.

Q: ah neva mind! (Loke Han)

A: Mahalo for your feedback.

Q: Job loss is from creating entire communities around unsustainable industries such as tourism. (Lori Buchanan)

A: Mahalo for your feedback. We feel that now is the time to be able to collectively reset tourism's future and your input is important.

Q: "You keep mixing Molokai with Maui, Molokai with Maui Need Molokai specific data (Loke Han)

A: Mahalo for your feedback.

Q: Ok Casey. I need a 3rd device just to participate in HTA's meeting tonight, why? (Lori Buchanan)

A: Mahalo for your input. Live polling was available during the meeting via the polling app or via text message to HTA.

Q: Did Molokai community ask HTA to define for us Mr. Mossman? (Lori Buchanan)

A: Molokai now has a rare opportunity to reimagine itself, revitalize and regenerate. And through this Destination Management Action Plan, we are seeking to help facilitate the process and be the catalyst to bring the community, industries and business sectors together, in order to reset and rebuild tourism together.

Q: "Who" is making the decision as to what that balance looks like? (Lori Buchanan)

A: The right balance should be determined by the residents of Molokai. As a part of HTA's 2020-2025 Strategic Plan, HTA's efforts were reorganized around four pillars – respect for natural and cultural resources, support of the Native Hawaiian culture and community, community enrichment, and strengthening tourism's contributions. Resident satisfaction is one of the Key Performance Indicators.

Q: Mahalo for the answer (Lu Ann Mahiki Lankford-Faborito)

A: No response needed.

Q: Who is Louanne? (Lori Buchanan)

A: No response needed.

Q: I don't think Kapua's question was answered? (Lori Buchanan)

A: We are unable to answer this question because we need more detail.

Q: How/what is the process for the Molokai Steering Committee to engage with the Molokai community to answer those critical questions? (Lori Buchanan)

A: In addition to the input provided during the community meeting, the Molokai Steering Committee will be reviewing the survey responses and incorporating feedback to the proposed draft actions.

Q: What happens after your work here today. Who defines your work here (Lawrence Aki)

A: Learn more about the DMAP process at: <https://www.hawaiitourismauthority.org/what-we-do/hta-programs/community-based-tourism/maui-nui/planning-process/> Once the Molokai DMAP is completed, HTA will provide on-the-ground funding support for specific destination management activities.

Q: E kala mai, but there may be a glitch in your system as I did not write anything at 5:30 and 5:31pm. (Sybil Lopez)

A: Thank you for letting us know. We appreciate your participation and apologize for any inconvenience.

Q: Is there a good example of tourism that is "community-based, community-managed & community-led" that we can learn from? (Audrey Newman)

A: An example is Friends of Hookena on the island of Hawaii. They were able to take care of Hookena Beach and its facilities through a partnership with the County and State. For more information visit: <https://www.hookena.org/about.html>.

Q: Loke is a "SHE" (Loke Han)

A. No response needed.

Q: What is changing now with Covid for tourists coming to Molokai? (David Barnes)

A: The health and safety of both residents and visitors is first and foremost. HTA's marketing contractor, the Hawaii Visitors and Convention Bureau, did a presentation on October 28 regarding our Kuleana Health and Safety Campaign. For detailed information you can see the slides that were used during their presentation on our website (scroll halfway down): <https://www.hawaiitourismauthority.org/media/5535/mscm-packet-102820-short.pdf> We continue to focus our efforts on attracting the right kind of visitor who is aligned with Molokai's values.

Q: Who is the authority to implement your final information (Lawrence Aki)

A: HTA's Board of Directors will review and approve the Molokai DMAP.

Q: You still have not given all the names of the Molokai committee (Lu Ann Mahiki Lankford-Faborito)

A: The Molokai Steering Committee members are listed here:
<https://www.hawaii tourism authority.org/what-we-do/hta-programs/community-based-tourism/maui-nui/steering-committee/>

Q: So if the data is not island specific, would it not be good to get island specific data since we are speaking about a specific island? (Loke Han)

A: The information presented is island specific, with the exception of the Resident Satisfaction Study, which is county specific, and the total passengers for the state. For more visitor research information, visit: <https://hawaii tourism authority.org/research/>

Q: This is going to be your only community meeting? (Jordan Manaba)

A: Yes due to time constraints, as the Molokai DMAP needs to be approved by HTA's Board of Directors in December for implementation starting 2021. That's why we are also encouraging everyone to provide detailed feedback via the online survey or paper survey. We will be sharing the final plan in January.

Q: Only a few weeks ago? wow (Lori Buchanan)

A: We are unable to answer this question because we need more detail.

Q: How do we participate on every level of discussion if we are not part of the steering committee? (Zhantell Lindo)

A: Thank you for your participation in the meeting. We appreciate your important feedback and encourage everyone to submit thoughtful topic-related comments via the online survey or paper survey.

Q: It would have been good to include so people who were involved in past tourism task force groups and not have to recreate the wheel (Zhantell Lindo)

A: Mahalo for your feedback. Existing plans, including HTA's 2020-2025 Strategic Plan and the 2018 Molokai Island Community Plan Update, served as the foundation for the DMAP discussions and proposed actions.

Q: Please no get mad, I aloha everyone on panel but I see that nearly every steering committee person has a tourism nexus. No offense but why did HTA not work harder to be more diversified? (Lori Buchanan)

A: We appreciate your feedback. Please know that all of the Steering Committee members are volunteers.

Q: Will the slides be shared? (Mahina Poepoe)

A: Yes, the PowerPoint presentation is available at: https://www.hawaiitourismauthority.org/media/5601/molokai-community-meeting-ppt_website2.pdf The live poll results are available at: <https://www.hawaiitourismauthority.org/media/5607/molokai-community-poll.pdf>

Q: Is the information that Kanoe is referring to - the HTA the HVB data, is that available to us as community members? Can we have that information or do we need to go find it on our own? (Loke Han)

A: HTA's Research Division posts various reports and data at: <https://www.hawaiitourismauthority.org/research/> The Hawaii Visitors and Convention Bureau posts market insights at: <https://www.hvcb.org/market-insights/>

Q: We can't read these slides (Jeff Haynam)

A: The PowerPoint presentation is available at: https://www.hawaiitourismauthority.org/media/5601/molokai-community-meeting-ppt_website2.pdf

Q: Mahalo e Kanoe (Loke Han)

A. No response needed.

Q: Mahalo (Keahi Schmidt)

A. No response needed.

Q: Who created the paper survey we got in the mail? It was confusing as several statements were made but HTA only gave one opportunity to respond to a multiple question/statement. Why? Not good (Lori Buchanan)

A: The paper survey was created by the HTA and the questions are the same as the online input form. We wanted to give the residents of Molokai the opportunity to provide their feedback via paper survey or online.

Q: Does our Maui County Council "representative" have a liaison on the Steering Committee. Also, Molokai Planning Comm (James Anderson)

A: There are no council member representatives on the Steering Committee. Maui County Community Liaison Lisa Paulson continues to play an integral part of the DMAP process. Julie-Ann Bicoy and John Pele, are members of the Molokai Planning Commission in addition to the HTA's DMAP Steering Committee.

Q: This meeting venue is NOT how Molokai participates and members know that so why did they agree to participate in a one way meeting like this? (Lori Buchanan)

A: We wanted to meet in person but due to the pandemic and out of respect for the community's health and safety we had to hold this meeting virtually. In addition, we encourage you to submit your thoughtful topic-related comments via the online survey or paper survey.

Q: We need to help the people of Molokai first, before helping the tourists coming (Keahi Schmidt)

A: We agree. With John De Fries now at the helm of HTA, malama serves as the organizing principle of the agency and the work put forth... From an excerpt of John's speech at the Hawaii Kuauli Festival just prior to starting at HTA, "[We need to] malama one other, malama aina, malama ocean, malama community, malama visitors, and our visitors are going to learn how to malama us. It's the sister to aloha. If aloha is one hull of the canoe, malama will be the second hull. On the deck will be all of us. We're going to teach the visitors, that when they go home they will malama their family, their district, their community, their schools." View his full presentation at: <https://www.youtube.com/watch?v=011NDIlowlck&feature=youtu.be>

Q: Molokai people "invite" visitors all the time. Invited...does the panel agree that tourist should be "Invited"? (Lori Buchanan)

A: Thank you for your feedback.

Q: Mahalo Casey, I realized that I shared my link to invite others to this meeting who did not know about it....Mahalo (Sybil Lopez)

A. No response needed.

Q: Does the panel understand "invite" versus "targeted"? (Lori Buchanan)

A. Mahalo for your comment.

Q: I must agree with Lori: Why did HTA NOT work harder to be more diversified in the panel representation? Aloha to all, just saying. (Patricia Hammond)

A: Mahalo for your feedback.

Q: Right on U'i! What kind nursery plants you get? (Loke Han)

A. No response needed.

Q: Shucks this is just not a Good way to talk with the community! This community should be afforded the time and respect to talk. (Zhantell Lindo)

A: We appreciate your participation and feedback. We wanted to meet in person but due to the pandemic and out of respect for the community's health and safety we had to hold this meeting virtually.

Q: I was disturbed by the hunter question/suggestion! That is so outside the scope of the committee and overlaps in rights and privileges of native Hawaiians. Why would the committee say that in a survey along with like questions? (Lori Buchanan)

A. The hunting market is a suggested sub-action.

Q: E kala mai. Kāko‘o. This is not a “Community Meeting”. This is a presentation. Not helpful at all. (Loke Han)

A: Thank you again for your feedback and participation.

Q: One of the slides mentioned "support the limited growth of permitted alternative lodging units that do not create an adverse impact on the neighborhood." How do you define alternative lodging units? what about adverse impacts on the environment or traditional and cultural practices? Our community fought very hard to get a zero cap for STRHs on Molokai. (Mahina Poepoe)

A: Alternative lodging units are non-hotel units. This is a recommendation by the Steering Committee which will need to be further examined.

Q: Makahiki outside community is by invitation as well as Hula Piko did you know that? (Lori Buchanan)

A: Mahalo for your input.

Q: 2 minutes per slide? (Jeff Haynam)

A: Mahalo for your feedback.

Q: If you dont like Molokai how its is right now than Molokai is not for you. don't matter what type of tourists in my opinion. (Jordan Manaba)

A: We agree and continue to focus on attracting the right type of visitor to Molokai. HTA and its Global Marketing Team continue to remain focused on educating visitors about Molokai's values, as well as having a malama mindset to take care of each other, our communities and natural resources, and to openly learn and respect the land and the people of Hawaii. We encourage visitors to be mindful about their actions and have a light footprint when here in the islands.

Q: Your diverse panel have their own ideas of what “tourism” looks like - and have different view of what is best for our island. Tsa. (Loke Han)

A: Mahalo for your feedback.

Q: Cinque Terre (James Anderson)

A: No response needed.

Q: Mahalo John! So happy you are leading HTA! Makes me hopeful for us all! (Audrey Newman)

A: Mahalo for your feedback.

Q: How do you promote and support cultural tourism while avoiding and protecting against tokenism and appropriation? (Mahina Poepoe)

A: As a part of HTA's 2020-2025 Strategic Plan, HTA's efforts were reorganized around four pillars – respect for natural and cultural resources, support of the Native Hawaiian culture and community, community enrichment, and strengthening tourism's contributions. In addition, HTA's Kukulu Ola program continues to support community-based organizations and projects that enhance, strengthen and perpetuate the Hawaiian culture. HTA has also published two editions of the Maemae Toolkit, a free online guide on style, resources and the appropriate presentation of Hawaiian cultural concepts.

Q: Question for Sherry, what is the annual budget for Moloka'i visitors assn (Lu Ann Mahiki Lankford-Faborito)

A: There isn't a designated Molokai-specific annual budget for tourism-related projects. However, the Maui Visitors and Convention Bureau allocates funding for Molokai programs accordingly.

Q: Does HTA/steering committee know the Molokai survey is problematic? (Lori Buchanan)

A: Mahalo for your feedback.

Q: Love the idealism of your vision of educating visitors but we all know, as many as agree to respect and follow rules, there are 2, 3 times as many (shucks, possibly more) who do not. Local or not, people no like be told what they can and cannot do when they paying the \$\$\$ to be here. (Loke Han)

A: Educating visitors includes teaching them about our communities' values. In fact, HTA and the Hawaii Visitors and Convention Bureau launched the Kuleana Campaign last year to educate visitors about the collective responsibility and commitment we all share. The campaign features 15 Hawaii residents speaking about ocean safety, ocean conservation, culture, land safety, astute renting, and pono tourism. Instead of scolding visitors, we felt that if our residents shared the 'whys' behind appropriate behavior then most visitors would follow along.

Q: I'm not getting these polling questions, how? (Jeff Haynam)

A. The polling was done in the meeting. To view the results visit:
<https://hawaiiitourismauthority.org/what-we-do/hta-programs/community-based-tourism/maui-nui/planning-process/>

Q: This has been a very distressing evening. This HVB effort came out of left field just days before election day. If Molokai people are under represented in this process, there will be no winners (James Anderson)

A: Mahalo for your feedback.

Q: Why is there not a "none of the above" selection on the actions you believe will lead to a mutual.....? (Loke Han)

A: Mahalo for your feedback.

Q: Tech Facilitator - mahalo for your prompt responses. I need to work on being patient because the very next screen allowed for a more personal response! Mahalo (Loke Han)

A: Mahalo for your contributions.