



HĀLĀWAI KŪMAU O KE KŌMIKE HO'OKAHUA HAWAI'I
KE'ENA KULEANA HO'OKIPA O HAWAI'I

**HO'OKAHUA HAWAI'I STANDING COMMITTEE MEETING
HAWAI'I TOURISM AUTHORITY**

Po'ahā, Mei 19, 2022 i ka hola 3:00 'au.
Thursday, May 19, 2022 at 3:00 p.m.

**HĀLĀWAI KIKOHO'E
VIRTUAL MEETING**

Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.
Webinar will be live streaming via ZOOM.

E kāinoa mua no kēia hālāwai:

Register in advance for this webinar:

https://us06web.zoom.us/webinar/register/WN_FY6n_9xQQmHEj_4Q5xyUA

Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila hō'oiā iā 'oe me ka 'ikepili ho'oku'i hālāwai.
After registering, you will receive a confirmation email containing information about joining the webinar.

Papa Kumumana'o
AGENDA

1. *Ho'omaka A Pule*
Call to Order and Pule
2. *Āpono I Ka Mo'o'ōlelo Hālāwai o 'Apelila 20, 2022*
Approval of Minutes of the April 20, 2022 Meeting
3. *He Hō'ike'ike Maiā John Clarke E Pili Ana I Nā Inoa Hawaii'i No Nā Wahi He'enalu Ma Waikīkī A Pehea E Ho'okomo Ai I Ia Mau Inoa Ma Nā Māka Ala Hele Hekehi*
Presentation by John Clark on Hawaiian Names of Surf Sites in Waikīkī and How to Add them to Historic Trail Markers
4. *Ka Nū Hou Mai Ka Luna Ho'olālā 'o Caroline Anderson No Nā Papahana Mālama 'Āina Ho'okipa*
Status Update by Director of Planning Caroline Anderson of the Destination Management Action Plans



5. *Ka Nū Hou No Ke Kau 'Aha'ōlelo*
Update on Legislative Session

6. *Ke Kūkākūkā E Pili Ana I Nā Pahūpahū Lewa Ma Waikīkī A Me Nā Wahi 'Ē A'e A Puni Ka Moku'āina*
Discussion on Aerial Fireworks in Waikīkī and Other Locations Across the State

7. *Ho'oku'u*
Adjournment

**** 'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawaii'i Revised Statutes (HRS) § 92-4. E mālama 'ia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no ka pono o ko ka Papa Alaka'i kūkā a ho'oholo 'ana i nā nīnūnē a nīnau i pili i ko ka Papa Alaka'i kuleana me ko ka Papa Alaka'i loio. He hālāwai kūhelu kēia i 'ole paulele 'ia ka 'ikepili a i mea ho'i e mālama kūpono ai ko Hawaii'i 'ano, he wahi i kipa mau 'ia e nā malihini.*

***** Executive Session:** The Board may conduct an executive session closed to the public pursuant to Hawaii'i Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to HRS § 92-5 (a) (2), § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) for the purpose of consulting with the board's attorney on questions and issues pertaining to the board's powers, duties, privileges, immunities, and liabilities; to consider hiring and evaluation of officers or employees, where consideration of matters affecting privacy will be involved; and to discuss information that must be kept confidential to protect Hawaii'i's competitive advantage as a visitor destination.

Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumano'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā carole@gohta.net a i 'ole ho'ouna i ka leka i Ke'ena Kuleana Ho'okipa O Hawaii'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara-Loo (808-973-2289 a i 'ole carole@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

Members of the public are invited to view the public meeting and provide written testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to carole@gohta.net or by postal mail to the Hawaii'i Tourism Authority, 1801 Kalākaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara-Loo (808-973-2289 or carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.

E like nō me ka 'ōlelo a ke Kānāwai 220, e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawaii'i i kekahi wahi e hiki ai ka po'e o ka lehulehu ke noho a komo pū ma nā hālāwai ma o ka ho'ohana 'ana i ka 'enehana pāpaho (ICT). Aia ana kēia 'enehana pāpaho ma ka papahale mua o ka lumi ho'okipa i mua o ke Ke'ena Kuleana Ho'okipa o Hawaii'i ma ka Hale 'Aha. 'O 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815 ka helu wahi.

In accordance with Act 220, the Hawaii Tourism Authority will establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT). The ICT audiovisual connection will be located on the 1st Floor in the Lobby area fronting the Hawaii Tourism Authority at the Hawaii Convention Center at 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815.

2

Approval of Minutes of the April 20, 2022
Committee Meeting



Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaii-tourism-authority.org

David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

**HO'OKAHUA HAWAI'I STANDING COMMITTEE MEETING
HAWAI'I TOURISM AUTHORITY
Tuesday, April 20, 2022, at 3:30 p.m.
VIRTUAL MEETING**

MINUTES OF HO'OKAHUA HAWAI'I STANDING COMMITTEE MEETING

MEMBERS PRESENT: Kimi Yuen (Chair), Keone Downing (Vice Chair), Daniel Chun, Dylan Ching, George Kam

NON-VOTING MEMBERS: David Arakawa, Kyoko Kimura

MEMBER NOT PRESENT: Sig Zane

HTA STAFF PRESENT: Kalani Ka'anā'anā, Caroline Anderson, Maka Casson-Fisher, Ilihia Gionson, Irina De La Torre, Jadie Goo, Iwalani Kūali'i Kaho'ohanohano, Laci Goshi, Dede Howa, Carole Hagihara, Todd Toguchi, Yvonne Lam, Michele Shiwaki, Tracey Fermahin, Bryant Yabui

GUESTS: Julie Morikawa, Peter Apo, Jennifer Chun, Ross Birch, Kylie Butts, Minh Chau Chun, Sherry Duong, Lei-Ann Field, Heidi Fujimoto, Loryn Garcia, Kara Imai, Sue Kanoho, Cheyenne Kelekoma, Erin Khan, Susie Kim, Sunnie Lasconia, Darlene Morikawa, Joseph Patoskie, Mālia Sanders, Jay Talwar, John White, Marisa Wong

LEGAL COUNSEL: Gregg Kinkley

1. Call to Order and Pule

Mr. Casson-Fisher welcomed everyone to the meeting. Mr. Casson-Fisher did the roll call. All members confirmed attendance and that they were by themselves. Mr. Zane was excused from the meeting. Chair Yuen called the meeting to order 3:31 p.m. and asked Mr. Casson Fisher to do the opening pule.

2. Approval of Minutes of the March 28, 2022, Meeting

Chair Yuen asked for a motion to approve the minutes. Mr. Kam made a motion, and Mr. Ching seconded. Chair Yuen asked if there were any questions, but there were none. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

3. Status Update by Director of Planning Caroline Anderson of the Destination Management Action Plans

Ms. Anderson updated the Destination Management Action Plans (DMAPs). She said they are meeting with the Steering Committee members in the coming week, to update them on the progress of the DMAPs. All of the DMAPs Phase 1 are completed with the exception of O'ahu. She put together an annual report for Phase 1, which includes high-level actions of what had been accomplished.

Ms. Anderson said they had the Hawai'i Island and O'ahu Steering Committee meetings, where their progress report was reviewed. They have meetings for Maui and Lāna'i the following day, and a meeting for Kaua'i on April 22. After discussing all the reports with the various islands, they will add the necessary information.

At the Board meeting the following week, Ms. Anderson will present the final reports to the Board members. She said that Moloka'i had a Steering Committee and Advisory Group, and had since merged the two because the majority wanted one group. The group is now called the Task Force. They met with them on April 9, to go over the high priority action items the Task Force wanted to work on. She said they will have another meeting with the Task Force in May. There were no questions from the members or the public.

4. Presentation, Discussion and/or Action from ClimbHI and the LEI (Leadership Exploration Inspiration) Program for 2022 on their Current Activities

Chair Yuen gave the floor to Mr. Ka'anā'anā to introduce the speakers. Mr. Ka'anā'anā introduced Ms. Morikawa, the Founder and President of ClimbHI, a long-term partner of the HTA, and a fellow cohort member of Hawai'i's 20 For the Next 20. He said many at HTA had heard the desire from people in the community, industry, and legislators about the importance of creating a pipeline for the youth into Hawai'i's hospitality industry, giving them resources, and helping them to make the connection to all the opportunities that exist across the hospitality industry. He asked Ms. Morikawa to give an update of the activities for 2022 at ClimbHI.

Ms. Morikawa said that while preparing her presentation, she thought of Judge Ketanji Jackson being confirmed to serve on the Supreme Court. She said what fired Judge Jackson up was when a school counselor told her not to set her sights too high. Ms. Morikawa said it is important to allow students to see that there are pathways forward with a support network.

Ms. Morikawa shared a few videos from students on how ClimbHI has been helping students find pathways for a future in Hawai'i and beyond. Ms. Morikawa said ClimbHI is also working directly with hotels for recruitment opportunities for students. ClimbHI helps students achieve their goals no matter which community they belong to. ClimbHI also connects with individuals and youth that have never had interaction from the business community.

Ms. Morikawa showed slides with a few pictures from their past events and programs. The ClimbHI program does more than engage students in the industry, they help individuals find their leadership skills and find their future. ClimbHI also works in the college community, where students can get involved at ClimbHI with mentorship, cultural and leadership training. This helps ClimbHI guide students for the day, so they can also receive credit.

ClimbHI also supports the teachers; they have a teacher award with HLTA. The roots start from the Leadership Exploration Inspiration (LEI) program, helping teachers understand that there is a network for them. She shared a video of individuals speaking of their experience with the LEI program.

ClimbHI has ventured into other areas as it continues to educate their students to provide them with the resources to take the next steps. The ClimbHI Service Excellence Certificate was born with the support of the HTA, and it launched in 2021. Since the launch, there is a credential program for the Hospitality Pathway associated with Human Services.

Ms. Morikawa said ClimbHI had tied in the aloha spirit law and culture and put that with the Cornell Service Excellence curriculum as well. Over the last year and a half, it reached over 1,500 students, and it has become like an Adopt-a-School Program. Many of these entities came on to support students. They can take a school or multiple schools and support them to get their certificate. This gives them all a network that links them directly to the industry.

Ms. Morikawa mentioned they have events and different engagements, and the teachers are connected directly to those businesses. She said they are not just taking a course, but they are also getting linked to see the industry's relevance and their futures. She thanked HTA for all their support, and the program continues to move forward.

She spoke about the ClimbHI Bridge Initiative, a portal that connects businesses and educators. This initiative is also supported by HTA. It is the first of its kind, working towards systematizing workforce development. It is a tool connecting educators and businesses directly, and it goes beyond the industry but starts with hospitality and shows the youth all that is available. Currently, there are over 470 registered opportunity providers live on the portal, with over 3,400 educators live from 158 schools. Ms. Morikawa showed a video of teachers speaking about ClimbHI Bridge.

Ms. Morikawa said the initiative is about solving the challenge of educators wanting to incorporate more workforce development and businesses, but not knowing how to navigate the education space, and achieving State and County goals of improving social capital equitably across all of the islands. It also helps in improving economic self-sufficiency for all.

She said as they move from 2022 to 2023 school years, she wanted to showcase what they were doing moving forward as the Department of Education (DOE) moves from six Career and Technical Education (CTE) pathways to thirteen. She said hospitality was never a Pathway. It was part of Public and Human Services, but would move and have its own Pathway when the thirteen Pathways rolled out. She said in 2023 to 2024 they will be rolled out to the schools. It is not a given as the principals and schools would decide which Pathways they would have. Some schools are only budgeted for one Pathway, and some for two. She said this is why the portal is important, so they can have everything at their fingertips.

ClimbHI is launching a new campaign called Hospitality For Me, and they are looking for HTA support as well. She said Women In Lodging (WIL) had come on board first. She said the concept is building all the resources to hand it to the DOE to get a list of Board members for them to choose from. She said they had put all the different opportunity categories for the DOE onto the portal - guest speaking, career fairs, internships, mentorships, judging, and coaching. She said the challenge for them is to have one hundred companies live by 2023. She said they

reached over 32,000 students during COVID, and she hoped to reach even more outside COVID. She thanked HTA for going through the journey with them at ClimbHI.

Mr. Ka'anā'anā said for the Board's awareness, on calendar year 2022, the ClimbHI program and LEI were supported with Contract 18135 Supplemental 6, and HTA provided \$120,000 to this program.

Mr. Ching asked of how significant was HTA's contribution to ClimbHI. Ms. Morikawa said the majority of the budget goes to the Leadership, the LEI Program. She said they use that for all islands, and a small portion goes to the ClimbHI Bridge. She said they would appreciate even more support as they want to continue with the work.

Mr. Ka'anā'anā mentioned that Ms. De La Torre is the Brand Manager assigned to the contract. She attended various events in the Career Fair at Waipahu Middle and Waianae Middle Schools where Mr. De Fries spoke the opening, and Mr. Ching attended as well. He said HVCB participated on each island, with the island chapters participating as well. He thanked them for their support. Ms. Morikawa further added Mr. Chun was there to present an award on O'ahu.

Chair Yuen asked where the funding came from, and Mr. Ka'anā'anā said from the Future Workforce budget line item. He said it was an existing contract in 2018. He said once they hit the statutory limit, they will have to go back out for the procurement.

Mr. Chun thanked Ms. Morikawa for her presentation, work, and passion in solving workforce issues. He asked about the Excellence Certificate and how they are distributing the certificates. Ms. Morikawa said that it all ties together because they have got the ClimbHI Bridge. It gets sent out to the high schools, and everyone is welcome to use the program. When wishes are made, ClimbHI reaches out to hotels in that community to see if they can support it. She said they had been able to reach all the requests, and twenty-two high schools are utilizing the Certificate program.

Mr. Chun asked about their outreach to the Legislature in terms of what ClimbHI is doing and what HTA's role in it so that the legislators know about their great work and ensure HTA continues to work with them.

Ms. Morikawa concurred and said she would be happy to do presentations or any outreach needed. She clarified that she represents Hospitality and leads this, and no one else is doing that for any other industry. She said all the other industries are eager and trying to come together to follow their model. She mentioned healthcare, Engineering, and the Defense Industry reaching out. She said the Hospitality for Me Campaign and hoped that HTA would continue their support.

Mr. Chun said it would be helpful after the session, to put a briefing together, as he wants the legislators to see her passion, and the proof of the outcomes.

Ms. Kimura said WIL fully supports the program.

Chair Yuen thanked Ms. Morikawa for her presentation and echoed everything everyone said. She asked if there had been any movement to integrate natural resource protection or culture into the program.

Ms. Morikawa said it falls under the ClimbHI Bridge, and links everything from every industry, from all aspects together. She said with the Hospitality Challenge 100, by 2023 they want to incorporate all of those aspects into their resources, so that the teachers can find all of that. She said natural resource protection and culture have always been important in their programming and the renewable, sustainable aspects; they had always been incorporated. She said in 2022, they structured the LEI program around showing the mālama campaigns and opening the eyes of their students on how the destination is being marketed.

She reiterated that ClimbHI dealt with many old 'Ōlelo Hawai'i schools that are anti-tourism. After meeting with the schools, their impression became positive about the industry. She said it was about the grassroots initiative.

Chair Yuen mentioned that even with the DMAPs, they were getting into the grassroots, and commended Ms. Morikawa for doing this in the schools as well, and bridging everything on behalf of the industry.

There were no questions or testimony from the public.

5. Presentation, Discussion and/or Action Regarding Restoring Hawaiian-ness to Resort Areas including Waikīkī

Mr. Downing lead the discussion, and Mr. Apo on behalf of NaHHA, the Native Hawaiian Hospitality Association, presented and shared the document titled, Restoring Hawaiian-ness to Waikīkī.

Mr. Downing said he was concerned after being on the Board of Land and Natural Resources (BLNR) and hearing another BLNR member say that Waikīkī was not Hawaiian anymore during a discussion about putting a zip line in Waikīkī. He thanked Chair Yuen, Mr. Ka'anā'anā, and Mr. Casson-Fisher for reaching out to start the discussion again. He said the discussion is about how they can maintain their Hawaiian-ness. He said they could do a few things. One could be to create a template that could be used in other resort places in Hawai'i. He said Waikīkī is special

to him, and he spoke about the founder, Dr. Kanahahele. He said they should start the discussion again and keep it in the front of their minds instead of in a book.

Mr. Casson-Fisher pointed out that the original document by Dr. Kanahahele is on page 25 of the meeting packet. Page 97 is the update by Mr. Apo for the Waikiki Improvement Association (WIA). He introduced Mr. Apo on behalf of NaHHA to speak about the update.

Mr. Apo said he was happy this was given the attention it needs, as he has been waiting for this for years. He said it is important for everyone to read through the update, and that Dr. Kanahahele's model that he fashioned should be applicable anywhere in Hawai'i. It is not just about Waikiki as Mr. Downing pointed out. He said all of Hawai'i is under what he calls the negative aspects of tourism creep. He said they must focus on three important aspects in the report – 1). Dr. Kanahahele's vision of Waikiki on page 5, 2). the historical context on why the report came about, the original, and the update on page 7, and 3). a sense of place dialogue and the visitor experience on page 72.

Mr. Apo explained what the update was. The 144 recommendations came about after Dr. Kanahahele walked Waikiki, day after day for months, with a notebook. He went through all of Waikiki and began making notes about things he felt could improve with respect to a sense of place. Mr. Apo mentioned when Mayor Harris was elected in 1994, he was concerned about Waikiki, as it had gone through a period where there was very little money in both the public and the private sector being invested in maintaining Waikiki, to take care of a certain sense of place.

Mr. Apo said the investment in Waikiki dropped immensely, and it was a period where locals were getting upset about what was going on in Waikiki. After that, the Mayor fell into line with the recommendations with Dr. Kanahahele's effort. The city helped fund it because besides Dr. Kanahahele, Kenny Brown, and Rick Egged from the WIA were all involved who created a little synergy; therefore, the Department of Waikiki Development was started. Christina Kemmer was the first Director. Mr. Apo said when he came in in 1994, he was the Director of Culture and Arts for the City and County of Honolulu and then eventually became Director of Waikiki Development.

The 144 recommendations took about six months, and they looked at every recommendation that Mr. Kanahahele had. He said it was interesting to read what was being proposed, the ambitions, and what succeeded.

He said there was no defined center of gravity concerning finances, and trying to join the public and private sector was difficult because of the huge responsibility on both sides. So, the idea of a Hawaiian Sense of Place became an official initiative. He hoped that HTA could take a look at

the framework as a great opportunity. He said it seemed to be coming at the right time with the DMAP dialogue and the new leadership.

He mentioned that the document is not the end, but just the beginning. He said it is a model that can fit anywhere. He noted while Mayor Harris was in office, that they worked on restoring awareness to Waikīkī, which inspired him to move forward on the rebuilding of the entire area (Waikīkī Historic Trail) that stretches from the police substation to Kapi'olani Park on Kalākaua Avenue.

Mr. Downing said he thought the WIA did a good job on the revision, and now is the time for HTA to do something. He said not to look at the 144 recommendations but wanted to see what are the top three things that HTA can commit to do. He went back to the concept that the community wanted to see something. He said they must focus on the top three and get it done.

Mr. Apo concurred with Mr. Downing, and said it is one step at a time. He said the issue between the private sector and public sector is a huge hurdle. He mentioned that over half of Waikīkī is Hawaiian owned and this often shocked people. For example, Bishop Estate, Queen's Hospital Systems, Queen Lili'uokalani Trust, and International Marketplace. These property ownership starts from the beach to the Ala Wai Canal. It is ironic to have this discussion when these lands should be Hawaiian land. He said there are only two open spaces: Kapi'olani Park and Fort DeRussy. Mr. Apo said trying to restore Hawaiian-ness to Waikīkī is a real challenge, but it can be done. He said something that the government could do, which Mayor Harris did, is ensure they always provide some kind of Hawaiian program to be written into lease agreements whenever investors come in.

Chair Yuen said he made a good point about the ali'i trusts and the land ownership, and HTA should reach out to the leadership at the ali'i trusts to see how they can work together.

Mr. Apo mentioned that Kamehameha Schools realized it was a mistake when designing and building the Royal Hawaiian Shopping Center, where the land and ocean space were separated. Its renovation in 2007 opened up the shopping center, and Hawaiianized it with a small park by the shopping center's center stage. Chair Yuen also mentioned the re-development of the International Marketplace that was highly controversial, but they tried to integrate a lot of Hawaiian-ness back into that space.

Mr. Apo said the Hawaiian sense of place came down to the people. He said the industry could make sure the people and the employee population have the right kind of training, it is about how they interact. It will be a win-win if they understand this concept; the institution wins, the investor wins, the visitor wins, and the locals win with that kind of management scenario.

Mr. Ching said he appreciated everything Mr. Apo mentioned. He said he was fortunate to work on Queen Emma land at the Outrigger Waikīkī. He said he was there for twenty years, and Dr. Kanahele's training is what they used. He spoke about the hospitality triangle, teaching this to the staff is important, and teaching them that the guest is important. This would create a synergy between all. He said this helped approach the visitor industry and guests in their homes to teach them about Hawai'i. He encouraged everyone that the training works and that they do not have to reinvent the wheel as it is all readily available.

Mr. Apo thanked Mr. Ching for his comments. He said if the entire industry had the opportunity to go to this type of training, and if there were programs like that for the kids, it would make a huge difference. He said it is not a huge investment either.

Mr. Downing said they have to remember that Hawaiian-ness and creating a sense of place is not necessarily only for the visitor, but how to give the local Hawaiian-ness, and their sense of place, instead of feeling like they were pushed out. He said if they create a sense of place for the locals, they radiate a sense of place to the visitor.

Mr. Apo reiterated that is what the training does. It affirms that the local people are important and that they are not a servant, and that they can stand with dignity and honor. He said Aloha is about extending love and friendship to each other.

Mr. Ching said ironically a lot of the locals who come to Waikīkī were kind of like visitors because they did not know or had lost respect for Waikīkī for the things that they had heard or seen. He said the key component is the Aloha that comes with the people, especially the locals. He said most people do not even know what Waikīkī means, so everybody is kind of a guest in many ways, even though there is more entitlement for locals. He said he loved it when the locals visited, relearned or rediscovered what a special place Waikīkī is.

Mr. Apo encouraged everyone to read the three sections that he mentioned earlier, as it is a good framework to get people to start thinking.

Mr. Ka'anā'anā asked the members to give him and Mr. Casson-Fisher until the meeting in May 2022, to bring back as recommendations to include as part of HTA's Fiscal Year (FY) 2023 planning, budgeting and program request.

Chair Yuen said that would be great, and Mr. Downing suggested they should select five and then pick three from there.

Mr. Kam thanked Mr. Ka'anā'anā and said Mr. Apo's insight was pertinent, but it is dated. He said if they talk about Mālama Ku'u Home, they have great opportunities, and Dr. Kanahele's training resonates strongly with everyone. He said the DMAPs are incredible, but they are in

and for the communities. Waikīkī is the largest fish pond, and it needs more special care and understanding. He said they must all come together with Mr. Ka'anā'anā and his team, to give the updated version of restoring Hawaiian-ness to Waikīkī. He mentioned what they spoke about it at the previous month's meeting, and with Mr. Apo's report they have the opportunity to do something special. He said he spent 30 years in Waikīkī, and had worked with Mr. Downing's father would check to ensure all public facilities work. He said to make it a great place to visit; they have to make it a great place to live. He said HTA can play a leadership role to bring the light back to it. He said if they put in a concerted effort and hold true to what Dr. Kanahahele and what Mr. Apo expressed, it is a great start on their journey to Mālama Ku'u Home. He said he is looking forward to the 2022 updated version of opportunities.

Chair Yuen said they should also start looking at the other resort areas on the neighbor islands as well. She suggested to Mr. Ka'anā'anā that maybe the restart of the Resort Area Hawaiian Culture Initiative Program from last month's discussion is the mechanism to implementing these ideas and that the funding request for these programs may need to increase depending on what they come up with, so HTA can do this on a larger statewide scale.

Mr. Kam concurred with everyone. He said he and Mr. Ching talked about giving people reasons to stay in Waikīkī and helping them realize how special Waikīkī is. He said they must all fully share and embrace their best Aloha with everybody.

Chair Yuen concurred and said perhaps every place should be different and be rooted in the place they are located so they have their own sense of place that is unique to it, regardless of what island it is, or what side of the island it is.

Mr. Apo mentioned WIA had appointed a new Board member, Mike White, the general manager of Kā'anapali Beach Hotel, who helped Dr. Kanahahele with his book. Mr. White has the working model for his hotel and pointed out that he would be a good resource for the HTA.

Mr. Ka'anā'anā suggested not creating new programs but deepening the support for existing programs. He mentioned Chair Yuen's point about the Resort Area Hawaiian Culture Initiative, that it may be one of the opportunities where they deepen that commitment, as they have started to do the planning for the procurement and outreach to various community stakeholder groups. He said one of the resounding needs that continue to come back is how to support Hawai'i's Creatives – the musicians, hula practitioners, weavers, carvers, etc. as they have been out of work for so long. He said this would need more funding to make the impact bigger for them.

Chair Yuen said this is great, as HTA has the steering committees to support them on each island and that have the attention of all the counties too, so they have the network to help if there were any issues.

Mr. Apo said he felt great about the timing, as HTA has the right people in the right places.

Mr. Downing thanked Mr. Apo for his insights. He said HTA has the opportunity to make these ideas materialize.

Mr. Apo said he feels like he is finally at a place where the torch is passed.

There were no questions from the public, but Mike White, shared a comment online by thanking everyone for having the rich and vital discussion.

Chair Yuen thanked everyone and said it had been inspirational and reinvigorated what HTA's mission is.

6. Adjournment

Chair Yuen asked for a motion to adjourn. Mr. Ching motioned, and Mr. Downing seconded. Mr. Casson-Fisher did a roll call, and the motion passed unanimously. Mr. Ka'anā'anā concluded the Meeting.

Chair Yuen adjourned the meeting at 4:50 p.m.

Respectfully submitted,



Sheillane Reyes
Recorder

3

Presentation by *John Clarke* on Hawaiian Names of Surf Sites in Waikiki and How to Add Them to Historic Trail Markers

WAIKIKI HISTORIC TRAIL MARKERS

George S. Kanahele

MARKER 1 (Location: Kapi'olani/ Waikiki Beach)

This section of Waikiki Beach contains four distinct areas: Outrigger Canoe Club, Sans Souci, Kapi'olani Park and Queen's Surf. The Outrigger Canoe Club Beach fronts the Club, which was founded in 1908 to revive surfing and canoe paddling, and promote other sports and activities. Sans Souci (from the French "without care") takes its name from a small hotel that once stood on the grounds now occupied by the Kaimana Beach Hotel. In 1893 the famed Scottish writer Robert Louis Stevenson spent five weeks convalescing at Sans Souci. He praised the hotel for its "lovely scenery, quiet, pure air, clear sea water, good food, and heavenly sunsets..."

Next to Sans Souci is the War Memorial Natatorium, a monument to the 179 island men who lost their lives in World War I. This unique athletic facility, with its 100 meter salt-water pool (still the largest in the U.S.), opened in 1927. It has been partially restored, although the pool is no longer used.

Kapi'olani Park Beach is part of the 100-acre Kapi'olani Regional Park which was dedicated in 1877 by King Kalakaua in honor of his Queen Kapi'olani. The park's main feature was a horse-race track in early years. The U.S. Army used the open ground there as an encampment after the annexation of Hawaii in 1898.

The Queen's Surf was one of the most popular restaurant-nightclubs in Honolulu during the 1950s and 1960s for both visitors and residents. It was named for the famous surf break off shore. The structure was demolished in 1971 to make room for park improvements.

In ancient times, there were at least two temples or heiau located near the shoreline in this area. One was Kupalaha, at Queen's Surf Beach. It may have functioned in connection with the famed Papa'ena'ena heiau where it is believed the last human sacrifice was made by Kamehameha I in Waikiki. The other was Makahuna near the foot of Diamond Head, which was dedicated to Kanaloa, the god of the Seas, and was attended to by fishermen and seamen.

MARKER 2 – (Location: Kapahulu groin)

From ancient times Waikiki has been a popular surfing spot. Indeed, this is one of the reasons why the chiefs of old make their homes and headquarters in Waikiki for hundreds of years.

Though surfing has been called “the sport of kings,” in ancient days everyone surfed – young and old, men and women, commoners and chiefs. Freed from working in the fields, the chiefs were the best surfers. Certain areas were reserved for them and woe to the commoner who got caught riding a royal wave!

Not far from here, on the slopes of Diamond Head, was a heiau or temple that was dedicated to he’e nalu or surfing. Temple priests would announce surf conditions to the villagers below by flying a kite. Surfs had their special names and the most famous in Waikiki was Kalehuawehe or “take off the lehua.” It was so named when a legendary hero took off his lei of lehua blossoms and gave it to the wife of a ruling chief, with whom he was surfing. Romance and surfing often went together.

It’s hard to imagine, but by 1900 surfing had nearly died out in Waikiki. It was revived by a small group of Honolulu residents who went on to found the Outrigger Canoe Club, the world’s first organization dedicated to “preserving surfing on boards and in Hawaiian outrigger canoes.” Today, of course, surfing has become an international sport.

Waikiki’s surfs bear names such as:

Steamer Lane	Castles
Publics	Cunahs
Queens	Canoes
First Break	Populars

Waikiki has the best summer waves in the world. The swells vary in height from 2 to 8 feet and the very, very rare 30 feet (in Steamer Lane). The rides can easily extend a hundred yards or so. The longest ride recorded took place in 1917 when the great Duke Kahanamoku caught a wave 35-feet high and rode it to shore, a distance of a mile and a quarter.

You are standing on what was the mouth of an old stream, the Kuekaunahi, one of three that flowed from the mountains and valleys of the Ko’olau Range down through the marshes of Waikiki to the sea. Waikiki was indeed a marsh; hence, its name “spouting water.”

MARKER 3 (Location: Ala Wai/Lili'uokalani Site)

Geologically, Waikiki was once a vast marshland whose boundaries encompassed more than 2,000 acres (as compared to its present 500 acres). It served as a drainage basin for the water that fell on the Ko'olau Mountain Range, where on average nearly 5 million gallons of rain falls everyday. The early Hawaiian settlers, who arrived around 600 A.D, gradually transformed the marsh into hundreds of taro fields, fish ponds and gardens. Imagine, Waikiki was once one of the most productive agricultural areas in old Hawai'i. As the native population dwindled, however, agriculture in Waikiki followed suit. The once productive fields and ponds became breeding grounds for the introduced mosquito. Eventually, in 1927, the completion of the Ala Wai Canal drained the area and reclaimed the land for the development of today's hotels, stores and streets.

You are standing on the estate of Queen Lili'uokalani, the last reigning monarch of the Kingdom of Hawai'i who was overthrown in 1893. "The Queen's Retreat," which was in the district of Hamohamo, consisted of two homes, one located here, called Paoakalani (the royal perfume), which was her principal home in Waikiki. The other was Kealohilani, located opposite Kuhio Beach, which she referred to in her memoirs as "my pretty seaside cottage." Known for her hospitality, the queen entertained family, friends, and visiting royalty, including the Duke of Edinburgh in 1869.

The story goes that the Duke asked the Queen if he could see real native entertainment. She obliged him with a program of ancient hula, chants, and games that had rarely been seen. A few days later, the local newspaper, representing the missionary view, described the program as a "disgraceful" display of "heathenism" and hoped that it would be the last of such performances in the Kingdom.

The Queen wrote several of her many songs in Waikiki. One of her last was "Ka Wai 'Apo Lani" (Heavenly Showers), which was composed at Kealohilani. In it she expressed the hope that she would be returned to the throne. She exhorted her people to remain resolute:

Should our hearts' love be restored,
And our rights be ours once again,
Then will our loved shoals of Kane,
Be the firm foundation of the land.

MARKER 4 (Location: Kuhio Beach)

This stretch of beach (from the Kapahulu groin to the Beach Center) is Kuhio Beach Park. It is named for Prince Jonah Kuhio Kalaniana'ole, Hawaii's second Delegate to the United States Congress. He served as Delegate from 1902 to 1922. He is best known for the passage of the Homes Commission Act, which provided Native Hawaiians 200,000 acres of land for homesteading.

He was a Royalist and in 1895 joined an unsuccessful attempt to overthrow the Republic of Hawai'i and restore Queen Lili'uokalani to the throne. He was charged with treason and served one year in prison.

He lived in a stately home, called Pualeilani or "Flower From the Wreath of Heaven" (Located across the street) and upon his death, the property, which included the beach, was given to the City. He is popularly remembered as Prince Cupid or as Ke Ali'i Maka'ainana (the Chief of the Commoners).

The low retaining wall offshore is called "Slippery Wall" because it is covered with fine seaweed that creates a very slick surface when wet. Young people often enjoy sliding on it. But it can be dangerous. It's best to avoid it.

Actually the wall was built to keep the sand from eroding away, but it's been a losing battle. Every few years sand is brought in to rebuild the world's most famous beach.

MARKER 5 (Location: Kuhio Beach)

(Duke Kahanamoku. Use current text on base of statue. No surf board marker.)

Text reads:

Duke Paoa Kahanamoku)
August 24, 1890 – January 22, 1968

Raised in Waikiki, Duke was a full-blooded Hawaiian, who symbolized Hawaii to millions of people. He developed into an Olympic champion and the world's fastest swimmer. Between 1912 and 1932 he won three gold medals, two silver and a bronze in four Olympics. He is known as the "Father of International Surfing."

Duke introduced surfing to the Eastern Seaboard of America, Europe and Australia. He became a hero when he saved eight lives from a capsized launch at Corona Del Mar, California in 1925 using his surfboard. A movie actor from 1925-1933, he was elected sheriff of Honolulu for thirteen consecutive terms from 1934-1960. He has been recognized as Hawaii's Ambassador of Aloha since 1962.

"He has honored his name, he has honored his race, he has honored his state, he has honored us all."

MARKER 6 (Location: Kuhio Beach)

(The Healing Stones of Kapaemahu. No surfboard marker. Use current plaque, which reads:

“Wizard Stones of Kapaemahu

Hawaiian legend says these stones were placed here in tribute to four soothsayers, Kapaemahu, Kahaloa, Kapuni and Kinohi, who came from Tahiti to Hawaii long before the reign of Oahu’s King Kakuhihewa in the 16th century. The four were famed for their healing powers, before vanishing. The wizards transferred their powers to these stones.

Department of Parks & Recreation
City & County of Honolulu 1963”)

The Mystery of How the Stones Got Here

Legend says that these stones were brought into Waikiki from Waiialae Avenue in Kaimuki, nearly two miles away. Waikiki was a marshland devoid of any large stones. These stones are basaltic, the same type of stone found in Kaimuki.

Thousands of people were directed to move these stones, which weighed as much as eight tons, during the night. How did they accomplish this with no wheeled vehicles or animals to help them?

This wahi pana (or legendary site) was restored with the Assistance of Papa Henry Auwae, a traditional Hawaiian healer, and the Queen Emma Foundation
1997

MARKER 7 (Location: King's Alley Entrance)

King David Kalakaua (1836-1891) had a residence here, in Uluniu, as this area was called in the 1800s. It was a two-story, frame structure, situated in a grove of towering, very old coconut trees. The house was big enough for hosting large parties, which he was fond of giving. A man of eclectic and cosmopolitan interests and tastes, he enjoyed the hula – in fact, he revived the hula tradition – but he also enjoyed the waltz. A guest at one of his parties wrote, the house was “decorated gaily and with an excellent floor for dancing... After we had a feasted and dances... [we] witnessed the native dance called ‘The Hoolah’...” Everyone recognized the king’s enormous talent for entertaining, as well as his equally enormous capacity for alcohol. He was known as the “Merry Monarch.”

King Kalakaua took a trip around the world and visited Japan where he tried – unsuccessfully – to betroth the Princess Ka’iulani to a Japanese prince. He visited Europe where he was well received. His visit to Washington, D.C. contributed to the passage of Reciprocity Treaty. He accomplished much for his nation.

He left his estate to Queen Kapi’olani, who in turn bequeathed her properties to the support of the Kapi’olani Medical Center for Women and Children.

MARKER 8 (Location: 'Aina Hau Park/Triangle)

Nani wale ku'u home 'Ainahau I ka 'iu

So beautiful is my home 'Ainahau in a paradise.

These are the words from a popular song honoring 'Ainahau ("land of the hau tree"), once described as "the most beautiful estate in the Hawaiian Islands." Its ten acres were filled with gardens, three lily ponds, 500 coconut trees, 14 varieties of hibiscus, 8 kinds of mango trees, plus a giant banyan tree. The estate belonged to Governor Archibald Scott Cleghorn, and Chiefess Miriam Kapili Likelike, a composer like her sister Lili'uokalani and brother Kalakaua. Their only child was the Princess Victoria Ka'iulani, who grew up at 'Ainahau with her beloved peacocks. The Scottish writer Robert Louis Stevenson was a frequent guest and used to read passages of poetry to the young Princess under the banyan tree. He even composed a poem for her in which he described her as his "island rose, Light of heart and bright of face." Strikingly beautiful and talented, Princess Ka'iulani had been educated in England and was being groomed to succeed Queen Lili'uokalani. It is said that the night she died, her peacocks screamed so loud that people could hear them miles away and know that she had died. She was only 23 when she died at 'Ainahau in 1899.

'Ainahau Park (where you are standing) is located on part of the long palm-boardered driveway that led to the Cleghorns' spacious two-story Victorian home which was situated on what is now Cleghorn and Tusitala Streets.

MARKER 9 (Location: International Marketplace, Under Banyan Tree)

King William Kana'ina Lunalilo (1835-1874), the first elected king in Hawaiian history, had a summer residence here in the area known as Kaluaokau. Here he enjoyed "the quiet life of Waikiki and living simply on fish and poi with his native friends." Hawaiians called him ke ali'i lokomaika'i or "the kind chief."

. His brief reign of a year and 25 days was marked by poor health aggravated by heavy drinking. When his Household Troops of 60 soldiers mutinied against their officers in Honolulu, he negotiated a peaceful settlement with a carefully worded message while convalescing at his home here in Waikiki.

At his death in 1874, his lands totaled nearly 400,000 acres, but nearly all of it is gone today. He did, however provide for the establishment of the Lunalilo Home for the "poor, destitute and infirm people of Hawaiian blood or extraction, giving preference to old people."

The King left his house and property here to the Dowager Queen Emma, whom he was very fond of. Emma had been the wife of King Kamehameha IV, who died in 1863. The modest wooden structure here on the banks of the Apuakehau stream served as a retreat for the popular Emma.

Greatly influenced by her adopted father, who was an English physician, she co-founded the Queen's Hospital, known today as the Queen's Medical Center, the largest hospital in the Islands. She and her husband helped to establish the Episcopal Church in Hawai'i. She also sponsored the founding of St. Andrews Priory School for Girls.

MARKER 10 (Location: Courtyard, next to Banyan Tree, Moana Hotel Restaurant)

The first hotels in Waikiki were bathhouses, such as the Long Branch Baths, which began to offer rooms for overnight stays in the 1880s. This facility featured a toboggan slide 40 feet high, which propelled riders a hundred feet over the water, like skipping stones.

The first beachside hotel, the Park Beach, was a converted home which offered 10 rooms, each equipped with a bath and telephone. The Moana Hotel, the “First Lady of Waikiki,” which opened on March 11, 1901, established Waikiki as a resort destination. The four-story, 75 room structure was the tallest building in Hawaii. It sits on the area known in ancient times as Ulukou, or “kou tree grove.” Kou is a wood highly prized for bowls and other eating implements.

Fifteen years after its opening the Moana added 100 new rooms in two wings that created this courtyard facing the sea. Under the banyan tree, Johnny Noble and his Orchestra delighted dancers and listeners. In 1935, Harry Owens and Webley Edwards inaugurated the famed radio program “Hawai’i Calls.” It was beamed to Hawaiian music audiences for 40 years. At its peak in 1952, the weekly program was broadcast on 750 stations worldwide.

MARKER 11 (Location: Next to Patio, Duke's Restaurant)

The Paradise of the Pacific magazine said in January 1895, "A pretty little river runs through the village of Waikiki. It ripples gently along between the level banks through taro patches, rice and banana fields on its way to the ocean. Canoes glide along the shining surface. There are groups of native women and children catching shrimps in long narrow baskets, often stopping to eat a few."

The 'Apuakehau (literally "basket of dew") stream emptied into the sea right here under your feet. The Apuakehau flowed through the middle of Waikiki until the completion of the Ala Wai Canal in 1928. The mouth of this stream carved out a channel in the sea bottom creating the surfing area known in ancient times as Kalehuawehe.

Today this is a favorite spot for some of Waikiki's famed beach boys. This elite group got their start sometime in the 1930s when the first Waikiki Beach Patrol was organized. Known by such colorful nicknames as Chick, Steamboat, Turkey, Dogpatch, Toots and Colgate, these beach boys are a different breed from their counterparts elsewhere. They have been called "Waikiki's ambassadors," serving the needs of royalty, Hollywood celebrities, and the general public alike.

Today, they are professionals licensed by the State of Hawai'i to teach surfing or canoe riding and must be regularly qualified in life-saving tests. Like their forerunners, many are great storytellers, entertainers, and conversationalists. James Michener said of the beach boys: "Without these remarkable people the island would be nothing. With them, it is a carnival. They are generous, courageous, and comic... They are perpetual adolescents of the ocean, the playboys of the Pacific..."

MARKER 12 (Location: Back Lawn, Royal Hawaiian Hotel)

You are standing where once spread the royal coconut grove known as Helumoa. At one time it consisted of nearly 10,000 trees. According to legend, the first tree was planted in the 16th century by the great chief Kakuhihewa.

Kamehameha the Great camped here with his generals as they began their conquest of O'ahu in the summer of 1795. They returned victorious from the battles in Nu'uuanu Valley and made Waikiki the first capital of the Kingdom of Hawai'i. This area including all of Helumoa and 'Apuakehau was known as Pua'ali'li'i. Kamehameha built a Western style stone house here. This residence was often occupied by his favorite wife Ka'ahumanu and her retainers.

Kamehameha ended Waikiki's nearly 400-year reign as O'ahu's capital when he moved his residence and headquarters to Honolulu because of its harbor and access to foreign trade and goods. .

Later, the modest residence of Kamehameha V Lot Kapuaiwa, the grandson of King Kamehameha I, was built here. These lands were inherited by his half-sister, Princess Ruth, and later willed to Princess Bernice Pauahi, the last of the Kamehamehas. Her estate still owns this land today, and funds the Kamehameha Schools, which educates thousands of native Hawaiian children across the State.

The Royal Hawaiian Hotel or "The Pink Palace" was completed in 1927 at a cost of \$5 million. With 400 lavishly decorated rooms and Spanish-Moorish style architecture, it was touted as the "finest resort hostelry in America."

MARKER 13 (Location: Beach, Next to Outrigger Reef Hotel)

From olden times Waikiki was viewed not only as a place of peace and hospitality, but of healing. There was great mana (spiritual power) in Waikiki. Powerful kahuna la'au lapa'au or physicians lived here. Throughout the 19th century Hawai'i's royalty also came here to convalesce.

One of Waikiki's places of healing was this stretch of beach fronting the Halekulani Hotel called Kawehewehe (or the removal). The sick and the injured came to bathe in the kai, or waters of the sea. They might have worn a seaweed lei of limu kala and left it in the water as a symbol of the asking of forgiveness for past sins, which was believed to be the cause of many illnesses. Hawaiians still use the sea to heal their sores and other ailments, but few come to Kawehewehe.

In 1912, a home here was converted to a boardinghouse known as "Grays-by- the -Sea." Its grounds were later incorporated into the Halekulani. The beach is still known today as Gray's Beach. The natural sand-filled channel that runs through the reef makes it one of the best swimming areas along this stretch of ocean.. .

MARKER 14 (Location: Next to U.S. Army Museum)

On this site stood the villa of Chun Afong, Hawai'i's first Chinese millionaire, who arrived in Honolulu in 1849. By 1855, he had made his fortune in retailing, real estate, sugar and rice, and for a long time held the government monopoly opium license.

Chun Afong was a member of King Kalakaua's privy council, and married Julia Fayerweather, a descendent of Hawaiian royalty, with whom he had 16 children, 13 of whom were daughters. He was the inspiration for Jack London's famous story, "Chun Ah Chun."

His Waikiki villa occupied three acres of landscaped grounds. Here he gave grand parties for royalty, diplomats, military officers and other dignitaries.

In 1904 the U.S. Army Corps of Engineers purchased the property for \$28,000 to make way for the construction of Battery Randolph and the no-longer-extant Battery Dudley to defend Honolulu Harbor from foreign attack. The battery consisted of two 14-inch guns, which could fire a 1,560 pound projectile over a range of 14 miles. It was constructed with reinforced concrete walls and a roof up to 12 feet thick. In 1969, the Army attempted to demolish Battery Randolph, but it resisted all efforts of the wrecking ball. The use of dynamite was rejected as too dangerous.

One of the last important military fortifications of its time, it was dedicated on December 7, 1976 as the home of the U.S. Army Museum of Hawai'i.

MARKER 15 (Location: Kalia Road)

Had you walked across this road in 1897 you might have landed in Waikiki's largest fish pond, the Ka'ihikapu, which measured 13 acres. All of today's Fort DeRussy on the mauka (toward the mountain) side of the road was covered with fishponds. There were actually hundreds of fishponds in Waikiki.

The fishponds were controlled by the chiefs, but maintained by the commoners. The fish grown in the ponds were mostly 'ama'ama or mullet and awa or milkfish, both of which adapted well to brackish water. When the ponds were well cared for, the fish fattened quickly. The ponds functioned as "royal iceboxes" with readily available food for guests, especially the unexpected.

Ancient Hawaiians believed their fish ponds were inhabited by mo'o deities who were sometimes described as creatures with terrifying black bodies, 12 to 30 feet in length. Hawaiians believed they were the guardian spirits of fish ponds, who not only protected the caretakers but punished those who abused their responsibilities.

The reclamation of Waikiki began here in Kalia when the U.S. military acquired 72 acres of land and started draining it in 1908 to build Fort DeRussy. It took over 250,000 cubic yards of sand and coral dredged from various O'ahu areas continuously over the course of a year to cover Ka'ihikapua and its sister ponds in Kalia.

The Hale Koa Hotel is used exclusively for U.S. military personnel and their dependents.

MARKER 16 (Location: Paoa Park)

Olympic swimming champion Duke Kahanamoku (1890-1968) spent much of his youth here in Kalia with his mother's family the Paoas. The family owned much of the 20 acres which the Hilton Hawaiian Village now occupies.

It is said that it was here in Kalia that a husband waited patiently for the return of his wife who had been wooed away by a rival chief in Maui; hence, the name Kalia or "waited for." Duke's grandfather Ho'olae Paoa, a descendent of royal chiefs, was deeded the land by King Kamehameha III in the great Mahele of 1848. (The Great Mahele was a dividing of the lands among the king, the chiefs, and the commoners. It also allowed foreigners to own land in the Kingdom for the first time.)

The Paoas were a large 'ohana (family). More than 100 were living in the area at the time. The home in which Duke lived was located about where the former Hilton Dome stood for so many years. The families had their gardens and grew enough taro and sweet potatoes to meet their needs.

Being excellent fishermen, they never were short of the bounties of the seaweed, squid, shrimp, crab, lobster and varieties of fish.. Duke learned to swim in these waters the old-fashioned way: by being thrown into the water to sink or swim!

He learned so well that in 1911 he broke the world's record for the 50-yard and 100-yard sprints in the first AAU swim meet held in Hawai'i. In 1912 he was named to the U.S. Olympic team and won the gold medal in the 100-meter freestyle. This area is also where he learned to become a champion surfrider and Hawaiian outrigger canoe paddler. Some say you can still feel the "mana" (energy or spirit) of Duke and the Paoas here on their former lands.

Marker 17 (Location: Patio of Ilikai Hotel)

The Pi'inaio was Waikiki 's third stream which entered the sea here where the Ilikai Hotel stands. Unlike the Kuekaunahi and 'Apuakehau streams, the mouth of the Pi'inaio was a large muddy delta intersected by several small tributary channels.

The sea teemed with fish, eels, shrimp, lobster, octopus, crab and limu (seaweed). The fishermen of Kalia caught so much fish that they became known as "human fishnets." As recently as the 1930s, residents of Kalia described the area as "one of the most productive seafood producing bays ever known." In season, they would see thousands of white crabs on the beach and catch them by the bucket full. Alas, today Waikiki has been almost totally fished out.

MARKER 18 (Location: Diamond Head Corner of Entrance to Ala Moana Park)

In the late 1800s, Chinese farmers converted many of Waikiki's taro and fishponds into duck ponds. This area, including the Ala Moana Shopping Center, was covered with duck farms.

Early in the 20th century, Ala Moana Beach was a barren swampland with an old dirt road that saw little traffic. Smoke rose constantly from a smoldering refuse dump near the water's edge. In 1912, Walter Dillingham purchased the land adjacent to this uninviting waterfront, much to the amusement of his peers.

Most of the acreage was three feet underwater, but Dillingham was no fool. He was in the dredging business, and the swamp was the perfect place to dump all the earth he was removing elsewhere.

In 1931, the City and County of Honolulu decided to clean up the waterfront. A boulevard between this new park and the adjacent property was also built. The new Moana Park was dedicated by President Franklin Delano Roosevelt in 1934. In 1947, its name was officially changed to Ala Moana. The swimming area was once a boat channel leading from the Ala Wai Canal to Kewalo Basin. In 1955, the 'Ewa (west) end was closed off and a mile of sand brought in from the Waiana'e coast. Later, the construction of Magic Island closed off the other end of the channel.

As for the land across the street, Lowell Dillingham came up with an idea in 1949: A shopping center unequalled in the world. Planning, financing and construction took ten years, but the new Ala Moana Shopping Center, a two-story structure on fifty acres, was ready for opening the same year Hawaii became the 50th State.

MARKER 19 (Location: Ala Wai Canal Side of Hawai'i Convention Center)

Ala Wai (freshwater way) Canal was at the heart of Waikiki Reclamation Project launched in the early 1900s to “reclaim a most unsanitary and unsightly portion of the city.” The smelly duck farms and the millions of mosquitoes that stagnant ponds bred were the culprits. Residents complained, the Territorial Government responded, and work began in 1922. With the canal’s completion in 1928, the taro and rice fields, the fish and duck ponds, vanished. The reclaimed acres turned into house lots which eventually turned into apartments, stores, restaurants, hotels – and one of the world’s greatest destination areas.

Begun in 1996, the Hawai'i Convention Center is the largest public building of its kind in Hawai'i. It is situated on 11 acres of land, contains more than one million square feet of floor space, three acres of gardens, and a 36,000 square feet ballroom! Funded by the State of Hawai'i, this world-class facility truly captures Waikiki's “Hawaiian sense of place” in its design, materials, gardens, and artforms.

MARKER 20 (Location: Near Corner of Ala Moana and Kalakaua Avenue)

This green expanse in the middle of Waikiki is Fort DeRussy, named in honor of Brigadier General Rene E. DeRussy, Corps of Engineers, who served with distinction in the American-British War of 1812. It was started in 1908 as a vital American bastion of defense, but today it serves as a place of recreation and relaxation for U.S. military personnel and their families.

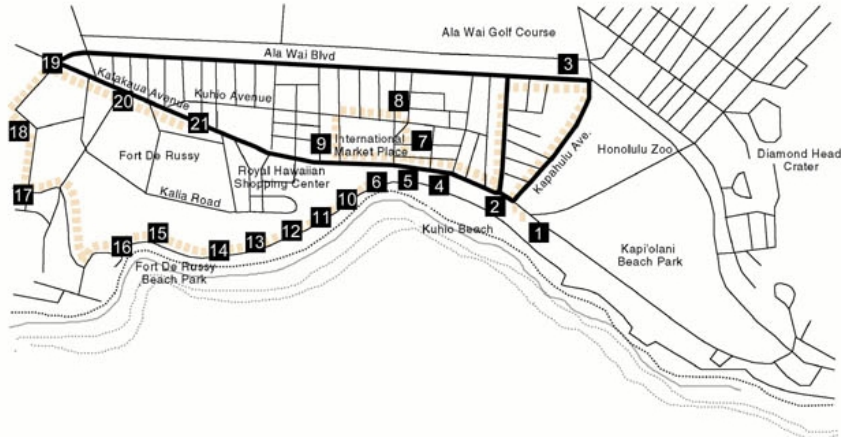
If you turn toward the mountains, all the land you see before you extending to the foothills of Manoa Valley was planted in taro for many centuries. But, as the number of Hawaiian farmers in Waikiki died off and the demand for poi decreased, by the 1870s taro production practically ceased. Successful rice planting experiments led to a kind of “rice fever” which swept over the islands. Chinese rice planters took over abandoned taro patches and turned Waikiki into a vast rice plantation. For a few years, rice, not sugar, was king in Hawai’i.

The disappearance of taro from Waikiki not only marked an economic change, but a cultural change as well: Hawaiian mythology says the first man was born of Haloa, the sacred taro plant. The planting and eating of taro was for ancient Hawaiians the basis of their existence and their spiritual sustenance as well. When taro disappeared from Waikiki, as it did from so many areas, so did the spirit of Haloa.

MARKER 21 (Location: Intersection of Kuhio and Kalakaua Avenue)
(Kalakaua Statue. No marker.)

MARKER 21:

End of the Trail: At Kalakaua Park, intersection of Kalakaua and Kuhio Avenues



4

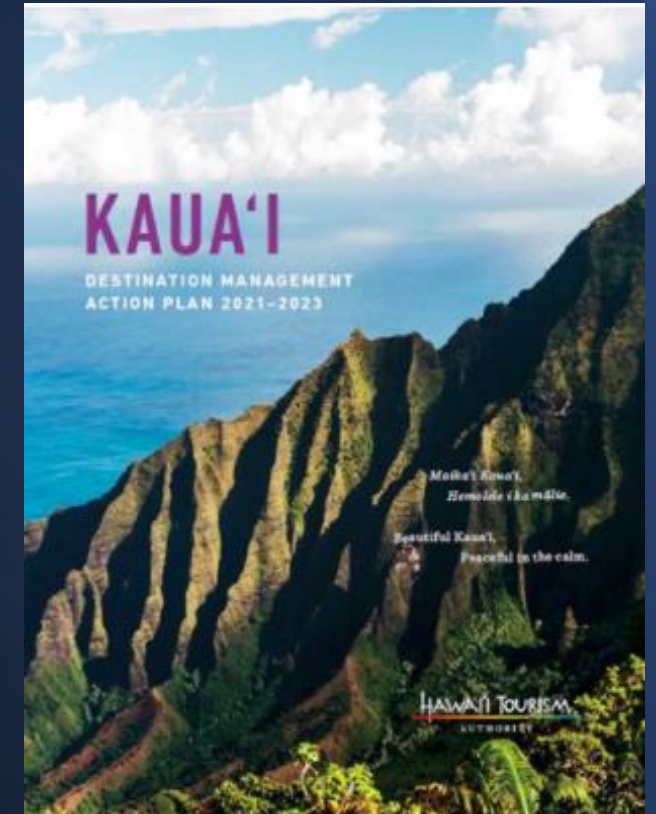
Status Update by
Director of Planning Caroline Anderson of the
Destination Management Action Plans

Status Update – Destination Management Action Plans

Presented by Caroline Anderson, Director of Planning
to the Hawai'i Tourism Authority's Ho'okahua Hawai'i Standing Committee
May 19, 2022

Kaua'i DMAP –Key Projects & Activities – Phase 2

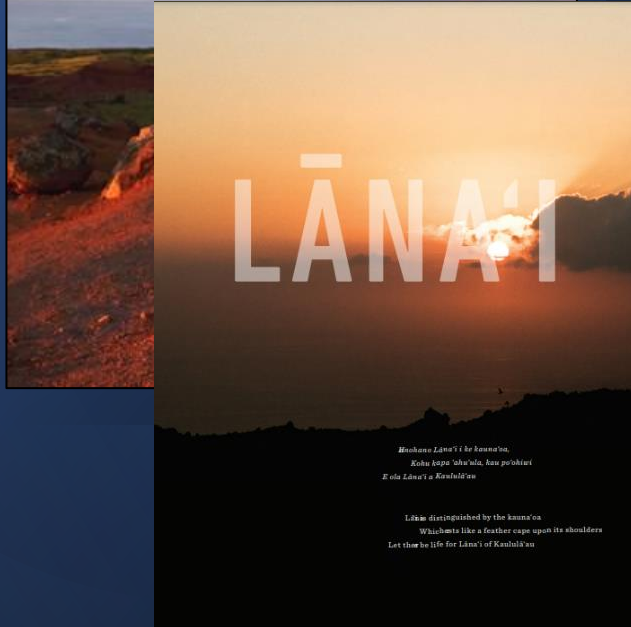
- Sustainable Tourism Association workshop with KVB, DLNR (DAR and DOBAR), County and Surfrider in June
- Pono travel messaging
 - WAZE App
 - Airports
 - Pre-arrival
- HTA support of County's Mobility Hub Study
- KVB efforts with the Makali'i – Kaua'i cultural practitioners
- Monitor "hot spots" on Kaua'i
- Implement community communications plan (KVB)
- Review and develop "We Are Kaua'i" training and onboarding materials (KVB)
- Continued support of Kaua'i Made program and Alakoko storefront and assisting local businesses



Maui DMAP – Key Projects & Activities – Phase 2

- Distribute Sunscreen dispensers across the island
- Support projects via the Community Tourism Collaborative
- Assess and monitor hotspots, determine additions (or those to take off), and where HTA can assist.
- Work with industry on the Rise Above Plastics program (MVCB)
- Creation of a communication plans for Maui DMAP
- Work with MLTA to work with their hotels and employers to stagger shift times to mitigate traffic congestion
- Program to encourage hotels and restaurants to prioritize purchase from local suppliers, and develop a mast list of locally grown and value-added products.





Lānaʻi DMAP – Key Projects & Activities – Phase 2

- Work with and stay connected with Pūlama Lānaʻi and Resorts for Action B.
- Hold meetings with Lānaʻi Advisory Group on messaging and develop collateral/directory of resources/website revisions.
- Continue to grow the Mālama Hawaiʻi program
- Address issues relating to Action H, including working with DLNR
- Review hotspots and set priorities

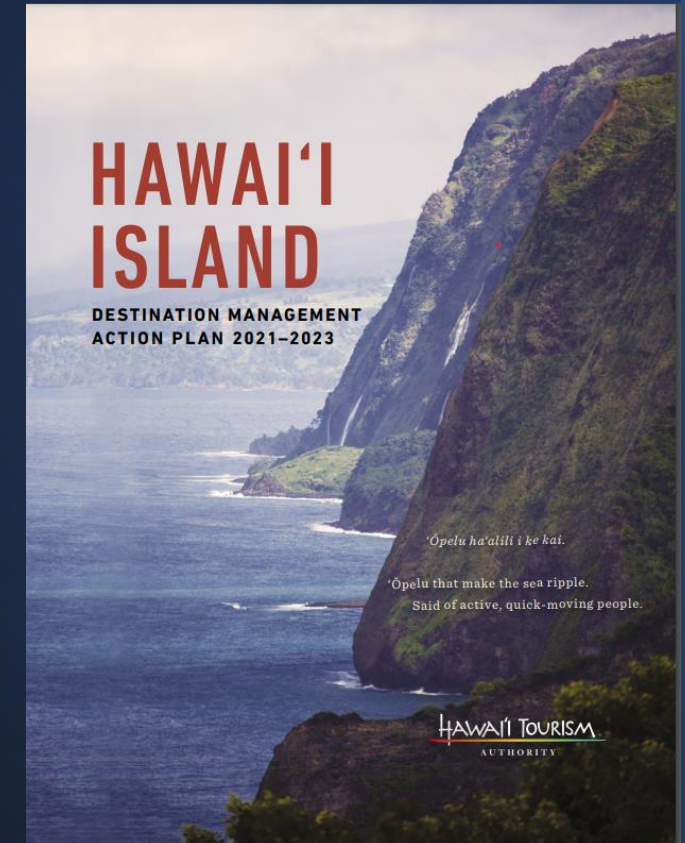


Moloka'i DMAP – Key Projects & Activities – Phase 2

- Newly formed Moloka'i DMAP Task Force
- Identified 6 committees to start moving actions
 - A.2 Develop Molokai specific content for communication pieces to educate visitors about what to expect on Moloka'i, including types of activities that are available as well as rules, sites where access is not allowed, safety rules, list of resources, etc. The content should also describe a process of mutual respect between residents and visitors.
 - F.1 Advocate for airlines, County, HDOT and Federal Aviation Administration to restore affordable and dependable air and sea transportation to viable levels that meet the needs of the community.
 - D.1 Develop voluntourism activities that give visitors opportunities to participate with local nonprofit organizations in Lo'i Kalo, Loko I'a, conservation and restoration activities.
 - B.2 Support the creation of new businesses (and existing businesses looking to grow or transition into new areas) that can offer desired experiences and services to visitors and provide more job stability for residents.
 - Tourism separated from the sale of real property
 - Tourism carrying capacity of Moloka'i

Hawai'i Island DMAP – Key Projects & Activities – Phase 2

- Work with Steering Committee to refine actions and review hotspots
- Continue to assess and monitor hotspots with DLNR and the County
- Continue community dialogue regarding Waipi'o Valley (IHVB)
- Build up network with Hawaiian Island Cultural Practitioners (IHVB)
- Develop and create a communications plan and a community engagement plan
- Address hotspots at Keaukaha and Pohoiki with the County
- Develop program to encourage visitor industry to buy local produce, products and goods.



O'ahu DMAP – Key Projects & Activities – Phase 1 (September 2022)

- Connect with DLNR regarding hotspots and stewardships
- Development of GetAroundOahu.com website (OVB)
- Develop plan/program to encourage visitor industry to prioritize purchase of Hawaii-based , 'āina friendly products, services and technology solutions....action H.1
- Develop a plan/program to work with visitor industry to feature or promote local products.
- Connect with the DLNR and County to discuss enhancing and promoting alternatives to overused sites.
- Conduct assessment to understand industry partners incorporation of Hawaiian culture and 'ōlelo Hawai'i. (OVB)

