



**Questions & Answers**  
**Community Meeting – October 22, 2020**  
**Kaua'i – North and East**  
**(\*Questions are written exactly as submitted)**

**Q: I will have to step out for a bit. Is this being recorded? (Thomas Nizo)**

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

**Q: Why is is not being recorded? (Thomas Nizo)**

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

**Q: This should definitely be recorded? please adjust (Joell Edwards)**

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

**Q: We are not Oahu! Our "Apples" are ALL in ONE BASKET! So how are you assuring our Kauai county citizens partake DIRELY in tourism revenue? ...other than through low paying hospitality workforce jobs?? Especially if once again, you're not "leveling the playing field" through shared economy opportunities? The outlying island choices are obviously FAR MORE LIMITED than Oahu! If we cannot get DIRECT, entrepreneurial access, to overnight lodging revenue; then our citizens will NEVER have the resources to create new, diversified job bases, work forces and industry. ...Much less afford to send out children to college! (Anonymous)**

A: We understand this is a passionate issue and appreciate your thoughtful comments and want your input. Please submit all detail comments and input via online survey at: [bit.ly/KauaiDMAPForm](http://bit.ly/KauaiDMAPForm)

**Q: Michel... were you on last night too? I came back for a second round too. (Kamika Smith)**

A: No response needed.

**Q: So no questions asked tonight, (via this Q&A dialog box,) will be answered tonight? ...They had to instead be previously submitted via the " survey link"?**

A: We tried to answer as many questions as possible live during the meeting. But all questions that were asked during the meeting are being answered here.

**Q: Did I miss something? Thought this was addressing the Kauai North and East side.  
(Fred Fennell)**

A: The community meeting touched upon issues and ideas for the whole island of Kauai, but also got specific for the north and east sides of the island.

**Q: Appropriate values are EASY...WE ARE DYING ON THE VINE, BECAUSE WE ARE ACTING OBLIVIOUS TO THE REAL PROBLEM! WE CAN'T TAKE MORE DECADES OF SERVING AS ANOTHER INDIA ~ BEING PILLAGED BY GREAT BRITAIN FROM THE PROFITS OF OUR MOST LUCRATIVE TOURIST BASED) NATURAL RESOURCE OF OVERNIGHT LODGING! WE PARTICIPATE (ALREADY 8 YEARS LATE) WITH THE WORLDS LATEST "SHARED ECONOMY" TOOLS OR WE DIE ON THE VINE....  
...WE FIX ARE PATHETIC LEGISLATION & ATTEMPTED FINES AGAINST OWNER-OCCUPIED HOMEOWNERS, OR WE DIE ON THE VINE.....WE "LEVEL THE PLAYING FIELD" WITH THE LARGE RESORTS WHO ARE ABSCONDING WITH ALL MAJOR PROFITS, OR WE DIE ON THE VINE! THE "INFORMATION AGE" HAS GIVEN OUTLYING ISLAND'S FULL TIME RESIDENTS THE CHANCE TO FINALLY THRIVE. ....HOWEVER, OUR IGNORANT POLICIES, PANELS, BOARDS, "ATTHORITES"; ALONG WITH COUNTY & STATE LEADERSHIP; WILL BE THE DEATH OF US ALL ~ ECONOMICALLY, SPIRITUALLY, MENTALLY, CULTURALLY & PROSPEROUSLY! THOSE WHO "DON'T RESPECT OUR CULTURE"; ARE THOSE AMONGST US WHO PREVENT US FROM MAKING TRULY LIVABLE WAGES, OFF OF THE DIRECT BILLING OF SHORT-TERM OVERNIGHT LODGING GUEST! (Anonymous)**

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**Q: As John De Fries mentioned, the reefs, fish, flora and fauna have been rejuvenating since we've had a break from tourism. Are we going to allow tourists back with NO change at all regarding their impact, specifically their impact dumping and spraying endless amounts of toxic chemical sunscreens into the environment? Spent over three years working on Hawaii's sunscreen bill with our groups Ban Toxic Sunscreens and Safe Sunscreen Coalition. The bill will be going into effect January 1, 2021. But we could only get two of the dangerous ingredients on the bill and the chemical sunscreen companies hijacked the entire movement, by replacing those two ingredients with even more dangerous carcinogens and hormone disruptors and slapping "Reef Safe" on the labels... all sold in Costco by the thousands of gallons. We are a movement of many but have no resources (we still have keiki hand-painting signs!) and we've been asking for help on this matter for years. (Wil McLaren)**

A: The upcoming state law banning the sale, offer of sale, or distribution of any sunscreen that contains oxybenzone or octinoxate, or both, is one step to address this issue. We continue to encourage visitors to be mindful of the impact of sunscreens, as well as plastics, on Hawaii's coral reefs and ocean eco-systems as a part of our all-encompassing efforts to educate travelers.

**Q: People need to be educated before they come, and while they're here. This is an island-wide concern, but specific for Kaua'i we saw similar things happen post flood when the water cleaned, the fish came back in huge numbers Wainiha / Haena after the area was closed off and not being contaminated by these chemicals. Can Hawaii Tourism**

**Authority make a commitment to help us spread the message and educate? We should make Hawai'i an ECO-TOURISM destination. Thanks (Wil McClaren)**

A: HTA and the Hawaii Visitors and Convention Bureau (HVCB) 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](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: How can we limit the number of rental cars on Kauai? (Mike Dandurand)**

A: We are unable to limit the number of rental cars on Kauai. However, there may be other ways to reduce the number of cars on the road, such as having a shuttle service or daily rental car system at resorts or through local ordinances and policies. It's important to consider that rental car companies also provide employment opportunities for local residents.

**Q: I would like to know how much control the individual counties have over tourism decisions? (Nancy Williams)**

A: The county does control zoning, planning and the approval of permits. Through these locally controlled policies and processes, we have the ability to direct and control growth such as in the area of TVR permitting. The County also serves as a voice and facilitator for the people, often working to bring groups together to find solutions for problems that often involve public and private entities. We may not have direct control over how many visitors come to the island but we can consider policies and facilitate mechanisms that control entry to specific areas such as a parking lot we own or by limiting growth through planning and zoning.

**Q: There has been talk about upgrading the quality our visitors. How will that be done and what does it mean, upgrade the quality? (Terry)**

A: HTA and its Global Marketing Team continue to remain focused on educating visitors about Hawaii'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: Has there been consideration of changing the metrics for how we measure tourism success? Maybe away from head count and dollars to how the environment and residents are affected? (Chris Luff)**

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. Under each pillar, the four Key Performance Indicators (KPIs) are resident satisfaction, average daily visitor spending, visitor satisfaction and total visitor spending. Visitor Arrivals is not a KPI for HTA.

**Q: There is a lot of discussion about "educating" the visitor prior arrival. but it isn't much more about matching the values of the destination (what's pono) to the visitor values? (Patricia Ewing)**

A: Educating visitors includes teaching them about our communities' values. In fact, HTA and HVCB 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. We felt that if our residents shared the 'whys' behind appropriate behavior then most visitors would follow along.

**Q: WRONG ANSWER! (There is more to that question!) Instead of promoting hotels; how are people being encouraged to host our guest??? (Anonymous)**

A: We continue to focus our efforts on ensuring demand for the destination in a mindful way, and that includes highlighting the diverse and unique experiences, culture, and people of Hawaii.

**Q: question? When would be a safe time to market to visitors with festivals (Thomas Nizo)**

A: Currently, each of the counties have different limitations and allowances for in-person, group gatherings. However, several events have pivoted to offer experiences virtually, or online, which also inspire potential visitors to consider Hawaii as a future vacation destination.

**Q: Is the State Department of transportation, airport division, participating in this process? They're planning for more visitors, not less. (Nadine Nakamura)**

A: Once the final actions are identified for Kauai's Destination Management Action Plan, HTA will reach out to the appropriate state and county agencies to help implement the plan.

**Q: Has there been any consideration to prohibiting rental cars for visitors and instead provide only shuttles? (Susan Storm)**

A: We are unable to limit the number of rental cars on Kauai. However, there may be other ways to reduce the number of cars on the road, such as having a shuttle service or daily rental car system at resorts. Keep in mind that the rental car companies also employ local residents, and local residents also rent cars when their vehicle is in the auto shop. (Please see my answer to the same question above and incorporate here)

**Q: Roughly what percentage of tourism revenue stays on the island vs. being revenue for off-island owned businesses? (Paul Marshall)**

A: No one knows the answer to this question because we don't know exactly how much is being spent at each business and what the ownership of the businesses are or how much each business is paying its employees.

**Q: DIRECT ACCESS TO OVERNIGHT LODGING REVENUE, PLEASE. (Anonymous)**

A: We do not understand this statement.

**Q: rental cars... i have a million ideas. Lol (Daniel Erickson)**

A: We appreciate your feedback and want your input. Please submit your ideas via the online survey at: [bit.ly/KauaiDMAPForm](https://bit.ly/KauaiDMAPForm)

**Q: How can tourists be better informed about hazard zones on Kauai and how can we prevent them from being in danger? (Maka'ala Kaaumoana)**

A: We continue to educate visitors about this and expect them to be mindful about their actions. Further, we highly encourage our industry partners to ensure that their employees are being mindful when speaking with guests about where they should go, as well as the do's and don't's when on Kauai. It is up to each host (Hotel, condo, timeshare, TVR) to prepare for emergencies (floods, hurricanes, tsunamis and pandemic) and have "go kits" with the appropriate information in each unit.

**Q: The transportation problem is easily solve by selling bonds to local / owner occupied (more than 6 months out of the year) resident, for fleets of self- driving Electric cars; which serve as a trackless, already built infrastructure system of mass (& clean) transit for our visitors and our local residents. Oahu (via Ige's signature) has already signed an agreement with Tesla to fully activate and test their completely autonomous system of driverless vehicles; so the most complicated aspect of this legislation has been SOLVED! Kaua'i already served as the large Tesla battery installation in the world, within our newest east side solar farm (until THe continent of Australia recently beat us.) ....So we are not unfamiliar with record setting & innovative partnerships! And how about placing folks within a planning department who don't create mergers onto major roads with NO "ingress & egress" infrastructure, present at the point of merger!! (Anonymous)**

A: We anticipate that autonomous vehicles will be an important component of our transportation system in future years. It is also very possible that vehicle ownership patterns will be shifted significantly by this innovation, yet specifically when and how much remains to be seen. We are not clear if there is a specific question that we can respond to here, but we appreciate the participant raising this important issue. As a useful reference, one additional source of information that we find to be relevant on this general subject is the work being done by UC Davis on what they call the 'Three Revolutions' of shared, automated, and electric vehicles.  
<https://3rev.ucdavis.edu/>

**Q: How can we balance the amount of tourists coming to Kaua'i? I am not against tourism but the overwhelming number of tourists who come and tax our resources is not conducive to the mana'o of mālama ku'u home.(Amber Mokuahi)**

A: Freedom of movement within and between the U.S. states is constitutionally protected so we cannot put a cap on the number of tourists entering Kauai. Also, please remember that family for friends who live on the mainland or elsewhere are tourists when they come to visit.

**Q: public transportation improvement? (Suzanne Kobayashi)**

A: Please submit your recommendations via the online survey at: [bit.ly/KauaiDMAPForm](https://bit.ly/KauaiDMAPForm)

**Q: what is the main impetus for making changes (Daniel Erickson)**

A: Hawaii now has a rare opportunity to reimagine itself, rediscover, rethink, reinvent, reboot, 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, visitor industry, and other sectors together, in order to reset and rebuild tourism together.

**Q: NATIONAL CAR RENTAL COMPANY'S WON'T WANT TO RENT ON AN ISLAND WITH A FULL FEALT OF SELF-DRIVING, ECO FRIENDLY, ELECTRIC SHARED VEHICLES. SELLING BONDS TO GET THAT FLEET ESTABLISHED, IS NOT BRAIN SURGERY.. AND GOVERNOR IGE ALREADY APPROVED THE "TEST BED" OF EVEN OAHU FOR SUCH SELF-DRIVING VEHICLES! (Anonymous)**

A: We appreciate your thoughtful comments and want your input. Please submit all detail comments and input via online survey at: [bit.ly/KauaiDMAPForm](http://bit.ly/KauaiDMAPForm)

**Q: How many tourists do you feel Kaua'i can handle? (Mike Dandurand)**

A: There isn't a silver bullet answer to this. However, cracking down on illegal vacation rentals continues to be a focus for the County. There hasn't been a significant number of hotel rooms or legal vacation rentals added in the past few years, so the spike in visitor numbers was in large part due to the rise in illegal short-term rentals.

**Q: Are there specific plans for educating visitors on local etiquette and how to care for our 'aina before they arrive? (Karolyn Freuler)**

A: HTA and HVCB 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](https://www.hawaiitourismauthority.org/media/3623/19-20-hta_hvcb-kuleana-campaign.pdf). These efforts are continuing, including a newly released video that was distributed to the airlines and other industry partners: <https://www.hawaiitourismauthority.org/media/5484/campaign-to-educate-visitors.pdf>. Education is one part, but enforcement is crucial as well when someone breaks the law, order or mandate.

**Q: Is there a way to map or any past records of where our visitors are spending their money? (Sarah Piano-Tjarks)**

A: HTA's Research Division tracks visitor spending by category, but not specific location. Scroll down to Visitor Expenditures here: <https://www.hawaiitourismauthority.org/research/monthly-visitor-statistics/>

**Q: How can more of the TAT money collected on Kauai stay on Kauai? (David Vandervoet)**

A: The transient accommodations tax (TAT) dollars, which are collected from all guests staying at hotels, currently goes into one statewide bucket, and the amount allocated to Kauai County is capped by the state. Governor Ige and the Legislature would need to put forth new bills during the legislative session to alter the allocation amount. For more information on the statute that controls the allocation, please see Hawaii Revised Statutes (HRS) 237D-6.5.

**Q: Are you open to funding an informative visitor video on all incoming flights? Or do you need funding for this? The number 1 concern from local residents was sensitivity to**

**culture. Perhaps a video could be helpful in this effort. This could also help address resent increase of resentment towards tourism. (Mariko Lum)**

A: Travelers are being educated through a video that HTA and HVCB created and distributed to the airlines: <https://www.hawaiitourismauthority.org/media/5484/campaign-to-educate-visitors.pdf> Hawaiian Airlines has loaded up some of the Travel Safe/Kuleana videos to their digiplayers. For other carriers – the planes fly to other destinations other than Hawaii, so it is difficult to schedule which plane would have which video.

**Q: QUESTION: WHEN WILL ZONING FINALLY BE ABOLISHED, GIVEN THIS NEW DAY AND AGE? We never should have focused tourism within VDA regions!! 0 It created "Super Spreader" locations; dance parking; congested traffic; favored profits of only large resorts and the off-island investors who can afford and buy all of the "vacation homes" within those regions! No more restriction should be in place, until poverty is eliminated!! We are 90% undeveloped, and 85% inaccessible, as it is!! (Anonymous)**

A: The county has no plans at this time to abolish zoning. Thank you for your comment.

**Q: The elephant in the room has already been the discussion about "capacity". How much Aloha can we share? (Patricia Ewing)**

A: There isn't a silver bullet answer to this. However, cracking down on illegal vacation rentals continues to be a focus for the County. There hasn't been a significant number of hotel rooms or legal vacation rentals added in the past few years, so the spike in visitor numbers was in large part due to the rise in illegal short-term rentals.

**Q: Introduce a kind of "Visa" to come to Kauai? Only X amount of visas are issued. (Micco Godinez)**

A: Freedom of movement within and between the U.S. states is constitutionally protected, so it would not be possible to require entrance in this way.

**Q: QUESTION, SHOULD WE BE DYING ON THE VINE, BECAUSE WE ARE ACTING OBLIVIOUS TO THE REAL PROBLEM OF GIVING AWAY ALL OF OUR ISLAND PROFITS?! WE CAN'T TAKE MORE DECADES OF SERVING AS ANOTHER INDIA ~ BEING PILLAGED BY GREAT BRITAIN FROM THE PROFITS OF OUR MOST LUCRATIVE TOURIST BASED) NATURAL RESOURCE OF OVERNIGHT LODGING! WE PARTICIPATE (ALREADY 8 YEARS LATE) WITH THE WORLDS LATEST "SHARED ECONOMY" TOOLS OR WE DIE ON THE VINE.....WE FIX ARE PATHETIC LEGISLATION & ATTEMPTED FINES AGAINST OWNER-OCCUPIED HOMEOWNERS, OR WE DIE ON THE VINE...**

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**FROM MAKING TRULY LIVABLE WAGES, OFF OF THE DIRECT BILLING OF SHORT-TERM OVERNIGHT LODGING GUEST! (Anonymous)**

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**Q: Why wasn't the big corporations that makes money on our aina helping out our people during this pandemic? (Bransyn Estrada)**

A: Many of the visitor industry businesses that were closed and were not bringing in any income still paid for benefits for the furloughed workers so that they would continue to have health coverage. That's something that was not required of the companies, but they chose to do it to help take care of their employees.

**Q: Is anyone looking at applying the Haena Master Plan model to additional locations? (Chris Luff)**

A: The Haena situation is a prime example of the community working with the county and state officials as well as HTA. It was truly the result of collaboration. It has been suggested that Polihale and even Waimea Canyon/Kokee should use the same model.

**Q: We have an unfortunate self-fulfilling cycle. A lot of people started visitor-related businesses because there haven't been a lot of alternatives. As a result, so many people who guide you have a tourism-focused self interest and need to keep tourism's status quo as the engine for our economy. (Full disclosure: I also work in the industry.) :-) Is HTA prepared/willing to have a smaller profile and impact? (Vera Benedek)**

A: HTA is not in charge of regulating how many businesses open up, whether it's for tourism or otherwise. One of the great things about being a U.S. citizen is the freedom to open a business if you choose to do so.

**Q: We are 90% undeveloped and 85% inaccessible ... The Better question is; how many more years of enabling an incompetent, REPRESHESIBLE PLANNING & COUNTY MANAGEMENT GROUP, can we continue to deal with!! (Anonymous)**

A: Thank you for your comment.

**Q: Is improving the bus system being considered as part of the strategy to reduce rental cars on the road? (Paul Marshall)**

A: Yes. Looking at alternative transportation modes and making sure they can work well together as a larger system that includes that The Kauai Bus are being looked at.

**Q: Is there any data or tracking of the movement of visitors on island? (Lia Sheehan)**

A: It's a violation of a person's constitutional rights to subject him/her to tracking, or to monitor his/her movement if he/she has not been convicted a crime.

**Q: Businesses regulate attendance via cost, is there a reason Kaua'i can't do something similar? (Chris Luff)**

A: By law we are not allowed to charge people an “entrance” fee into our state. Freedom of movement within and between the U.S. states is constitutionally protected, so charging someone an entrance fee may prohibit him/her from entering if he/she cannot afford to pay the fee.

**Q: will resort owned and managed private residences or "air b and b properties" crowd out approved private vendors? (Anonymous)**

A: Airbnbs and TVRs located in the VDA are permissible as resorts; however, they are no longer permissible outside of the VDA so there will not be any new ones associated with properties outside of the VDA.

**Q: They fit more annual tourist than those that come to our island, into one German Blimp hanger in Germany which has artificial beaches and air-conditioning! (Anonymous)**

A: Thank you for your comment.

**Q: Would you recommend spending less on marketing Kauai and more on educating the visitor? (Mike Dandurand)**

A: Through HTA and HVCB's marketing efforts we are currently educating visitors on how to travel responsibly through our islands and also sharing this with our visitor industry partners so they can also share the message.

**Q: Could Sue elaborate on her suggestion that 1M is a sustainable visitor number based on existing infrastructure. To not exceed that number when visitors come back what specific changes do we need to put in place to limit overnight accommodations which seems to be the only way to control numbers? (Chipper Wichman)**

A: Over the last 25 years in the visitor industry business, both Sue Kanoho as the KVB representative and Nalani Brun as the County representative have watched the cause and effect of numbers of visitors on island with the current infrastructure. It is our opinion, but one supported by many years of observance, that when the island hits 1 million visitors for the year, the island residents begin to notice a negative impact on roads, beaches and publically shared areas. It will take all of us working together – County Planning Dept., State DOT/Airports, and County KPD and County Prosecutor for enforcement. It will take some “out of the box” thinking to deal with the capacity challenges that most countries get to manage for their communities.

**Q: what is the cost of evacuating tourists in disasters? (Maka‘ala Kaaumoana)**

A: Evacuation costs can vary greatly, depending on the specifics of the incident and the actions, resources and number of evacuees involved. Each disaster such as the Kaloko Dam, Haena floods, Koloa Floods, etc. all have summaries of the response – you can check with KEMA to see if they have an estimate of costs.

**Q: Making AirBnB and VRBO "illegal", or blaming it instead of our countless massive resorts, for the "room count" on the island; is code for "being in the pockets of the Major hotel's" and consequently prioritizing those MASSIVE brand of off-island, international**

**shareholders futures, over those of the individual lives and people who live on outlying islands! (Anonymous)**

A: Thank you for your comment.

**Q: Limiting places to stay has a direct effect on the number visitors. How can we limit the number of places to stay? (Gordon Peterson)**

A: As long as unpermitted vacation rentals are operating, it's difficult to control the number of places to stay.

**Q: How can the visitor industry help Kauai move towards food security? Will our hotels commit to serving mostly (or only) Kauai grown food? If they did it would drive an important market for our local farmers. (Chipper Wichman)**

A: We cannot speak on behalf of any specific hotel since decisions like those are made by the owners and management companies of the hotels. Farmers could inquire with the hotels directly. Many hotels do source locally when they are able to.

**Q: where is the health and safety of tourists mentioned? (Maka'ala Kaumoana)**

A: Health and safety of both residents and visitors is so important. 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>

**Q: If mainland visitors start going to Cabo San Lucas instead of Kauai, how would Kauai attract them back? (David Vadervoet)**

A: People choose vacation destinations for various reasons. Kauai has different things to offer than Cabo, and some people may want to vacation in the U.S. rather than in Mexico. For the most part, Kauai is a safe place to visit.

**Q: Regenerative tourism has to be community based so that benefits can accrue to the community and the 'āina. How can HTA help make this shift happen? We are beginning to see this happen in Hā'ena but we need to expand this to the larger north shore. (Chipper Wichman)**

A: This is one reason HTA is developing a Destination Management Action Plan – we are collaborating with community, industry and other sectors to rebuild tourism and regenerative tourism was identified by the Steering Committee.

**Q: If we can't limit the number of tourists on Kauai we are doomed. Unless we are able to control the firehose, the bucket will overflow (Maka'ala Kaumoana)**

A: Mahalo for your feedback.

**Q: DLNR is willing to enter into community-based co-management but they need community organizations that are stable and committed to working with them. Kalani, you have helped to champion capacity building for culturally-grounded community**

**organizations. Can HTA up this commitment so that we can build more capacity in our communities. (Chipper Wichman)**

A: Preserving our natural resources is one of the pillars of HTA. Our Aloha Aina program helps to accomplish this by awarding contracts through the RFP process to non-profits and government departments like the DLNR that work to preserve our natural resources. Keep in mind though that HTA's budget was dramatically reduced this year. We no longer have a source of revenue since the governor's Emergency Proclamation suspended the funding of HTA through the Transient Accommodations Tax. As a result, there is less money allocated towards the Aloha Aina program compared to last year.

**Q: Had a nice conversation with Bully Mission today. Kaua'i needs to maintain and monitor the sacred sites. Teams volunteering on a continued rotation works. thank you Sabre. (Mike Dandurand)**

A: Mahalo for your feedback.

**Q: How is HTA working with local healthcare professionals, scientists, and experts in covid-19 to ensure that best, safest practices are followed when welcoming tourism so that public health and economy are both supported as travelers return? What are ways that HTA will be looking at to re-imagine tourism that fits the reality that now includes Covid-19 and impacts community health of residents? Is Mr. DeFriese open to ideas/solutions from healthcare professionals from kaua'i/hawaii to open safely (Dayna Moore)**

A: HTA looks to guidance from the state of Hawaii Department of Health and the Centers for Disease Control and Prevention (CDC). Each segment of the visitor industry has different safety guidelines. We have links to the web pages describing the safety guidelines from airlines, airport, transportation, meetings and conventions, lodging, restaurants, retail, and activities and attractions on our website in "the visitor's journey health protocols" graphic:

<https://www.hawaiitourismauthority.org/covid-19-updates/traveling-to-hawaii/>

**Q: What is the average number of cars owned by Kauai households? (David Vandervoet)**

A: You may want to inquire with the Department of Motor Vehicles regarding car registrations. Kauai has a population of 72,000, with 85,000 registered vehicles. Kauai used to have 10,000 to 12,000 rental cars, which has now been dropped to 7,000 rental cars due to COVID-19.

**Q: Invest in our KEIKI, that live here first. Reiterate place names.... What happened to that program? Curriculum? Signage is nice. WHERE is the teaching. Wahi pana, after tourist leave and carry away the "Nicknames" of these places, Aue. Teaching weaving? Textiles? No disrespect, all awesome ideas. Who will teach that once these kupuna and places/stories are gone? (Lorilani Keohokalole)**

A: HTA helps to fund non-profits and programs that work to perpetuate the Hawaiian culture through HTA's Kukulu Ola program.

**Q: Ben, can the County or HTA help our community to get access to the VW mitigation money to make our Hā'ena State Park shuttle electric? (Chipper Wichman)**

A: The Hawaii State Energy Office is the trustee for the VW Settlement Funds. Our understanding is that HSEO seeks to leverage the funds to the maximum extent with matching funds from other sources. This means, for the Haena State Park shuttle electric to be competitive in seeking VW funds, it needs to (1) continue details planning to determine the cost-effectiveness of vehicles, infrastructure, and expected O&M costs for the project, and (2) identify other sources of funding to be applied to their proposed project alongside any requests for VW funds.

**Q: Nalani, how about informing visitors they are staying in a hazard zone, or driving to one? (Maka'ala Kaaumoana)**

A: We just had a conversation about this as we were finally getting around to coming up with a TVR emergency information sheet template for TVRs. We will work diligently to accomplish this in 2020.

**Q: When will we all agree, that teaching our kids local culture, and hoping to share with them stories of the past; is not "loving them" very well, if we haven't stopped the bad priorities which will naturally sell away their future and their ability to even attend higher-education, or survive the Global Economy and the demands of their adulthood! Sabra Kauaka deserves our RESPECT! And to that end, she needs to know that the work she does, and the ancestral culture our children learn; will not all be in vein due to their inevitable poverty, and the hand off or all of our outlying island's profits to LARGE INTERNATIONAL HOTEL AND TIMESHARE CHAINS who never contribute to our island future or diversification! (No More Lies)**

A: Thank you for your comment.

**Q: What are the number so far and successes with the Voluntourism????? (Lorilani Keohokalole)**

A: HTA does not keep track of overall voluntourism activities. However, with the projects that have been funded through HTA's Aloha Aina, Community Enrichment, and Kukulu Ola programs over the years, we know that these projects did have a positive impact on both the community and aina.

**Q: Are there any farmers from Kauai on YOUR Panel? (Lorilani Keohokalole)**

A: Yes, there are two steering committee member which represent the farmers. Will Lydgate is a farmer and CEO of Lydgate Farms. Kirsten Hermstad is from Hui Makaainana o Makana which is an ag based non-profit.

**Q: Auntie, lets speak for hawaiian words to share the values. (Patricia Ewing)**

A: Thank you for your comment.

**Q: How can you choose the type of tourist you want? Whether they are culturally sensitive or not? (Mike Dandurand)**

A: Because we live in the United States, you cannot discriminate against who gets to enter our state or the island of Kauai based on whether they are culturally sensitive or not. In destination marketing, we can target the type of visitor we want to attract through marketing and PR efforts.

**Q: For Warren, Great ideas. Thank you. I agree. How do see us targeting the right type of visitor? Who exactly are those visitors? How can we be more deliberate? (JoAnn Yukimura)**

A: Because we live in the United States, you cannot discriminate against who gets to enter our state or the island of Kauai. The "right visitor" is a subjective term. That being said, our marketing teams have specific instructions to encourage responsible tourism, and the goal is to attract visitors who will leave Hawaii better than when they arrived. Messaging includes letting visitors know that it's not only time to come back to Hawaii, it's time to give back to Hawaii.

**Q: Are we really talking getting better "culturally sensitive tourist", while our peoples lives are nose diving into starvation and permanent poverty?? ...Really? (No More Lies)**

A: Please refer to the previous answer.

**Q: Has there been acceptance of the idea to focus on eco/voluntourism by hotels, businesses, etc? (Chris Luff)**

A: We do not speak on behalf of specific hotels. Each hotel and business is different and has different guidance from their owners/managers. However, one of the new programs being launched, under the direction of John De Fries' vision, is the Malama Hawaii Program. The purpose of the program is to invite visitors to stay open, connected, mindful, safe, and to perpetuate the beauty of the destination. HTA and HVCB have worked with an alliance of private industry partners, including major hotels and airlines, and volunteer organizations, to offer an extra night's stay at no additional charge if visitors engage in a voluntourism activity. Grand Hyatt Kauai Resort & Spa and Westin Princeville Resort had programs prior to the pandemic.

**Q: QUESTION: How can we do better than starving our local citizens, and robbing them of their futures, while feeding the Grand Hyatt, Marriott, Windom, Sheraton, Timbers Resorts, Kauai Beach Resorts, Princeville Hotel (a.k.a St. Regis), etc...? And then encouraging each of those hotels and timeshares to simply serve as the most efficient way to spread disease during a plague with no vaccine...? Keeping our county citizens from starving, and keeping massive resorts from acting as "Super Spreader" locations, (& dense traffic locations) while overwhelming our one (Level 3 Trauma) hospital; must be the properties! ...And more than this... How about we get to a point of allowing our citizens to more than just "barely survive". How about we also get to a point of being able to afford a savings account? A college fund? Care into our older ages? A medical emergency? This means you will have to stop acting like "shared economy apps & collaborative consumerism platforms & sites" are the "problem" rather (No More Lies)**

A: Statistics from the Hawaii Department of Health reveal that most of the cases of COVID in the state are from community spread among local residents, and not from visitors. That being said, everyone must do their part and work together to control the spread of the virus by wearing a mask, socially distancing and washing their hands.

**Q: From the grammar police: Why are we promoting horrible grammar? :-| It should be "Shop local products!" Or "Shop locally!" (Vera Benedek)**

A: HTA was not involved in that marketing campaign. Sometimes they may not use a phrase that's grammatically correct but is catchy and people understand what it means.

**Q: There is also representation from Hui Maka'ainana o Makana who is and ag based non-profit. We grow kalo and other food crops for the community. (Kirsten Hermstad)**

A: Mahalo Kirsten.

**Q: It is amazing how modern technology only requires 1-2% of our population in order to grow the majority of any communities or societies food. "Homesteading is great", But it doesn't really lead to a prosperous future for our children and/or the Island's future? Or much less a goal of DIVERSITY! (No More Lies)**

A: Mahalo for your comment.

**Q: I know why me and my co-workers want the tourist profile to change. Why does the HTA or county want to see a change? what is the main reason you're having the conversation to CHANGE our visitors vs INCREASE/DECREASE or visitor? (Daniel Erickson)**

A: We are collaborating with the community, visitor industry, and other sectors to rebuild to a desired visitor industry that the Kauai residents wants.

**Q: QUESTION: Do we need them to "respect" our culture... Or be worried about our starvation as they book with massive international resorts? (No More Lies)**

A: Again, most of the resorts have owners that are based outside of Kauai; however, they employ and provide a source of income for many residents. The resorts are not the enemy. Many of the resorts have a Hawaiian cultural advisor, and many who work in the hotel industry get training from the Native Hawaiian Hospitality Association.

**Q: Would HTA agree that our own keiki need to be educated in our culture? That our public schools are failing in teaching culture? How can HTA support cultural education in our school systems? Educating our tourists is great but if we educate our keiki they will carry our culture on! (Tina Taniguchi)**

A: Hawaiian history is taught in many schools and it's up to the Department of Education to decide the curriculum, not HTA. Through our Kukulu Ola program, which honors and perpetuates the Hawaiian culture, we hope that all will learn and practice the Hawaiian culture – keiki through kupuna. We are also investing in olelo Hawaii projects to perpetuate the Hawaiian language.

**Q: Timbers are CROOKS! ...Look into their international business practices! Kauai county outlawed eco-tourism and volen-tourism after it was first promoted in the early 2000's!**

**Fire folks like Michael Dahilig, and we might make progress on this front once again! (No More Lies)**

A: No comment.

**Q: What about HTA spending money on volunteerism projects rather than generalized advertising? (JoAnn Yukimura)**

A: HTA does not do generalized advertising. Our marketing contractors have specific guidance. One of the new programs being launched, under the direction of John De Fries' vision, is the Malama Hawaii Program. The purpose of the program is to invite visitors to stay open, connected, mindful, safe, and to perpetuate the beauty of the destination. HTA and HVCB have worked with an alliance of private industry partners, including major hotels and airlines, and volunteer organizations, to offer an extra night's stay at no additional charge if visitors engage in a voluntourism activity. The vision is for repeat travelers to work shoulder-to-shoulder with residents.

**Q: I love the idea of targeting more “aina-minded” tourists. How can we revamp our camping and hiking systems to support that effort? Fees, permits, upkeep, toll/permit stations, etc. I’m very interested in seeing more win-win type improvements for both tourists and residents in our parks. Would love to hear your ideas! (Laurie Roberts)**

A: Mahalo for your feedback. Please complete the online input form for the DMAP to share more of your ideas.

**Q: What about advertising on National Public Radio? What about the wonderful programs that Sue Kanoho and Stacey Sproat conducted at Waipa? (JoAnn Yukimura)**

A: Mahalo for your feedback. We will share with HVCB.

**Q: How do we make sure more of the money generated by tourism stays local and finds its way into locals pockets? (Chris Luff)**

A: Initiatives such as those under Regenerative Tourism will help.

**Q: stop Geo-tagging!!! (Joell Edwards)**

A: Mahalo for your feedback.

**Q: Can we admit that ~ "targeting more “aina-minded” tourists" ... Sounds like a SERIOUS "dog whistle" for permission to be racist... ...Let's QUICKLY understand we don't know how to "culture-rise or indoctrinate Chinese guests" any more than those from Canada or Utah! (No More Lies)**

A: Mahalo for your feedback.

**Q: It seems like the logical way to reach tourists are when they are on the plane - when they are filling out their forms? Are the airlines resistant to these videos being shown showing the lifeguard warning videos etc? (Joell Edwards)**

A: Many airlines have been wonderful partners with the state and want to help share the information. HTA and HVCB 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](https://www.hawaiitourismauthority.org/media/3623/19-20-hta_hvcb-kuleana-campaign.pdf). These efforts are continuing, including a newly

released video that was distributed to the airlines and other industry partners: <https://www.hawaiitourismauthority.org/media/5484/campaign-to-educate-visitors.pdf>.

**Q: We are promoting "cultural sensitiveyt" over the feeding of our starving citzxens!! Stop tossing folks into MASSIVE volumous GRAD RESROTS!! And they will learn both Aloha and Culture!! (No More Lies)**

A: Mahalo for your feedback.

**Q: Real tears should be shed for those who couldn't eat tonight within Kauai County! There are 1000's! (No More Lies)**

A: Mahalo for your feedback.

**Q: Real terar go out for those fearing they will soon loose their home! (No More Lies)**

A: Mahalo for your feedback.

**Q: Is there a plan to attract remote workers to Kauai instead of short term/ week long vacationers as a covid response? (Siku O)**

A: There is not a plan yet but the Office of Economic Development is discussing how this can be done properly. Mahalo for your question.

**Q: If volume of the visitors is the issue, why us the Planning Department recommending more resort designations, especially when the Westside community is opposing it? (JoAnn Yukimura)**

A: Responses to maintaining the existing General Plan designated Resort area or the option of reducing it were mixed. Ultimately weighing the input of the community—which were mixed—with the necessity of more transient units as part of a master sports/parks plan the community did itself, the Planning Department did recommend maintaining the existing Resort Designation. To be clear, the Department is not recommending expanding the resort General Plan designation that has been in place since the adoption of the 2000 General Plan (this specific area has also had an Urban General Plan designation since 1976).

**Q: Sel-driving Teslas is going for the WIN!! (No More Lies)**

A: Mahalo for your comment.

**Q: SELF-DRIVING ELETRIC ~ OVER RENTAL CARS!! - WINS tonight!! ...Way to go Kapa'a! (No More Lies)**

A: Mahalo for your comment.

**Q: Are folks really unaware of the farm that closed, and the fixed income folks who were run off Kauai no more than 5 years ago under Michael Dahiliag's leadership within our planning department; and his efforts along with our county prosecutor to fine folks who were doing eco-tourism!! - THEY FINED THEM \$10,000 PER DAY! (No More Lies)**

A: Mahalo for your comment.