



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**

Pō'akolu, 20 'Apelila 2022, 3:30 'ai.
Wednesday, April 20, 2022 at 3:30 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.

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Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila hō'ōia 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. *'ŌH 'Āpono I Ka Mo'ō'ōlelo Hālāwai o Malaki 28, 2022*
Approval of Minutes of the March 28, 2022 Meeting
3. *Ka Nū Hou Maiā Luna Ho'okele Ho'olālā Caroline Anderson No Ke Kūlana O Nā Papahana Mālama 'Āina Ho'okipa*
Status Update by Director of Planning Caroline Anderson of the Destination Management Action Plans



4. *Ka Hō'ike, Ke Kūkākūkā, A Me Ka Hana Maiā ClimbHI A Me Ka Papahana 'O LEI No Ka Makahiki 2022 Pili I Nā Hana O Kēia Manawa*
Presentation, Discussion and/or Action from ClimbHI and the LEI (Leadership Exploration Inspiration) Program for 2022 on their Current Activities
5. *Ka Hō'ike, Ke Kūkākūkā, A Me Ka Hana Pili I Ka Ho'ōla 'Ana I Nā Mea/Hi'ona Hawaii'i Ma Nā Wahi Hōkele, Ma Waikīkī Pū Kekahi*
Presentation, Discussion and/or Action Regarding Restoring Hawaiian-ness to Resort Areas including Waikīkī
6. *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 Ioio. 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 kumumana'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.



HAWAII TOURISM
AUTHORITY

Hawaii Convention Center
1801 Kalakaua Avenue, Honolulu, Hawaii 96815
kelepona tel 808 973 2255
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David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

E like nō me ka 'ōlelo a ke Kānāwai 220, e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'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 Hawai'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.

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Approval of Minutes of the March 28, 2022
Committee Meeting



Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
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**HO'OKAHUA HAWAII STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Monday, March 28, 2022, at 10:00 a.m.
VIRTUAL MEETING**

MINUTES OF HO'OKAHUA HAWAII STANDING COMMITTEE MEETING

MEMBERS PRESENT:

Kimi Yuen (Chair), Keone Downing (Vice Chair), David Arakawa, Daniel Chun, Dylan Ching, George Kam, Kyoko Kimura, Sig Zane

MEMBER NOT PRESENT:

HTA STAFF PRESENT:

John De Fries, Keith Regan, Kalani Ka'anā'anā, Caroline Anderson, Maka Casson-Fisher, Ilihia Gionson, Irina De La Torre, Jadie Goo, Iwalani Kūali'i Kaho'ohanohano, Ross Willkom, Laci Goshi, Dede Howa, Carole Hagihara, Todd Toguchi, Yvonne Lam, Maile Carvalho, Michele Shiwaki

GUESTS:

John Aeto, Ross Birch, Joyce Bernardo, Kylie Butts, Douglas Chang, Coby Chock, Gina Chun, Jennifer Chun, Minh Chau Chun, Karishma Chowfin, Karen Dang, Sherry Duong, Jeffrey Eslinger, Lei-Ann Field, Heidi Fujimoto, Debbie Hoga, Kara Imai, JoAnn Inamasu, Ayako Ishiwari, Lani Kauai, Erin Khan, Donna Kimura, Sue Kanoho, Sunnie Lasconia, John Monahan, Darlene Morikawa, Justin Nakaahiki, Daniel Nahoopii, Karen Wataru Nakaoka, Patti Ornellas, Teri Orton, Joseph Patoskie, Malia Sanders, Dennis Suo, Jay Talwar, Pris Teixeira, Mitsue Varley, Marisa Wong, Sun Wong, Kurt Yaross

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order and Pule

Mr. Casson-Fisher did a roll call, and all members confirmed they were by themselves. Chair Yuen called the meeting to order at 10:02 a.m. Mr. Casson-Fisher opened the meeting with a pule.

2. Approval of Minutes of the February 15, 2022, Meeting

Chair Yuen said there were a few typographical errors and she will work with the scribe to correct it. Mr. Kam made a motion to approve with the few typographical errors corrected, and Mr. Ching seconded. Mr. Casson-Fisher did a roll call, and the motion was approved unanimously.

3. Update on Island Legislative Caucus Meetings week of March 7, 2022

Ms. Anderson gave an update on the legislative caucus and said the meetings went well. The Destination Managers and Executive Directors of each Island chapter presented in moving the DMAP actions forward.

She said the conversations and discussions went well with the legislators who attended. The staff attendance report can be found in the meeting packet. She said the meetings were over an hour and gave them a better understanding of DMAPs. She thanked the Island Chapters for being with them on the call.

She asked if there were any questions or comments.

Mr. De Fries added that he was surprised at the turnout during the busy time at the Legislature, and he was grateful that both tourism chairs participated and engaged. He commended the DMAP managers for each of the counties who, together with the economic development director for each county, and the island chapter executive directors, gave a very complete, vigorous, passionate presentation that represented each of the islands well.

Mr. Ka'anā'anā agreed with Mr. De Fries. He said it is powerful when there are multiple legislators from both chambers in the room with all the people, and it makes the questions and clarifications go a lot quicker. He said this was important to the meeting's success.

Mr. Regan agreed with both comments. He added that the development of the caucuses is going to play an important role going forward for HTA. The fact that they can bring legislators together from specific areas throughout the State, who share common issues and concerns

unique to those areas, is a powerful tool for HTA. This helps to share information and receive feedback from the legislators in those areas in a space that allows questions and engagement in critical issues. He said beyond DMAP, the Island caucuses present opportunities for HTA to share some other great things that HTA is working on for feedback as well.

Mr. De Fries said it was evident from each meeting that the people of the Island or county are taking ownership of the DMAP. He extended his gratitude to HTA for convening, facilitating, and supporting this.

Mr. Ching asked what the overall tone or satisfaction/dissatisfaction was with DMAPs, and if there was a general feel from the legislators.

Mr. De Fries said overall, he thought the dialogue and feedback was in-depth, very constructive, very civil. Because it spoke to issues that come from their constituents, the legislators were on point and knew many of the issues on a granular level. He said Senator Wakai was the most rigorous on O'ahu DMAP. He asked Ms. Anderson to add her comments.

Ms. Anderson thought the dialogue and engagements went well. She said by each of the legislators' questions, she felt they wanted to understand the different projects that were going on and how they can continue to support efforts. She said they all learned from each other.

Mr. Chun said it was great to see the attendance and that both chairs attended. For the O'ahu caucus, he asked if they were expecting others to join and asked what happened in attendance. He wanted to know what the cadence of future meetings would look like.

Ms. Anderson said for the O'ahu caucus, they sent out invitations to all the caucus members, and only four had registered. Of the four, Senator Wakai came, but some legislators sent their aides to listen in. She is not sure what happened for the O'ahu legislators, but they did send out an email with the recorded information.

Mr. De Fries asked Mr. Regan to expand on the recording and the purpose for recording the session.

Mr. Regan said they identified attendance was important for HTA to ensure the legislators had the opportunity to hear about the DMAPs and ask questions. The legislative session was busy and HTA expected that some members would not be able to attend, so a recording was created, and the link was shared with the legislators so they could review and understand what was shared about the DMAPs, for follow up questions to Ms. Anderson or the team.

Mr. Regan said from a cadence standpoint, he deferred to Mr. De Fries, but his recommendation is the more they engage on a regular basis with the legislators by caucus, the

better for HTA going forward in sharing the good work they are doing, even if a quick meeting. He said setting this up is critical to maintaining relationships with the legislators.

Mr. Chun said it is good to see good representation from the neighbor islands across the board. He recommends for the O'ahu one, that they do it shortly after the session ends, because although having the recording is good, the in-personal interaction would make a difference.

Mr. De Fries said they must make sure written quarterly updates are sent out in a timely manner.

Mr. Kam said it is good to share the recordings with the Board, too. He said Maui was very robust with healthy discussions, as well as Hawai'i island. He agreed with neighbor islands being very strong in contribution and said they have opportunity to improve on O'ahu.

Char Yuen added that it would be helpful to know whose staff attended the caucus meetings, and Ms. Anderson said she will let them know.

Mr. Casson Fisher said there were no comments from the public.

4. Review of the Destination Management Action Plan (DMAP) FY23 Budget

Ms. Anderson apologized for the late spreadsheet handout. She shared her screen and presented for the fiscal year 2023. The HTA started the budgeting process, and she wanted to share how the DMAPs are being funded, and this is beginning with fiscal year (FY) 2021, FY 2022 and the proposed the fiscal year 2023. Some of the projects are statewide, so they color-coded the spreadsheet, so the breadth of the DMAPs can be seen easily. She said it is not only DMAP funding, but also HTA branding funding and the statewide programs that are helping to move the DMAPs forward.

Chair Yuen asked Ms. Anderson to speak about the statewide program. She said this was to categorize where HTA funding goes towards, then broke it down out per island.

Ms. Anderson showed the statewide programs. Highlighted in yellow are things to do with branding, green is natural resource types of programs, purple is Hawaiian culture, orange is local business support or capacity building programs, and blue is planning items.

She showed the columns for the fiscal years 2021, 2022, and the proposed the fiscal year 2023 amounts. She mentioned that these were also submitted to the Ways and Means Committee as well.

Mr. Ka'anā'anā spoke about the challenge HTA has, as they have started to assign actual budget amounts to these programs. He reiterated that it is important to understand that it will take

some time for them to shift how the contractors report the cost to HTA, so they can track it in finer detail over time. So as the HTA gets into the next contract cycle, for various contracts, HTA will start to track the actual expenditure per island. So, if there is a program, for example, the Hawai'i Green Business program, HTA can understand how to assign some of the costs or programmatic dollars to the various actions on each island. Right now, they are not set up to do that, so HTA is in a transition period where they must start to set them up that way.

Ms. Anderson then reported the O'ahu DMAP budgets for the fiscal years 2021, 2022, and 2023. She said in 2021, HTA funds are broken up into what the brand teams projects are supporting, the planning team, and the island chapters. She said the island chapter funds for the fiscal year 2022, run through the three phases of the DMAPs. She added additional funds to the fiscal year 2023, but a lot of the actions they want to start in Phase 2, which is 2022. She spoke about the color codes, which match the statewide projects. Even though in the fiscal year 2021 direct budgets are \$2.27 million in total for O'ahu DMAP, be reminded that there are statewide programs that also carry out DMAPs as well.

Chair Yuen said that Ms. Anderson has a much-detailed spreadsheet that itemizes every action in the DMAP. She asked Ms. Anderson to show the anchor actions, broken down to see whether funding for it comes from the HTA Branding team, Planning team, or island chapters. Chair Yuen also noted that some actions do not require funding; some are just coordination. Chair Yuen said if the members want a more detailed spreadsheet, Ms. Anderson has one available. Chair Yuen said they are still working on a suitable format to report it out to the members, but it helps to understand that a big part of the branding budget is supporting DMAP action items.

Chair Yuen also added that the initial budget of \$500,000 in planning funds for DMAPs were low, because the team had to go through the new procurement process to encumber the funds by the end of the fiscal year and wanted to make sure it could be accomplished. However, as HTA is now tracking the funding needed to support DMAP actions, they will be able to prepare the budgets for the next fiscal years so they can be submitted to the Board for approval.

Mr. Ka'anā'anā said they will keep tracking the HTA budget in this way, and it will be part of Ms. Anderson's work to compile the information so that it is clear how much of the HTA budget supports the various DMAP action items. Chair Yuen asked for everyone's patience and said it was great to see all the sister state and county agencies helping at the last meeting. The DMAPs are there as HTA's roadmap, and they can break down what is being done and what is being funded.

Mr. Ka'anā'anā reiterated that as HTA moves forward, they will start to see how HTA matches action items as deliverables in the various contracts and tie them to specific DMAPs, and it is shown in his Resort Area Hawaiian Culture Initiative Contracts, where he ties it to which specific DMAPs.

Chair Yuen asked if there were any questions. Mr. Kam said he would like the detailed spreadsheet from Ms. Anderson. Ms. Anderson said she will send it to Mr. Kam.

Mr. Casson-Fisher added there were no questions or comments from the public.

5. Presentation, Discussion and/or Action from the Native Hawaiian Hospitality Association (NaHHA) on their Current and Proposed Future Activities

Chair Yuen introduced Ms. Sanders, the Executive Director of NaHHA. She said there is no action needed from the committee, but it is good to hear the update from Ms. Sanders and her team.

Ms. Sanders shared her screen that showed the NaHHA Work Plan Fiscal Year 2021 - 2022. She acknowledged members from NaHHA's Board or Directors who were present: Mr. Chang and Mr. Aeto. She introduced the NaHHA Board and Team. She said NaHHA's mission is to promote Hawaiian culture, values and traditions in the workplace through consultation and education, and to provide opportunities for the Native Hawaiian community to shape the future of tourism.

She said the presentation includes information from July 1st, 2021, to March 1st, 2022, and noted that NaHHA reporting for this period has not been received yet, as it takes time to report and close on deliverables to programs and projects. NaHHA's work is set to three main program areas: Training and Education, Product and Business Development, and Conferences and Convenings. These are the areas where NaHHA's major projects and programs are housed. A fourth area, HTA support is also included and will be shared.

Ms. Sanders spoke about Training and Education. NaHHA provides opportunities for the visitor industry workforce and members of the public to engage in interactive culture education and learning modules, conducted by NaHHA on a monthly rotating schedule. She said they continued their training offerings via virtual platform in 2022 and look forward to the possibility of hosting some in-person trainings as we emerge from the pandemic.

Ms. Sanders said NaHHA will continue to add digital content to NaHHA.com as they develop new resources, provide technical assistance and complete deliverables. Links to the 2022 revisions of the Ma'ema'e Toolkit, which is underway, will also be shared via their website once the project is completed. NaHHA tracks training statistics per session, which includes

information as of March 1st, 2022. Five new course offerings have been added to the rotating schedule. She reported that 2,420 people have participated in their training offerings, 55 training sessions have taken place, and their reach beyond Hawai'i includes thirteen different countries. NaHHA will continue to conduct trainings monthly until the end of the fiscal year.

She mentioned that in redesigning NaHHA.com they added a resource page dedicated to 'Ōlelo Hawai'i, which can be found at nahha.com/olelo-hawaii where tools and resources in the Hawaiian language are housed. They have uploaded two short videos to introduce some of the language fundamentals and have two instructional videos to show how to install the language keyboard to those devices. Coming soon are two additional tutorials for step-by-step instructions for PC and Android users.

Ms. Sanders spoke about Business development. NaHHA continues to connect resources with the visitor industry with community groups and other non-profit organizations, for access to tools, resources, capacity building, and foreign cultural resources that are working in the visitor industry. They call it Lamakū Ho'okipa. She said there is capacity building programs for Kama'āina businesses, community organizations and non-profits that speak to the principals of regenerative tourism and support of circular economy.

She said that NaHHA had identified sixteen new Lamakū or cultural resources that are actively engaged in the visitor industry that was not previously identified last year. Although there are actively 132 on the current list as of March 1st, the numbers are down from their 2020 and 2021 list. NaHHA has begun the annual survey of this group and 27% have responded. It is apparent that there has been some impact to this group with regards to having their role survive the pandemic, and as such they have been working on tools and resources for the sector of the workforce to support them with specialized education and training, mentorship, opportunities, sharing of best practices and other professional development opportunities. This includes content released on a dedicated subsite on NaHHA.com that they will be able to access with password protection.

She said NaHHA has been re-imagining the practice of mālama through active engagement with community groups and non-profit organizations, through collaboration with Traveltochange.

The Kaiāulu Ho'okipa program consisted of a six-week cohort of 29 community nonprofit organizations to actively workshop their activities and voluntourism experiences with the goals of building capacity so they can engage with the visitor industry. NaHHA brought in topical experts to present topics such as business basics, financial health, social media and website development.

Ms. Sanders also mentioned that NaHHA required cohort members to take prerequisite courses within NaHHA training offerings including Mālama, Aloha and at least one Waipana series. This partnership landed the attention of Alaskan Airlines and Hawaiian Airlines who have both since become sponsors of the program. The Hawai'i Venture Capitalist Association has also recognized their program and awarded NaHHA as social impact entrepreneur of the year for 2022. The cohort concluded in November 2021; however, the work continues as NaHHA plans to reconvene the cohort for additional next-level training opportunities in upcoming months.

NaHHA has continued to support the exchange of Hawaiian culture through gatherings and convenings, including the Festival for Pacific Arts and Cultures, and other experiences which elevate the creative economy of Hawai'i on a local, national and international level.

The annual convening of NaHHA's culture education conference Ka Huina is also scheduled for later in the fiscal year. In partnership with DBEDT creative industries, NaHHA has supported Hōkū Nights, a highlight on local Hawai'i based artists, and celebrates Hawaiian music and Ōlelo Hawai'i to a locally streamed audience and beyond. This program is nearing its conclusion with five of the six episodes filmed as of March 1, and numbers included on the spreadsheet are estimated before the final reports. NaHHA anticipates receiving statistical information regarding the number of kama'āina residents employed by the project.

Ms. Sanders also spoke about NaHHA providing support to HTA as a cultural resource and as a collaborator and contributor of virtual training support for all major markets, cultural and logistic support during the HTA tourism updates, as well as Hawaiian translation services for meeting agendas and HTA major documents. A highlight project that NaHHA will finish in the coming month is the full transition into Ōlelo Hawai'i for all the DMAPs. In April, these translations will be handed over to HTA for post-production formatting and distribution on GoHawai'i.com. NaHHA is on target to complete all their work and deliverables included in 2021/2022 workplan, by June 30th, 2022.

Ms. Sanders showed the next slides which highlighted their proposal for the FY 2022-2023 workplan, which is included in the meeting packet. The work will commence in July 2022 and will run through the end of June 2023. NaHHA's 2022-2023 workplan will consist of the same major programs as previously outlined in the current fiscal year. They will continue to support HTA as a cultural resource. NaHHA intends to expand the ongoing work from fiscal year 2021-2022, adding resources, tools and educational materials to NaHHA.com for both the industry workforce and their Lamakū Ho'okipa, and they hope to enjoy in-person opportunities in the coming fiscal year, as long as there are controls in place to protect audiences.

Ms. Sanders said NaHHA plans to record some training content for easier deployment in the industry, making the foundations of their cultural curriculum accessible, for playback in a protected, safe and integrity driven manner. The new strategies will help to build upon existing programs and services that support the industry workforce and make accessible the guiding principles of regenerative tourism and other key performance indicators. She said that in fiscal year 2022-2023 NaHHA will seek to create additional opportunities for kama'āina entrepreneurs to develop and grow capacity through a series of master type classes they intend to develop. The creation of new online and digital content will allow them to execute on-demand opportunities for learning and sharing of best practices with their cultural resources that are working in the industry Lamakū Ho'okipa. NaHHA will convene ongoing opportunities for this group for in person activities and learning modules.

In addition, NaHHA will continue to work on kuhikuhi.com which is their database for native Hawaiian owned businesses and entrepreneur ventures. This resource promotes locally owned businesses and contributes directly to the circular economy. NaHHA plans to partner with resources on GoHawaii.com/Mālama to build upon the value of Mālama and put it into action. NaHHA will capitalize on opportunities to collaborate and partner to make contributions to the number of regenerative tourism activities that are available and accessible to 'āina and visitors which contributes to a socially responsible and positive way.

She said NaHHA will continue to support meeting logistics and planning for the Festival of Pacific Arts and Culture, on behalf of HTA and its position on the commission. Ongoing functions of the festival director will continue to be supported by NaHHA until December 2022. NaHHA will also convene Ka Huina 2023, their annual cultural education conference in the final quarter of FY 2022-2023. As HTA considers the reconvening of in-person events, for the annual tourism legacy awards, and quarterly tourism updates, NaHHA will provide logistics and support to HTA. They also anticipate the resuming of in-person in market promotion travel, and NaHHA has in the past provided cultural resources such as artists, cultural practitioners and dancers. NaHHA will continue to respond to general enquiries regarding Hawaiian culture and language that come in from the public and future or potential guests to Hawai'i.

NaHHA's work aligns with the HTA Strategic Plan Objectives, Mālama Ku'u Home Strategic Mindset Objectives, Aloha+ Challenge Goals, UN Sustainable Development Goals, 'Āina Aloha Economic Futures Guiding Principals and the Destination Management Action Plan Items. Each activity they do is mapped in alignment with the above seeking the intersection of their work in alignment with the goals, objectives and principles in accordance with HTA's commitments.

Ms. Sanders said she is open for questions.

Chair Yuen asked if there were any question.

Mr. Downing asked two questions. He said, looking at the budget he was trying to understand how Ms. Sanders weighted conferences and events, which was half of the budget, versus their outreach, the first two categories.

Mr. Ka'anā'anā answered by saying they pulled from multiple budget line items. In the workplan that Ms. Sanders put together, part of what they have looked at and what the Board will approve, is the FestPAC line item, and those are the budgets for fiscal year 2023, so NaHHA's base budget that was approved in January was \$475,000. He said they have also included two lines items, one was the Ma'ema'e updates in the approved fiscal year 2022 budget, as well as the FestPAC line item they are proposing in FY 2023, so a lot is still in flux, so that is why the workplan was laid out for this presentation. The reason the meetings and convenings looks like half is because the FestPAC line item is included on top of the \$475,000 base.

Mr. Downing asked how long the FestPAC budget stays. Until 2024?

Mr. Ka'anā'anā said as of right now it has only been proposed to the Board in FY 2023. He also mentioned that in the packet is the full work plan. Each line item lists a goal addressed, starting at the Strategic Plan level and continues. He mentioned aligning the workplans and tracking them is how they are starting to do that. The PDF in the workplan details all.

Mr. Casson-Fisher said there were no comments or questions from the public.

6. Presentation, Discussion and/or Action on Reinstating the Resort Area Hawaiian Culture Initiative Program in 2022

Mr. Ka'anā'anā said they are proposing to reinstate and restart the Resort Area Hawaiian Cultural Initiative (RAHCI) Program which stopped during the pandemic. During the pandemic, they did not want to have programs that caused gatherings, so it was put on hold. The purpose of the program is to provide year-round cultural programs and entertainment in various resort areas statewide. He showed a slide with the alignment of how the programs support what HTA has outlined as their direction.

In the Strategic Plan, RAHCI directly addresses Objectives 1,3, and 4.

Mr. Ka'anā'anā spoke about the number of DMAP actions across multiple islands that called for certain actions to be supported. This ensures they can track them and make sure Ms. Anderson has all the information on what is being implemented from the Brand team that drives and support these actions. To measure the effectiveness of the program, they have proposed the

following program measures across the statewide program, which will be included in the procurement as the metrics by which HTA would judge and look at the performance of any awards. He mentioned a few important ones:

1. Number of out-of-state visitors served by the program.
2. Number of Hawai'i residents served by or participating in the program.
3. Overall visitor satisfaction with the program.
4. Likelihood to return to Hawai'i because of this program.
5. Percentage of participants who gained a greater appreciation of Hawaiian culture.
6. Number of events held.
7. Number of actual programming/event hours.
8. Number of administrative hours spent implementing the program.
9. Volunteers supporting the program, and
10. Paid staff supporting the program.

He spoke about the method of procurement and budget breakdown. He showed the proposal for how HTA would divide up what is available for each island, which were based on previous awards that were made on actual proposals received in the past. They tried to mirror some of that as a percentage with the \$250,000 in fiscal year 2022 funds. He said the method of procurement will be a competitive sealed proposal and a statutory authority to conduct that. The alignment of the statute was listed on the slide.

He spoke about things they were able to do in the past, for example, the Waikīkī Kūhiō Beach Hula & Torch Lighting program, and the Sunset on the Beach event. He stressed that these programs allowed the Hawaiian culture to be presented in a resort area, a venue for the residents and visitors to interact. He spoke about the Hilo Hula Tuesdays at the Mo'ohau Bandstand, which has gone on for several years. The slide showed statistics from 2019, which was the last year they held it. There were 49 Hula events with an average attendance of 152. Overall, the program attracted about 7,492 attendees.

He spoke about Kona, and the Hawaiian Sunset Saturdays. This program held twelve events in 2018 and 2019. Located in Kailua Village, this program featured hula and music monthly at an outdoor venue for people to gather and enjoy Hawaiian culture at sunsets.

He spoke about the Hawaiian Music Series at Lahaina, a series of free outdoor concerts for people to enjoy Hawaiian music on the green lawn of the Baldwin Museum. The monthly Hawaiian music series has been ongoing since 2009. It is now a Lahaina Town tradition with an average attendance of 5,500.

Next, he spoke about Kaua'i. Since 2018 HTA has not received any applications to host RAHCI Programs on Kaua'i, although the funding has always been allocated to support programs on Kaua'i. He said they have all tried to promote and will continue promoting it, so hopefully in the current year this program will come back.

Chair Yuen asked if the funding had already been budgeted, but Mr. Ka'anā'anā said it has not. He said the ask today is for the Ho'okahua Committee's recommendation to support the reinstating of the RACHI Program to the full Board. What will be taken up tomorrow at the Budget and Finance and Convention Center Committee is a budget reallocation that would move funds from unspent GoHawai'i monies to this resort area line item. Hopefully by the March 31 Board meeting, HTA can adopt and move things forward so they can issue the RFP.

Mr. Kam asked about O'ahu, and if they are investing in the other resort areas, such as Ko'olina and Turtle Bay. He asked if the focus should be geared towards Hawaiian music or dance, to have an active event where it happens weekly and is visible on the shorelines. He asked if more funding is needed to accomplish it. He said Mr. Ka'anā'anā is doing a great job at the airports but wanted to reiterate it is a good idea to give musicians and entertainers steady work.

Mr. Ka'anā'anā said this is open to all resort areas across the state. In the past they did not receive O'ahu applications or proposals from Ko'olina, Turtle Bay, or Lā'ie, the three of the four resort areas on O'ahu. He said they only received proposals in the past for Waikīkī. He encouraged all resort areas statewide to apply for the program.

Mr. Kam said they must spearhead it where it is more for the grassroots as it is a great opportunity to get local entertainers out there.

Chair Yuen asked who could apply for it? Mr. Ka'anā'anā said anyone could apply, not only resort areas. It is open to any non-profit organization. Mr. Ka'anā'anā clarified the definition of the resort area as a specific geographic region that HTA uses to focus the scope.

Mr. Kam said it seems like people are having a hard time applying as it seems only a limited group is applying.

Mr. Ching asked if it must be non-profit, and Mr. Ka'anā'anā said they had not written the procurement yet, but they have not limited it to non-profits in the past.

Mr. Kam asked if Mr. Ching recommends the program not be limited to non-profit because Duke's Waikīkī has been doing a lot in perpetuating the Hawaiian Culture on a consistent basis. Mr. Ching said he would not necessarily advocate for Duke's Waikīkī to get funding, but he said non-profit might be a limiting factor to get people to apply. He mentioned a few shops where

they can get music going to attract people to the shopping centers, which gives the local vendors and musicians work.

Mr. Ka'anā'anā said the county is also going through a pilot program through Enterprise Services to activate the arbors along Kalākaua so said it is open enough for them to apply. He said it is HTA staff's job to promote the RFP well and make sure they get it out to as many people as they can.

Mr. Chun asked if the scope of the program in the past was not just Hawaiian culture. An example is the Sunset on the Beach as it was open for both culture and entertainment. Mr. Ka'anā'anā said the scope has always had an emphasis on Hawaiian culture and practitioners performing in the resort areas. Part of the reason Sunset on the Beach proposals came up is the President and CEO at the time thought they were a good opportunity to partner with, so they were added as a supplemental to an existing agreement for that. They ensured they worked with the Waikīkī Improvement Association and the organizers of Sunset on the Beach to ensure they had cultural practitioners and cultural protocol in the opening and bands playing prior to the film screening, etc.

Mr. Chun said he wanted to make sure it is aimed at Hawaiian culture and practitioners.

Chair Yuen suggested reaching out to other resort areas as well because it might be difficult for non-profit organizations to secure a venue.

Mr. Ka'anā'anā said one mechanism could be to offer technical assistance to those wishing to apply and HTA can look how they can support that.

Mr. Kam asked what Mr. Ka'anā'anā envisioned, as he liked to see music all along the shorelines, and it is great for other resort areas. He said there is a gap in how they get the funding and facilitate or encourage this for the resort areas.

Mr. Ka'anā'anā said when looking at the purpose of the program, the vision he has is to create a Hawaiian sense of place in resort areas. He longs for the day when traffic is quiet and you can hear the culture of Hawai'i, such as the sound of kapa making, strumming of ukulele, the making of lei po'o. He said it would take effort on HTA's part to get the program RFP out.

Mr. Kam said he would love to see that come to life.

Mr. Downing reiterated what Mr. Ka'anā'anā said about his vision and to put it down on paper so HTA can help facilitate it happening. He said he thinks the disconnect is that people do not know how to do this. He said HTA should work with NaHHA or anyone else needed to find the people to promote this.

Mr. Ka'anā'anā said in their realm is to provide as much publication and attention on the RFP to make sure HTA gets it out at a grassroots level, beyond the usual methods of publishing and procuring via HANDS and the website. He said HTA is capable of this. The next step is to support and provide technical assistance to people to apply within the framework of procurement. He said a lot of the cultural practitioners or organizations who are adept at their practice found the RFP technical and intimidating. It is HTA's job to get the assistance to them.

Mr. Ching asked for clarification if the RFP is allowed to specifically say what it is looking for, such as lei makers, or must it be more a general request.

Mr. Ka'anā'anā said they could set in scope the kinds of practices, for example, kapa, lei making, ukulele, music, hula, but they cannot identify a practitioner.

Mr. Casson-Fisher said there was a comment from a Destination Manager, regarding the Waikīkī community. The Destination Manager said they get too much noise, and they should also be aware of the community's perspective in terms of music up and down the resort area. Mr. Ka'anā'anā's comment regarding the RFP and scoping process answered that comment.

Chair Yuen agreed.

Mr. Ka'anā'anā asked for a motion to recommend supporting the program to the full Board.

Mr. Kam made a motion, and Mr. Chun seconded. Mr. Casson-Fisher did the roll call and the motion passed unanimously.

7. Adjournment

Mr. Kam made a motion to adjourn the meeting and Mr. Ching seconded. All were in favor, and the motion passed unanimously.

Mr. Casson-Fisher concluded the meeting.

Chair Yuen adjourned the meeting 11:15 a.m.

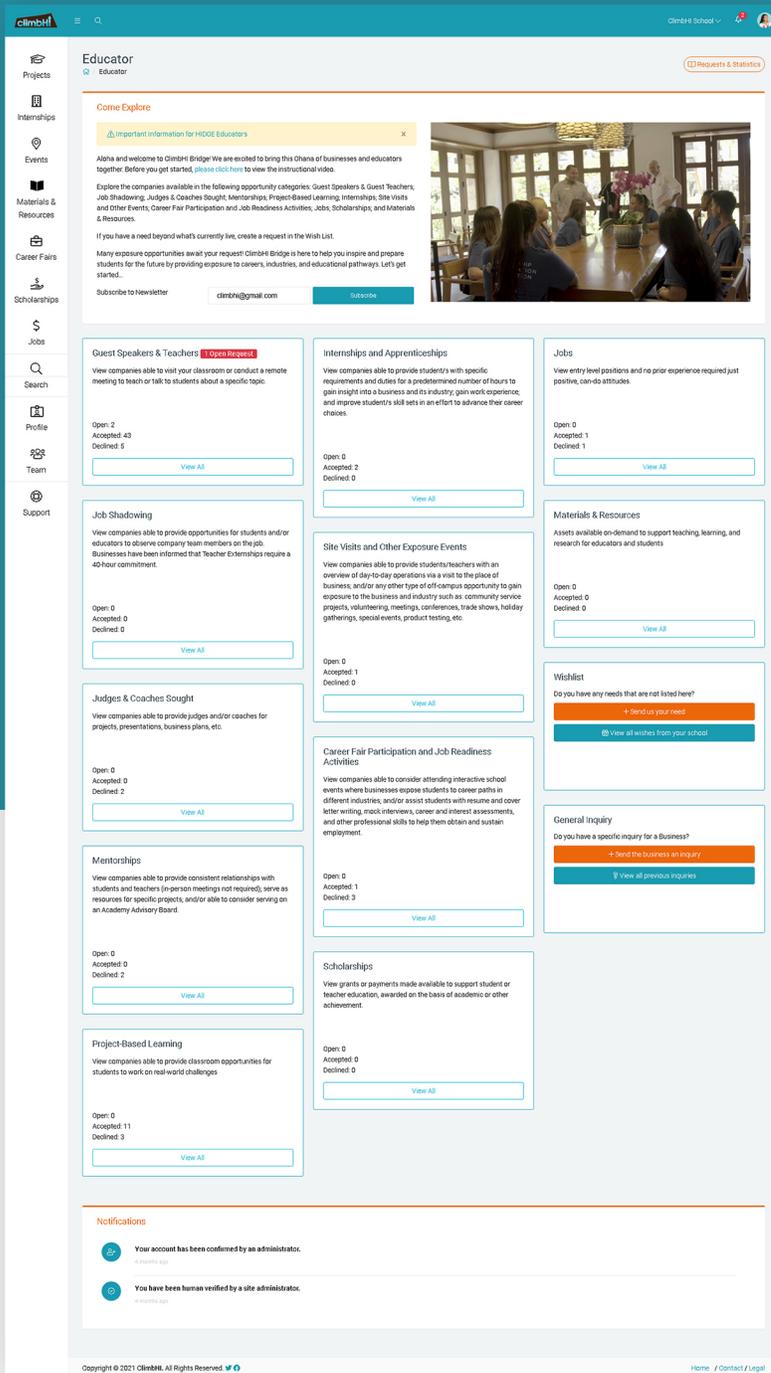
Respectfully submitted,



Sheillane Reyes
Recorder

4

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



Come join the ohana of 2,600 educators and over 400 opportunity providers and businesses across the state!

ClimbHI Bridge is a portal built to connect Educators and Businesses through streamlined communication that leads to successful outcomes. Once in the portal, Educators explore and make requests of Businesses listed in the following opportunity categories:

- Guest Speaking/Guest Teaching
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- Mentorships/Advisory Boards
- Job Shadowing/Teacher Externships
- Project-Based Learning
- Scholarships
- Jobs
- Internships
- Materials & Resources
- Site Visits and Other Events
- Career Fair Participation and Job Readiness Activities

MAHALO TO:



HAWAII EXECUTIVE collaborative



Education Bridge



For more information visit: www.climbhi.org/portals. All businesses and opportunity providers are welcome, so please reach out to info@climbhi.org to get started. If you are an educator seeking access, please send your first/last name and school to info@climbhi.org.



ClimbHI Service Excellence Certificate

ClimbHI developed a Human Services (Business and Hospitality) Pathway On-Demand Certificate for high school students throughout the state under a contract with the Hawaii State Department of Education (DOE) and with support from the Hawaii Tourism Authority (HTA). The Service Excellence Certificate of Achievement curriculum provides fundamental skills for employment in the hospitality industry and beyond. The training marries Hawai'i's unique philosophy for world class service rooted in the Hawaiian culture with world renowned hospitality education from Cornell University.

With support from the following entities, 1,400 high school students and teachers from 21 high schools across the state were afforded the opportunity to complete the training and receive certificates:



Student Feedback

“

“In this training I learned that people working in this industry do a lot more than what other people see.”

”

“

“My key takeaway is that you are the person that will either make the guests’ trip great or not. Your attitude towards them will be a big factor on their emotions too.”

”

“

“From this training I learned a lot about the do’s and don’ts of customer service, especially the before, during and after interactions with guests.”

”

“

Thanks for creating this program for the keiki of Hawai’i. The videos have lots of information, tools, and techniques to help us all provide excellent service and connect to Hawai’i’s culture. I’ll utilize these skills and strategies in my everyday routines.

”



Reach out to info@climbhi.org for more information on student sponsorships or training enrollment.

<https://climbhi.org/programs/lei/certificate-of-service-excellence/>

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5

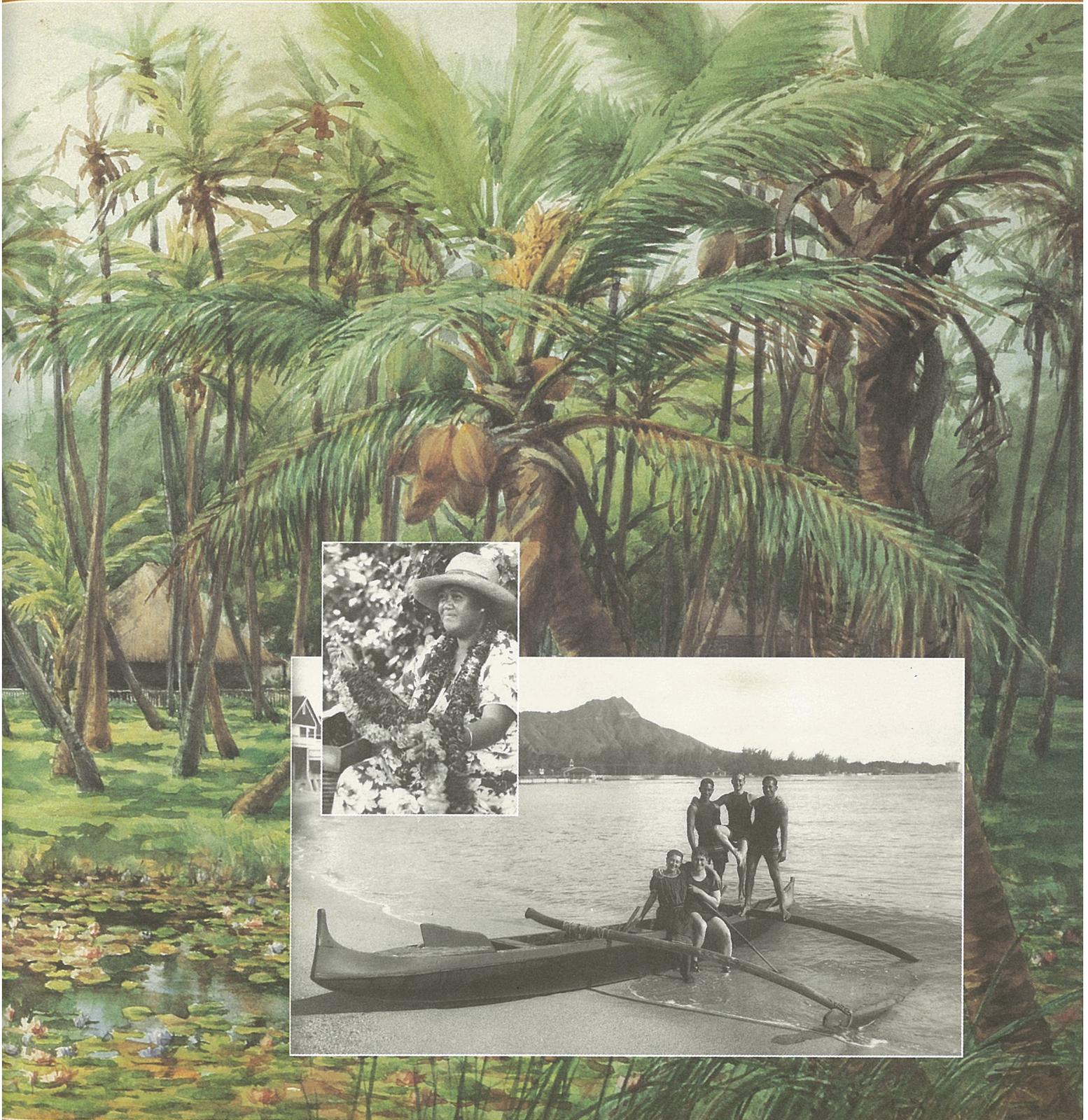
Presentation, Discussion and/or Action Regarding
Restoring Hawaiian-ness to Resort Areas including Waikīkī

5a

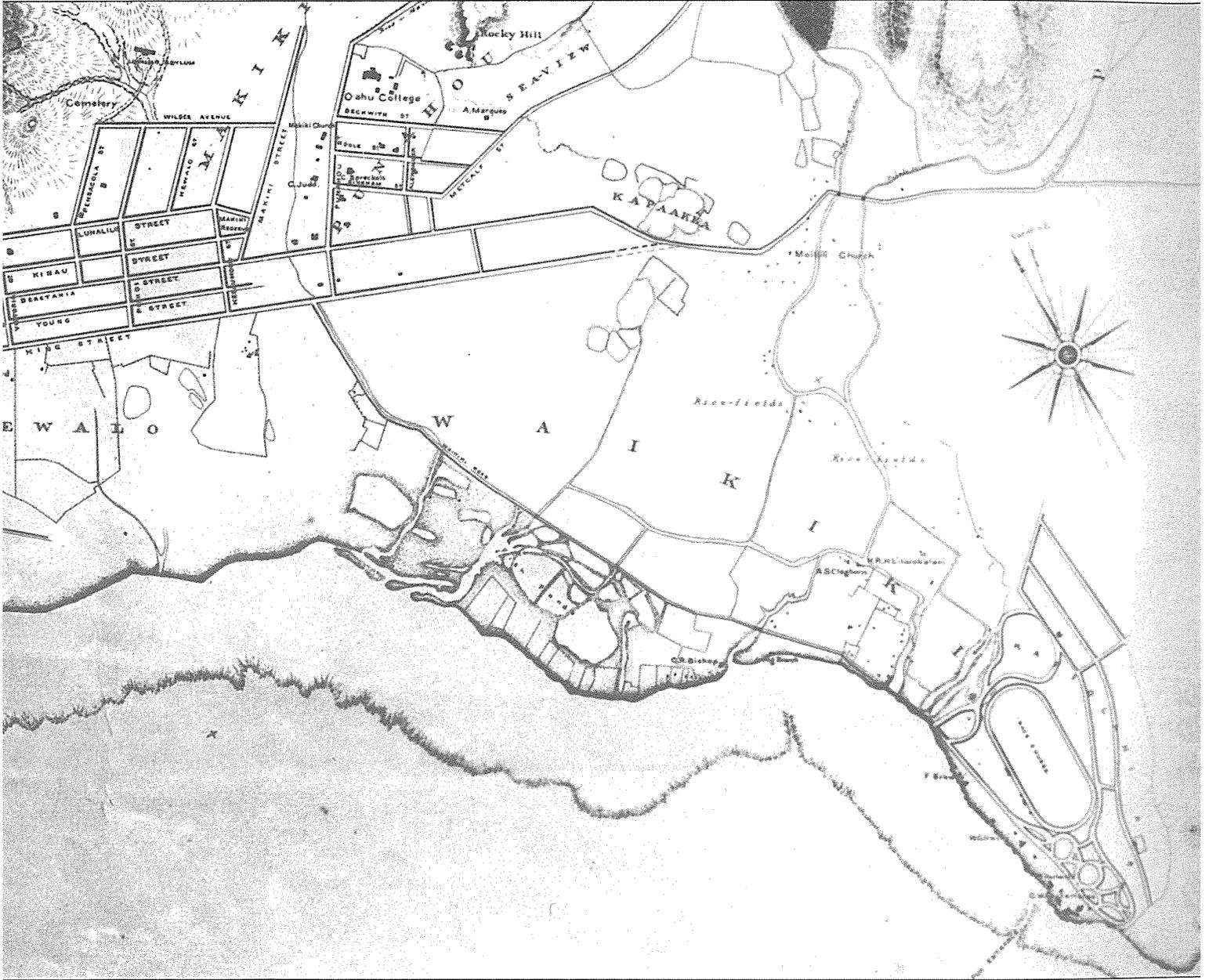
Restoring Hawaiianness to Waikīkī

George S. Kanahēle

Restoring Hawaiianness To Waikīkī



George S. Kanahale
Prepared for The Queen Emma Foundation
July 1994



Map of Waikīkī, published in 1887, drawn by surveyor W.A. Wall;
R. J. Baker, photographer Hawai'i State Archives

On the cover
Lily pond and coconut grove—Waikīkī
Watercolor by Helen Whitney Kelley
Bishop Museum

FORWARD

THE PUBLIC RESPONDS TO RESTORING HAWAIIANNESS TO WAIKĪKĪ

This report is not the first word on the subject, nor will it be the last. Efforts to restore and perpetuate Hawaiianness in Waikīkī began long before the original version of this report was released in November 1993. Over the years, countless acts have been taken on behalf of Waikīkī's Hawaiianness and many people and organizations deserve credit for their work including: the organizers of Aloha Festivals and "Hawai'i Calls," and its successor "Sounds of Aloha;" the hula masters and dancers; beachboys; lei sellers; Hawaiiana experts; hotels that have implemented Hawaiian programs; visitor industry organizations; the city and state governments as well as many others. Despite these efforts, however, the Hawaiianness in Waikīkī has faded and there is a great need to restore some of what has been lost.

Our initial intent in doing this report was to emphasize to key people in government and the visitor industry the importance of revitalizing Waikīkī for both residents and visitors by reaffirming its Hawaiianness. We distributed a few hundred copies of the report to a limited number of people and organizations. We hoped that by exposing them to Dr. Kanahale's wide variety of ways to bring back Hawaiianness to Waikīkī that some would be motivated to start working on the ideas in the report.

We were surprised by the positive response the report received not only from our "VIP" recipients but from ordinary folks who somehow got a copy to read. We have decided to reprint the report and make it available to more people. We asked Dr. Kanahale to revise, expand and update the report for the new printing. He has added more than forty additional action steps as well as a postscript describing various suggestions and actions already taken by the community to implement the report's ideas.

We are very pleased to be able to contribute to the restoration, preservation, and nurturing of the Hawaiianness of Waikīkī by distributing this report to the community. Our aim is to get as many organizations and individuals aware and hopefully involved in this effort. Even with this new edition we know we will miss many who could help, so, please pass the report on to an associate or friend when you are done with it and encourage them to do the same. Hopefully, the more people we reach the more recommendations will be implemented.

Mahalo!

Kenneth F. Brown

Kenneth F. Brown
Chairman, Queen's Health System

INTRODUCTION

WHY RESTORE HAWAIIANNES?

In the welter of recent plans, recommendations and ideas for improving the quality of the Waikīkī experience, there is a recurring theme: make it Hawaiian. For example, The Waikīkī Master Plan recommends the use of “Hawaiian motifs” and architecture that imparts “a greater sense of Hawaiiana.” The Vision for Waikīkī 2020 laments Waikīkī’s “serious loss of Hawaiian character and identity.” And Christina Kemmer of the Waikīkī Improvement Association writes, “Waikīkī needs to reflect a sense of place, a Hawaiian sense of place.” Never before have such concepts been unstintingly expressed by more people with a greater sense of importance than now.

*They are also being expressed with a growing sense of urgency as more and more people realize that Waikīkī cannot remain competitive in international tourism unless it maintains its uniqueness, the realization being that uniqueness ultimately comes from its being Hawaiian. While economics may drive efforts to make Waikīkī more Hawaiian, it also happens to be the right or *pono* thing to do. We are all heirs to Waikīkī’s historical and cultural legacy that goes back nearly 2,000 years and, therefore, bear some responsibility to preserving its integrity, its ambience, its *mana*.*

Before we can preserve it, we must restore it, but how? For the first time, we are able to present a comprehensive set of ideas and recommendations, and remarkably, most of them do not require much money to implement—and some no money at all. What they require most is understanding, faith, working together and aloha.

Perhaps the greatest threat to these essential qualities is the two-headed monster of local cynicism and ignorance, both reflected in the widespread belief that “Waikīkī is too far gone. There’s nothing Hawaiian about it. It’s all plastic . . .” No doubt, there’s some basis of truth for this attitude, but it also reveals a good deal of ignorance about and insensitivity to Waikīkī’s historical, cultural and environmental past. When we point out to people that Waikīkī has a nearly 2,000 year old history, the typical response is “Gee, I didn’t even know it had a history.” It’s as if Waikīkī was but a sandpit until a bunch of promoters turned it into a tourist resort a few decades ago.

The danger in this attitude is that it may be self-fulfilling prophecy: out of ignorance people believe there’s nothing Hawaiian about Waikīkī, and then use that lack to excuse their inability and inaction when it comes to dealing with Waikīkī’s Hawaiianness.

The best remedy for ignorance is education, which is also the best way to ensure

that the recommendations of this report are taken seriously, if not implemented completely.

WHAT IS "HAWAIIAN"?

Since the central theme of this report is making Waikīkī more Hawaiian, it is crucial to define the term. For our purpose, "Hawaiian" refers to any part of the environment, people or culture whose origins in form, content, meaning or ambience can be traced back to Hawai'i prior to 1778.

While we believe this definition will lessen the confusion and bring about more clarity, it will doubtlessly cause some difficulty in that Hawaiian culture is not static—it is now, and has constantly been evolving. Many things that we have today did not exist prior to 1778, such as the steel guitar, 'ukulele, and lomi lomi salmon, and yet we have made them Hawaiian. Another example, a hotly debated issue among some circles today, is "Hawaiian architecture." Can we ever design a 15-story building to be Hawaiian, if we insist that Hawaiian architecture must be low-rise and have a high pitched roof? Hence, we must begin by granting some latitude in deciding—200 years after Cook—what is or what isn't Hawaiian.

HOW DO WE RESTORE IT?

*The report advances a series of "Action Steps" that are presented under a "Specific Topic" such as "Water-forms and Land-forms," "Native Plants," "Music and Hula," and so forth, along with a "Goal" and its accompanying "Rationale," as well as a number of "Specific Ideas" to accomplish the goal. All told, there are fifteen major actions steps, twenty-six goals, and one hundred forty-three specific ideas. **

**Note: Many of the recommendations and ideas in this report are based on a forthcoming book by Dr. Kanahele on the history of Waikīkī.*

ACTION STEPS

I. WATER-FORMS AND LAND-FORMS

GOAL A

Restore, create and maintain a variety of water-dominant facilities or activities.

RATIONALE

Water in the form of streams, springs, marshes, pondfields, or canals was **THE** major natural or manmade feature of Waikīkī prior to 1928 (when the Ala Wai Canal was completed). Achieving this goal would reestablish a kind of ecological continuity between ancient and modern Waikīkī.



SPECIFIC IDEAS

- 1 *Recreate one or more of the pre-1928 water gardens, ponds or canals in Kapi'olani Park.
For design purposes, use archival photos that show what existed then. Some of the same landscaping with date palms, banana trees, etc. should be replicated. Include a small taro patch. Give the water gardens a Hawaiian name. Erect signage with appropriate text.*

- 2 *Create several "natural" springs to demonstrate the meaning of Waikīkī: "spouting water."
This might be done by tapping the subterranean streams under Waikīkī through which flow thousands of gallons of water everyday into the sea. If possible, locate these "natural" springs in Waikīkī's mini-parks. Add appropriate gardens and fountains. Give each spring a Hawaiian name.*

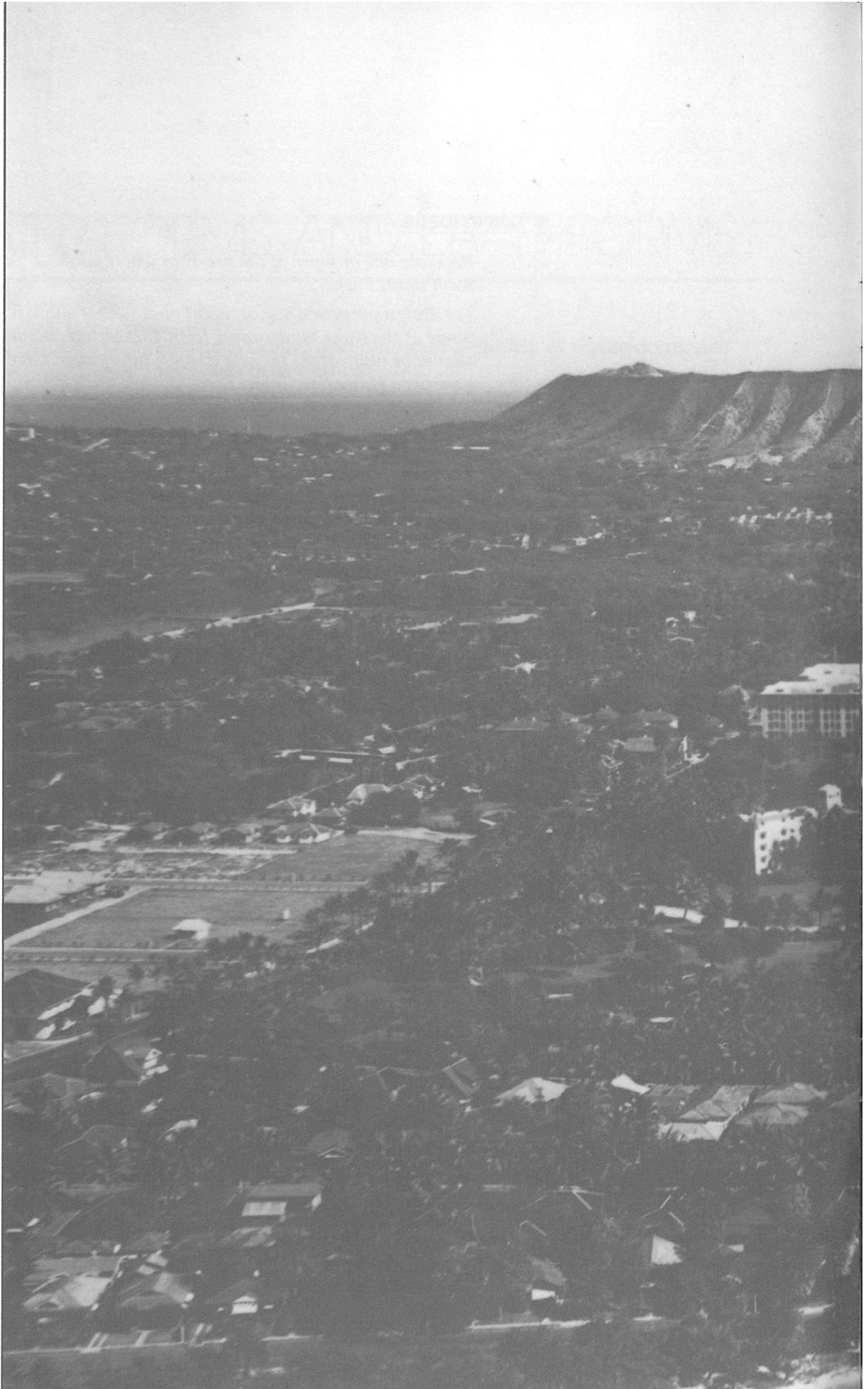
- 3 *Install specially designed drinking water fountains along the makai walkway of the Ala Wai, jogging loop around Kapi'olani Park, Kūhio beach walk, and other places of heavy pedestrian traffic.
Make each fountain a work of art as visual reminders of the life-giving "Waters of Kāne" or Waikīkī's natural ecology. Also, give each a Hawaiian name.*

- 4 *Set up markers with maps that show the ancient stream system and subsurface geology of Waikīkī.
These could be part of the Historic Trail. (See Item XI, Goal "T" for details of the Waikīkī Historical Trail.)*

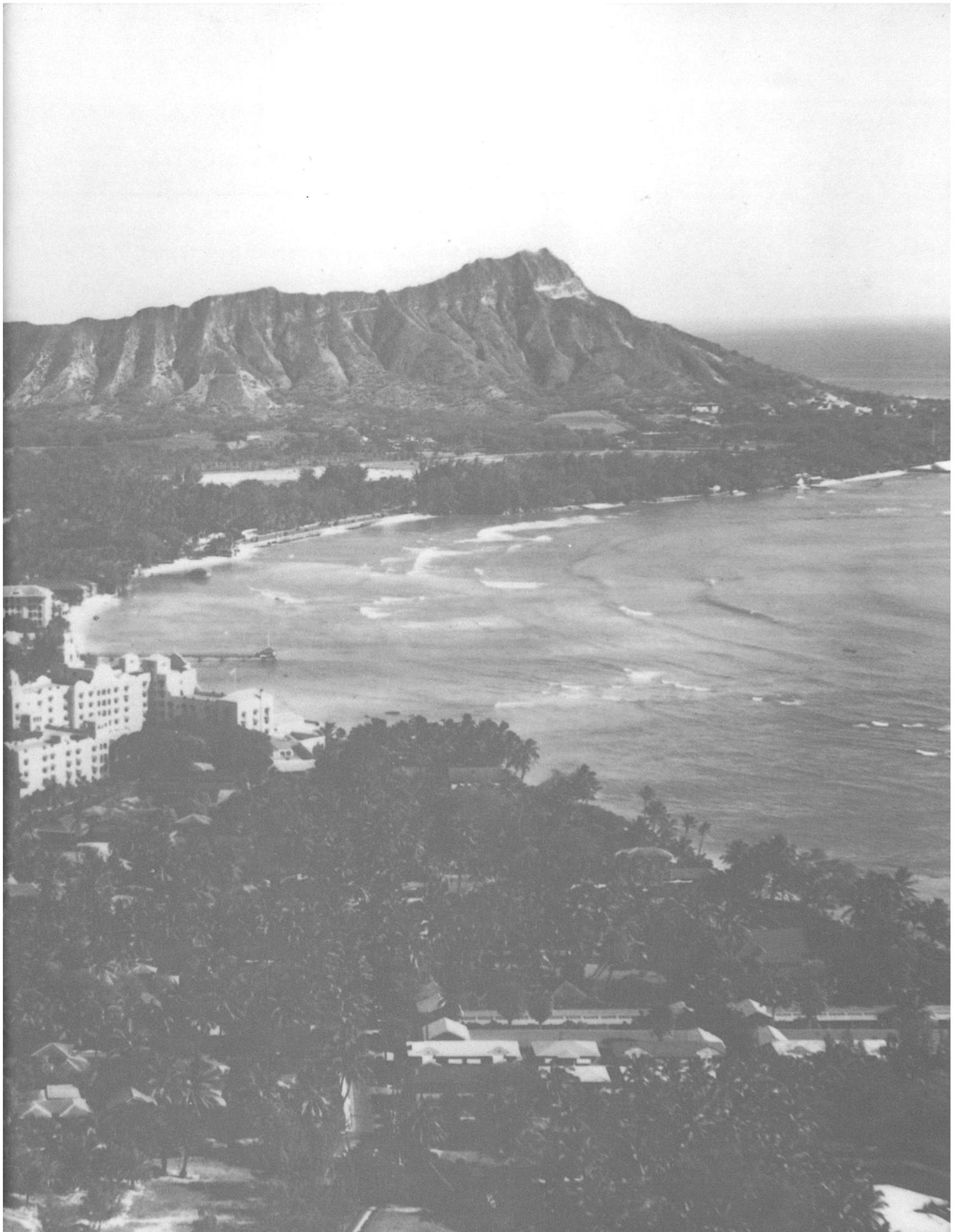
- 5 *Turn Waikīkī into a model for water use and water conservation using the theme of "Waters of Kāne."*

- 6 *Rename the Waikīkī Aquarium with a Hawaiian name.*

- 7 *Clean up the Ala Wai Canal. The canal was originally built to drain the marshlands because it was supposedly a health hazard, yet the Canal itself has become Waikīkī's principal health hazard. No Hawaiian of old would tolerate such pollution, and nor should we.*



Diamond Head Crater
Bishop Museum



GOAL B

Protect, preserve and enhance the natural beauty and integrity of Diamond Head.

RATIONALE

It is the most recognized landmark of Waikīkī. Thousands of tourists visit the crater and many others (including residents) hike and climb the trail to its summit.

SPECIFIC IDEAS

8

Restore part or all of the original marsh in the crater.

The marsh has dried up since a pump was installed to drain the water that once collected after heavy rains. Incorporate the restoration of the marsh in the ongoing City and County project to restore native plant growth in the crater. And give the restored marsh its original Hawaiian name (i.e., if it had one). Erect signage with appropriate text.

9

Restore the ancient hōlua (sled) slide on the Kapahulu face of Diamond Head. Also improve access to the site and designate it with an appropriate marker.

Include in the Historic Trail.

10

Restore the old botanical trail around the outside of Diamond Head. This should include replacing introduced species with native plants along the trail. Install appropriate marker and include in the Historic Trail.

11

Create a more substantial structure in the crater to house exhibits depicting the volcanic origins, character and evolution of Diamond Head and other volcanic points-of-interest such as Mau'umae and Kaimuki cones (both related to Diamond Head). Staff it with a full-time parks employee along with volunteer docents. There is no such facility on O'ahu dedicated to volcanoes.



II. OCEAN FORMS

GOAL C

Protect, preserve and enhance beach, reef, marine life, waves, and other ocean assets.

RATIONALE

These ocean assets need constant monitoring and maintenance in order to survive the effects of over- and mis-use. Many public and private organizations are already involved in many activities that need to be coordinated and centralized.

SPECIFIC IDEAS

12 *Continue a program of marine life conservation with kapu seasons, but lift the kapu for resident fisherpersons from time to time.*

13 *Extend the existing clean-up campaign to include underwater litter along the coastline from the Ala Wai to Sans Souci Beach and beyond. Incorporate this into the national beach cleanup campaign that occurs annually.*

GOAL D

Improve the showcasing of the Waikīkī coastline and its assets for the visitor and resident alike.

RATIONALE

The Waikīkī coastline is perhaps the most famous in the world. To first-time visitors it is often a letdown, however. We need to make it not only more attractive and fun but interesting as a learning resource.

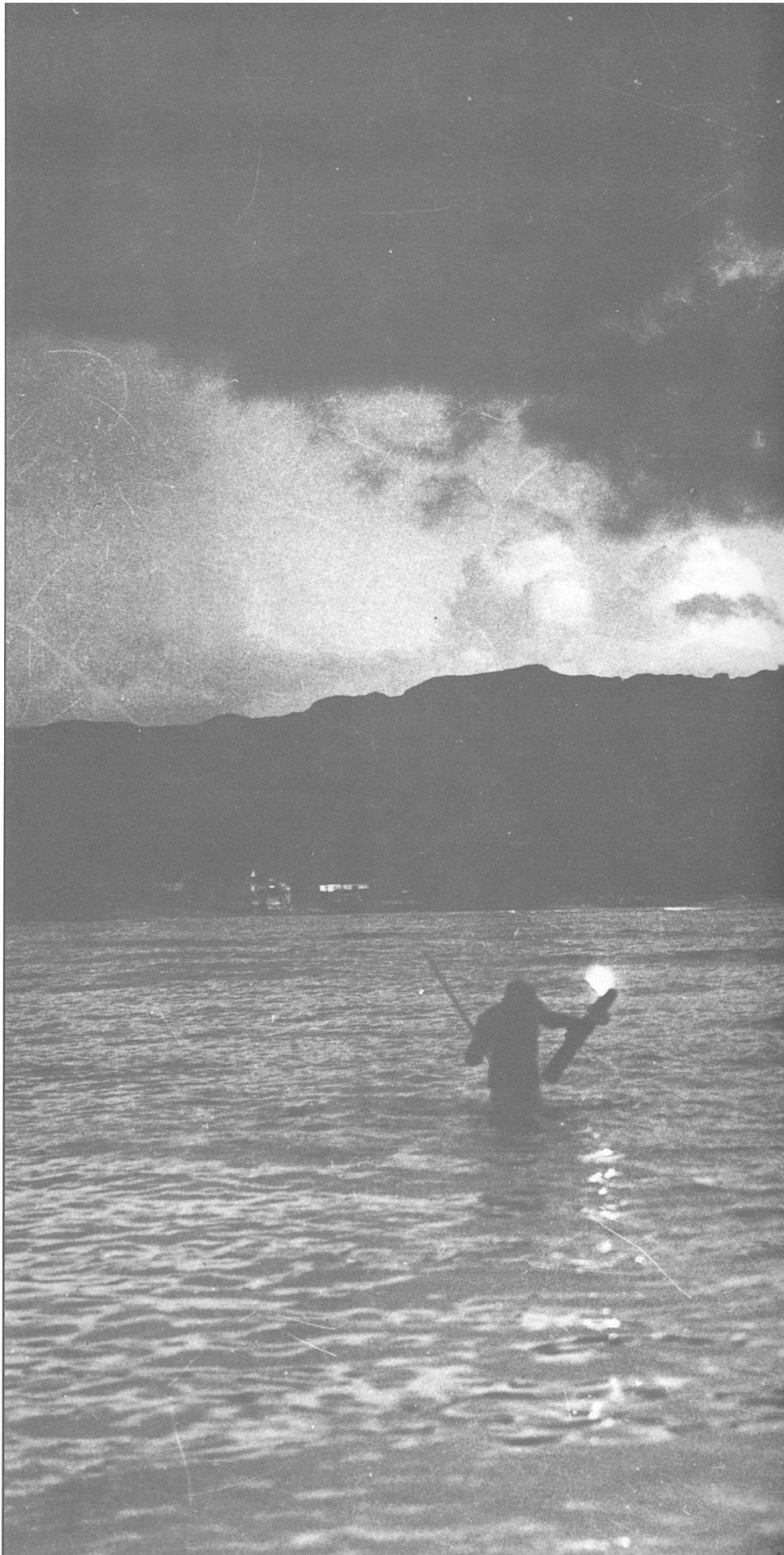
SPECIFIC IDEAS

14 *Erect signage along the coastline explaining its natural ecology, historical evolution, current usage and challenges.*

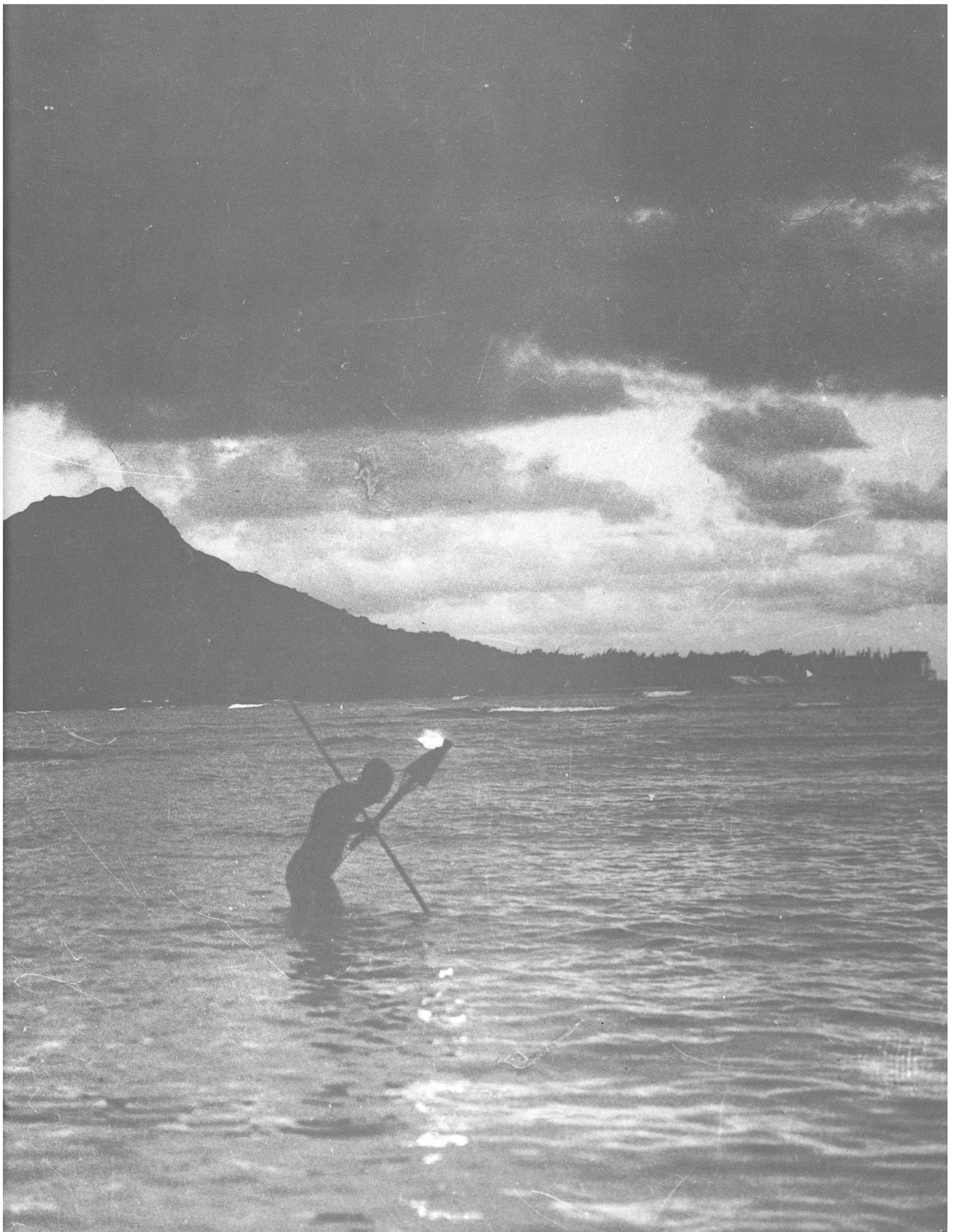
Suitable spots for signs with large numbers of daily passersby: Kūhiō Beach, Kahanamoku Beach and DeRussy Beach.



A low overhead view of the coastline looking towards Diamond Head



Torch fishing off Waikīkī
Hawai'i State Archives

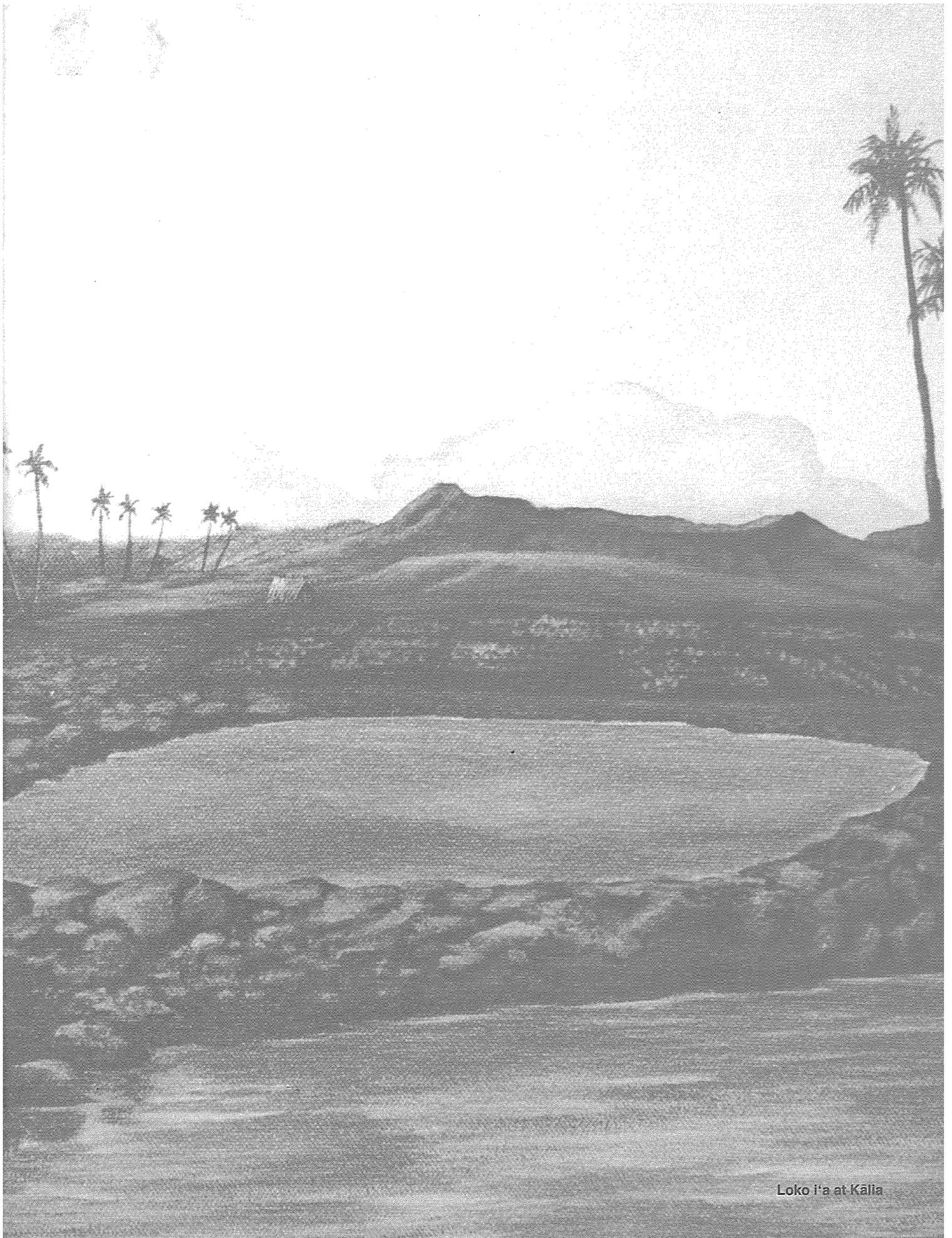




'Apuakehau Stream next to Moana Hotel, c. 1915

- 15 *Designate the locations where the old streams, Pi'inaio, 'Apuakehau and Ku'ekaunahi, emptied into the sea.
Incorporate this as part of the Historic Trail. Erect signage with appropriate text.*
- 16 *Point out the locations and names of Waikīkī's traditional surfing sites in Hawaiian.
These include: 'Aiwohi, Kalehuawehe, Kapua, Kapuni and Maihiwa. Signage should be erected with appropriate texts. Make this too part of the Historic Trail.*
- 17 *Point out the locations of reefs—and where there are no reefs.
Erect marker and include in its text the reason why much of Waikīkī bay has no reef structure—constant flow of fresh water that kills coral.*
- 18 *Create an underwater snorkeling trail along Queen's Surf Beach Park for exercise and learning.
The trail would consist of markers with names of Hawaiian fishes and other marine animals.*
- 19 *Erect Hawaiian ko'a or fishing shrines near the Aquarium, the restored fishpond, and other suitable locations along the coastline.
Incorporate the shrines as part of the Historic Trail. Erect signage with appropriate text.*
- 20 *Encourage torch fishing off Waikīkī at certain times of the year as part of the Waikīkī night-time spectacle.*
- 21 *Widen Kūhiō Beach.*
- 22 *Erect a statue to the memory of Prince Kūhiō.
Incorporate the statue as part of the Historic Trail. Erect signage with text enumerating his accomplishments.*
- 23 *Tell visitors about the "sacred sea of Waikīkī" made sacred by the fact that the ashes of so many Waikīkīans (Duke Kahanamoku, Chick Daniels, John Napahu, Panama Dave Baptiste, and others) have been spread over its waters.*





Loko i'a at Kalia

- 24 *Erect a marker at Kawehewehe, the beach in front of the Halekulani Hotel, recognizing its healing waters where in older times Hawaiians went to cure their ailments. Incorporate this as part of the Historic Trail and add appropriate text.*
-

GOAL E

Create an ancient Hawaiian loko i'a or fish pond.

RATIONALE

In 1778 there were “innumerable” fishponds in Waikīkī. The Fort DeRussy area or Kālia, for example, was famous for its large fishponds such as the Paweo and Ka'ihikapu. Not one fishpond is left in Waikīkī.

SPECIFIC IDEAS

- 25 *Construct an ancient inland (as opposed to inshore) fishpond.*
- 26 *Build the walls strong and wide enough to accommodate four people walking abreast.*
- 27 *Connect it to an authentic 'auwai.*
- 28 *Build a small shelter for posters/signage explaining the uses, designs, etc. of the traditional fishponds.*
- 29 *Stock the pond with fish.*
-

GOAL F

Establish Waikīkī as the “Surfing Shrine of the World.”

RATIONALE

Modern surfing was revived at Waikīkī by Hume Ford and others and Waikīkī was renowned as the surfing capital of the world for many years. In the internalization of surfing, many have forgotten Waikīkī's indisputable contributions to surfing. We need to reaffirm its historical role.



Hawaiian surfer at Waikīkī beach, circa 1885

SPECIFIC IDEAS

- 30 *Turn the Natatorium into a shrine and learning center for surfing.*
- 31 *If the Natatorium cannot be converted into a surfing shrine, then find another place, even an outdoor site at Kapi'olani Park, where a monument of some kind can be erected to honor Hawai'i's champion surfers—and Hawai'i as the home of world surfing.*
- 32 *Include a "Hall of Fame" to honor the great surfers including ancient as well as modern Hawaiians famed for their surfing prowess. Like other hall-of-fame facilities, hold annual or biennial inductions into the "Hall of Fame" with appropriate ceremonies.*



- 33 *Encourage both public and private sectors (such as the manufacturers of surfing gear) to fund the construction and ongoing operation of the facility.*
- 34 *Erect a statue of Kelea (15th century), the legendary champion surfer from Maui who won the heart of High Chief Kalamakua of Waikīkī, to honor the women surfers of the world.
Incorporate the statue as part of the Historic Trail. Erect signage with text telling the legend of Kelea.*
- 35 *Encourage composers and choreographers to celebrate Kelea and other early Hawaiian surfing champions in songs, chants and hula.*
- 36 *Reestablish at least one major surfing competition at Waikīkī.*
-

GOAL G

Preserve and enhance the tradition of the Waikīkī beachboy.

RATIONALE

*“... the Waikīkī beachboys constitute a historically identifiable phenomenon. There was (and is) nothing quite like the beachboys anywhere else in the world.” (Grady Timmons, *Waikīkī Beachboy*)*

SPECIFIC IDEAS

- 37 *Erect a memorial with a plaque containing the names of outstanding beachboys such as Blue Makua, Sr., Panama Dave Baptiste, Chick Daniels, Ox Keaulani, et al.*
- 38 *Encourage beachfront restaurants/hotels to sponsor “Beachboy Pau Hana Time” (or a variation thereof) as a way of promoting a “talk story” tradition.*



Beachboys with tourists on the beach

III. NATIVE PLANTS

GOAL H

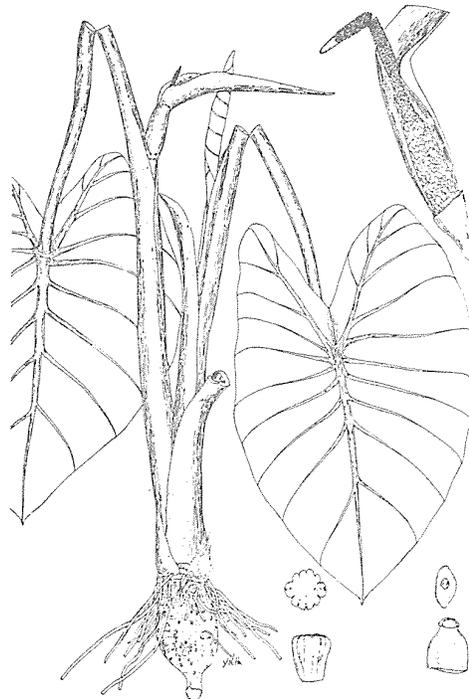
Preserve, maintain and nurture as many native Hawaiian trees, plants and flowers as current conditions allow.

RATIONALE

Waikīkī is filled with trees, plants and flowers, but very few are native. While it is often difficult to cultivate native plants, especially in an urban environment, native flora is another important link to Waikīkī's Hawaiianness.

SPECIFIC IDEAS

- 39 *Hire an expert ethnobotanist to inventory the quantity, species and location of native flora in Waikīkī, to identify the locations suitable for growing native plants, and to advise hotels and other establishments.*
- 40 *Have the Waikīkī Improvement Association and other organizations encourage the growing of native plants. This might include setting up programs that give recognition and awards to those who do.*



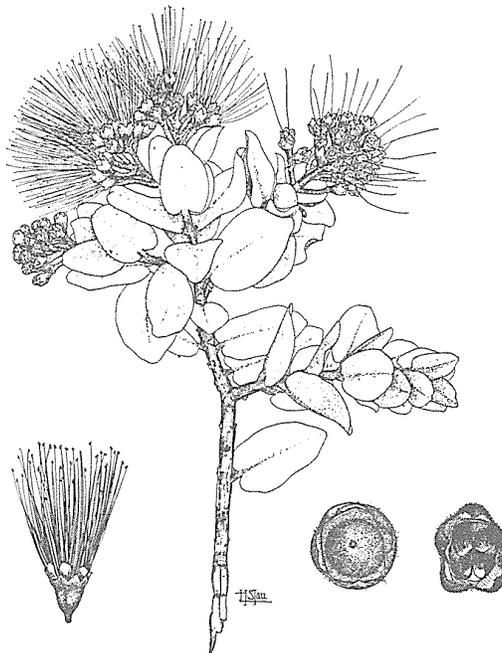
Taro or Kalo



Waikiki coconut grove



- 41 *Create and maintain a native plants garden.
Perhaps the City and County can do this, similar to its existing Rose Garden (across the Honolulu Zoo on the corner of Monsarrat and Ala Wai).*
- 42 *Publish and provide to visitors a pamphlet (with map) showing locations throughout Waikīkī where native plants grow.
One of the industry organizations might fund this as its civic contribution.*
- 43 *Encourage hotels and other establishments with native plantings to erect interpretive signage.*
- 44 *Plant milo, kou, 'ulu and similar shade trees that grew in ancient Waikīkī, and ceremonialize each planting to commemorate a special event. (For example, an old Hawaiian custom was to plant a tree when a new child was born.) Designate the spot with a plaque.*
- 45 *Reject any suggestion to make the banyan tree Waikīkī's "tree."
The banyan is not a native plant but an import from India.*



Ohia Lehua

IV. ARCHITECTURAL FORMS, DESIGNS, MATERIALS

GOAL I

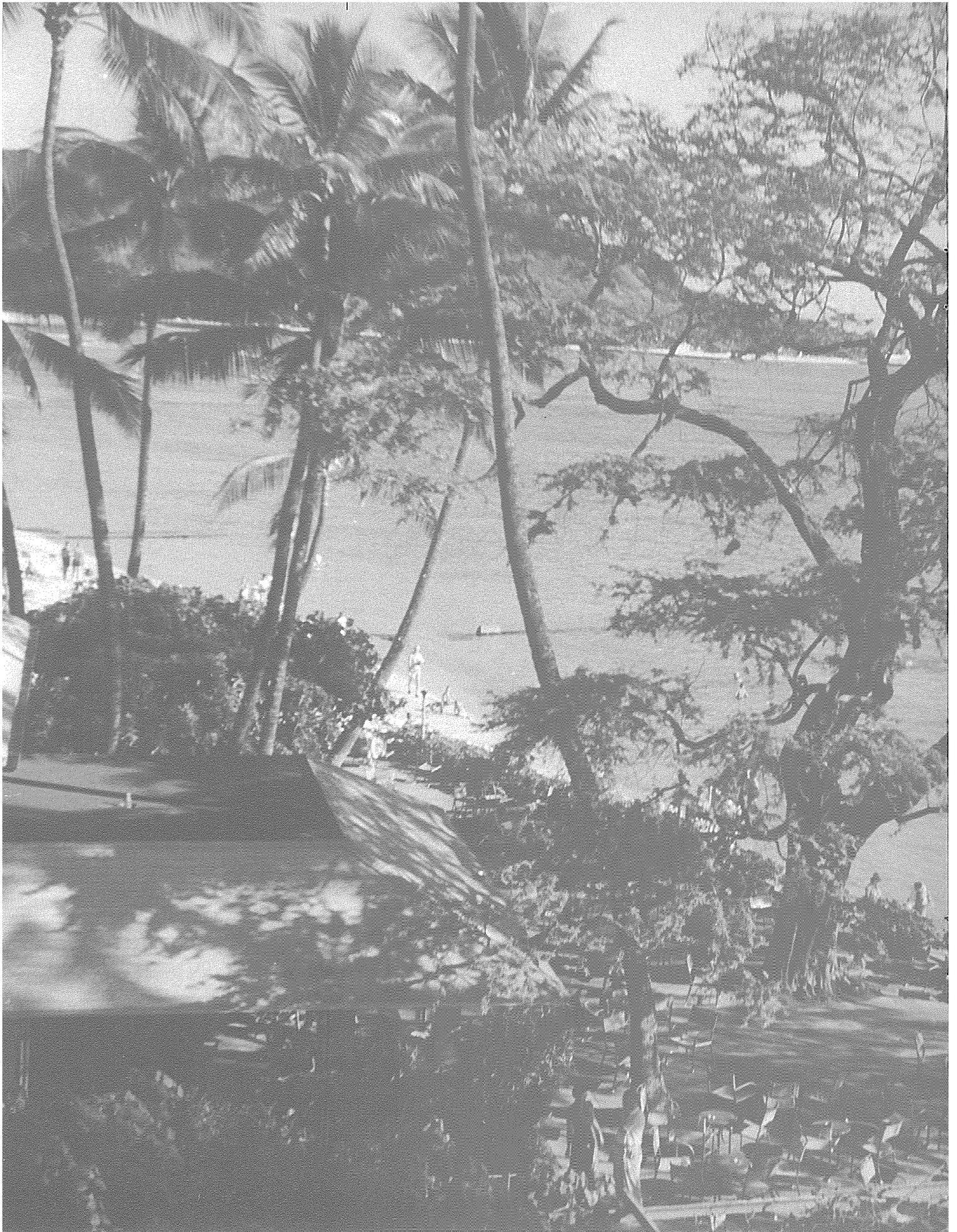
Use traditional Hawaiian architectural forms, designs or motifs as much as possible in the exterior and interior of new and remodeled buildings.

RATIONALE

There is precious little in Waikīkī's architecture that is Hawaiian, yet so many visitors (and residents) want to see buildings that evoke that feeling or ambience. While more projects show attempts to use Hawaiian motifs, the good examples are still too few and far between.

SPECIFIC IDEAS

- 46 *Develop a consensus among architects, designers, planners, and developers, among others, about what is Hawaiian architecture or "resort" Hawaiian architecture. Some forms or motifs might include the pitched roof, kauhale complex, low- versus high-rise, indoor-outdoor integration, and simplicity of form and line.*
- 47 *Present special awards to buildings and other structures for evoking a Hawaiian feel, featuring Hawaiian motifs, etc.
This process should be part of the educational program described at the outset which would include special workshops on the subject co-sponsored by the American Architects Institute, the WAIAHA Foundation, and other organizations.*
- 48 *Conduct workshops for interior designers, decorators, graphic designers, and others on Hawaiian designs and motifs.
The curriculum would include such subjects as tapa motifs, colors, what is kapu (prohibited), and so on. This workshop should complement the above-mentioned workshop for architects.*
- 49 *Set up a "hot line" for designers who want to know what is the appropriate Hawaiian thing to do.*
- 50 *Encourage the creation of murals depicting events or persons important in Waikīkī's history.*





Healing waters of Kawehewehe Beach
Halekulani Hotel

GOAL J

Use and incorporate Hawaiian building materials, such as rock, fibers, woods, seed, and so on, where and when feasible.

RATIONALE

Local materials enhance a structure's Hawaiianness.

SPECIFIC IDEAS

- 51 *Use local rock (e.g., lava facing) in walls (exterior or interior), pillars, or walkways.
The old Halekulani and Niimalu Hotels are good examples of how this treatment can be done. (see workshop idea above)*

GOAL K

Increase the supply of local materials.

RATIONALE

As more architects and designers use local materials, the already limited supply will be taxed even more. This should lead to actions, by both government and business, to increase or expand the production of these materials.

SPECIFIC IDEAS

- 52 *Urge the state (such as the Departments of Agriculture, Land and Natural Resources and Economic Development, Business and Tourism) not only to study the current supply of local materials, prospects for future demand, and so forth, but to increase the production of native trees such as lauhala, kou, and milo. (The state and the Bishop Estate have already replanted thousands of koa seedlings.)*



Stone columns of old Halekulani Hotel

V. HAWAIIAN LANGUAGE

GOAL L

Use Hawaiian words, place names, etc., accurately and respectfully.

RATIONALE

If the use of the Hawaiian language is integral to the survival of the native culture, it is integral to the restoring of Hawaiianness to Waikīkī.

SPECIFIC IDEAS

- 53 *Encourage the industry to use correct spelling (orthography) and pronunciation of Hawaiian words by beginning with "Waikīkī." If possible, this should be done with the Hawai'i Hotel Association and Hawai'i Visitors Bureau leading the way; if not, get individual hotels or preferably hotel chains to set the example.*
- 54 *Encourage all employees in the industry to use such terms as aloha and mahalo with visitors. In Fiji visitors quickly speak the native equivalents of mahalo/aloha because employees use them constantly.*
- 55 *Give every guest at check-in a pocket-size laminated card of common Hawaiian terms. Provide similar cards (perhaps a series of cards) to employees as well.*
- 56 *Encourage hotels, etc., to give employees lessons or classes in the use and pronunciation of Hawaiian words and phrases.*
- 57 *Encourage hotels, etc., to use common Hawaiian terms such as kāne, wahine, mauka, makai, etc., for signage.*
- 58 *Encourage hotels, etc., to hire "Hawaiian Cultural Specialists" for their "Hawaiianization" programs. As an example, the Kā'anapali Beach Hotel has a full-time staff of Hawaiian cultural specialists whose duties include teaching the culture and language to employees and guests.*

59 Urge the Hawaii Hotel Association to fund and sponsor a "Dial Hawaiian" number service for those who want to know how to spell, pronounce, or use correctly a Hawaiian term, phrase, etc.

60 Encourage hotels, etc., to use their place names as part of their Waikīkī address or location.

Such place names include Helumoa (for Royal Hawaiian, Outrigger Waikīkī, etc.), Kālia (for Hilton Hawaiian Village, 'Ilikai, etc.), Hamohamo (for the Outrigger Prince Kūhiō, Waikīkī Banyan), etc.



The alphabet, 2nd edition
Hawaiian Mission Children's Society

VI. HISTORICAL FIGURES, EVENTS AND THEMES

GOAL M

Honor the important figures, events and themes of ancient Waikīkī.

RATIONALE

Historical figures, events and themes provide important links to the past; hence, they should be remembered.

SPECIFIC IDEAS

- 61 *Honor and celebrate the ancient chiefs such as Ma'ilikukahi, the first ali'i kapu (sacred chief) or mō'i (king) to establish his capitol and residence in Waikīkī, and Kakuhihewa, one of the greatest of Waikīkī chiefs.*
- 62 *Name buildings, conference or meeting rooms, streets, etc., after these the greatest of ancient chiefs.*
- 63 *Erect plaques or statues in their honor.*
- 64 *Dedicate new songs, chants and dances to their memory.*
- 65 *Designate them as patrons, "spirit hosts," guardians, etc.*
- 66 *Celebrate or recognize such events as the establishment of O'ahu's capitol as well the Kingdom's first capitol in Waikīkī, the establishment of Hawai'i's first hospital, King Kualī'i's proclamation of "the law of hospitality," King Kamehameha I's wedding to Keopuolani, his most sacred wife, etc.*
- 67 *Celebrate or recognize such historic themes as:*
- a) *peace which reigned in Waikīkī (as part of the Kingdom of O'ahu) for almost 400 years*
 - b) *healing evidenced by the "Wizard Stones," Kumalae Springs, the waters of Kawehewehe, the first hospital and the use of Waikīkī as*



Kamehameha I Hawai'i State Archives

- a place of recuperation and rejuvenation by Hawaiian ali'i*
- c) recreation exemplified by the surfing and sports activities of the ancient chiefs*
- d) hospitality*

VII. MUSIC AND HULA

GOAL N

Use Hawaiian (not Polynesian) music and dance to entertain and promote Waikīkī.

RATIONALE

Visitors expect to hear Hawaiian music, but they often complain about the lack of it in Waikīkī. The hula girl in a grass skirt has been a popular symbol for Waikīkī, but now one is as likely to see a girl in Tahitian dress.

Both the music and dance are important to Waikīkī's uniqueness or Hawaiianness.

SPECIFIC IDEAS

68 *Hire Hawaiian "street" musicians (from teenagers to tutus) to perform at appropriate spots in Waikīkī.*

These should be very informal, real local affairs with no one "dressing up" for the occasion. They wear the clothes they wear daily, with zori, T-shirt, etc. If possible, keep the musicians amateurs—to discourage hawking records, cassettes, etc.

69 *Help to establish, organize and fund a "national" Hawaiian hula and music troupe (a la Mexico's Folklorica).*

Prod the hula hālau to initiate this with the help of such organizations as the Office of Hawaiian Affairs, Bishop Museum, and Kamehameha Schools/Bishop Estate.

70 *Encourage hotels, night clubs, and others to provide more Hawaiian entertainment on a regular basis.*

Get the unions/guilds to help in this.

71 *Encourage hotels to assist hula schools by providing free practice and performance space.*

72 *Help establish a Hawaiian music "Preservation Hall" (a la New Orleans' Jazz Preservation Hall) to preserve and display important artifacts and to inform and educate the public.*

Since Hawaiian music has many aficionados in Japan, England, Holland, Indonesia, Philippines, etc., this could be an internationally



Hilo Hattie with Al "Kealoha" Perry and the Singing Surfriders on "Hawai'i Calls" Hawai'i State Archives



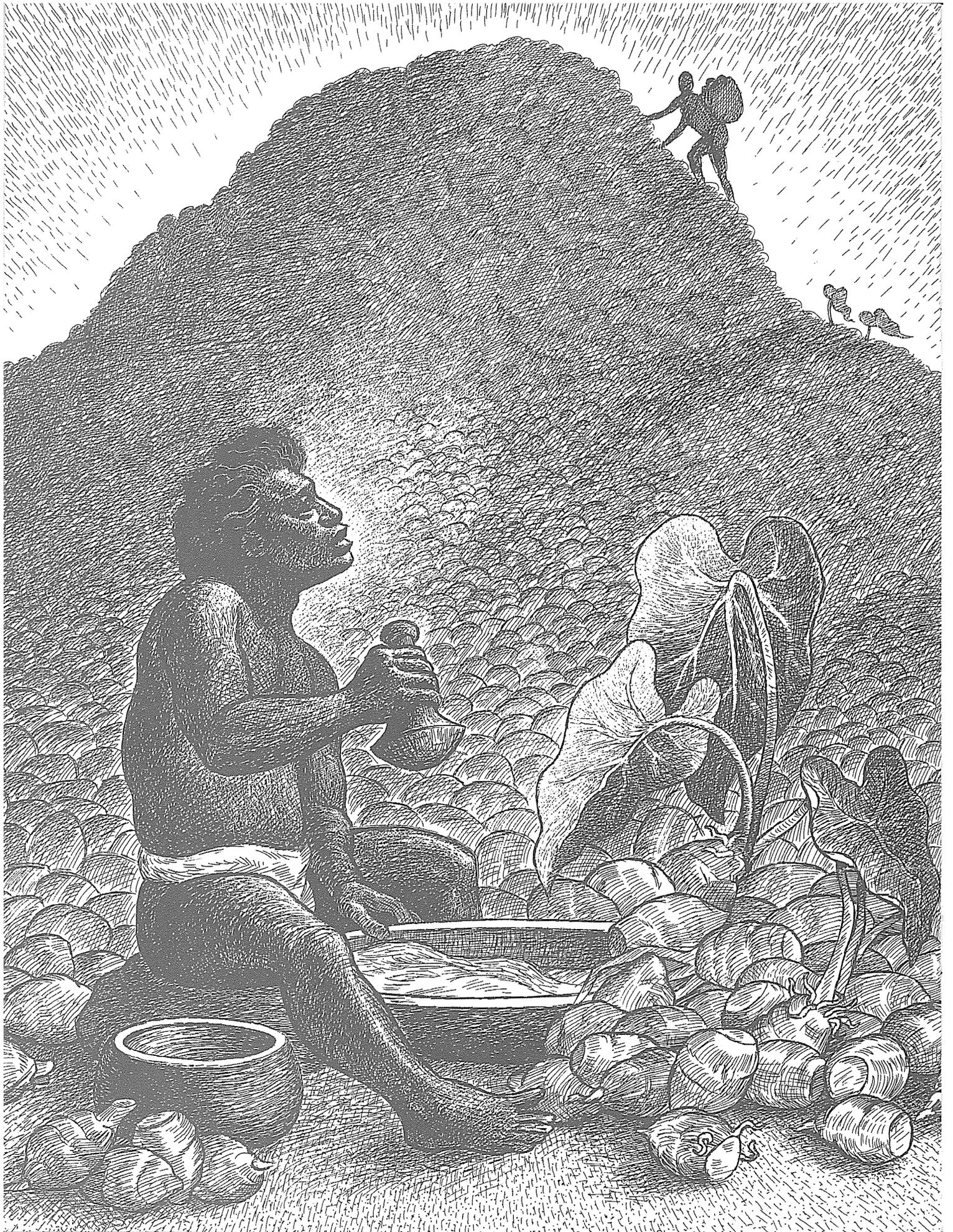
Hula dancers & musicians at
Royal Hawaiian Hotel, c. 1938
Bishop Museum



supported "shrine" for Hawaiian music. But the main support should come from the State, Hawai'i Visitors Bureau, Hawai'i Hotel Association, etc.

- 73 *Encourage hotels to organize, with the help of local music teachers (active or retired), employee singing groups specializing in Hawaiian songs.*
- 74 *Organize and promote an annual Hawaiian song contest among such groups (a la the Kamehameha Schools' song contest).*
- 75 *Recognize Consolidated Theaters for continuing the playing of the organ at its Waikiki Theater and encourage a Hawaiian repertoire.*
- 76 *Encourage the theater to hold an annual film festival honoring films made about Hawai'i and Waikiki, including those that feature Hawaiian music and dance—and spotlight the organ.*
- 77 *Encourage restaurants, showrooms and other entertainment places to present different types of Hawaiian music representing different periods as well as styles, for example, Hawaiian ensembles with the viola, violin and flute of the late 1800s, or the Johnny Noble and Sonny Cunha hapa haole music, Harry Owens' big-band or Richard Kauhi style, etc. Music is an ideal art form to show the evolution of Hawaiian culture to visitors and kama'aina alike.*





VIII. MYTHS AND LEGENDS

GOAL ①

Make more judicious use of Hawaiian myths and legends.

RATIONALE

Hawaiian mythology and folklore are integral to understanding and appreciating the culture. They are also important in preserving as well as enhancing the mystical and sacred history of Waikīkī.

SPECIFIC IDEAS

- 78 *Popularize the Waikīkī-related legends of Pele, Kamapua‘a (the pig god), Ka‘auhelumoa (the supernatural chicken), etc., through the printed and electronic media.*
Invite storytellers or authors to collect and publish these stories. There is no book on the subject yet.
- 79 *Get the Hawai‘i Hotel Association to support or hire “itinerant” storytellers.*
Storytellers might do a hotel circuit conducting “story hours” in a hotel lobby or room. They might do the same at designated spots and times in Kapi‘olani Park, Fort DeRussy, or some other appropriate place.
Enlist the help of the local storytellers association to do this.
- 80 *Incorporate mythic themes in marketing or advertising of Waikīkī.*
Guidelines should be provided to ad agencies about the appropriate use of these stories.
- 81 *Make appropriate use of mythic themes in interior design or graphics programs.*
- 82 *Encourage walking tours of Waikīkī that focus on its Hawaiianness.*

GOAL P

Identify, preserve, protect and maintain legendary or kapu sites.

RATIONALE

Waikīkī has been almost completely desacralized. Restoring such sites might bring back some of the *mana* of old.

SPECIFIC IDEAS

- 83 *Designate the area surrounding the "Wizard Stones" a legendary place or wahi pana.*
Enlarge and landscape the area. Erect appropriate signage and include in the text the healing tradition of Waikīkī represented by the "Wizards" (and Kawehewehe and the ancient healing heiau).
- 84 *Establish an "adopt-a-wahi pana" program (similar to the city's "adopt-a-park" program). Have a nearby hotel, for example, adopt the "Wizard Stones."*
- 85 *Search for and identify other wahi pana in Waikīkī and take similar action.*
- 86 *Identify the once kapu residential sites of Hawaiian royalty such as Kamehameha I's, King Kamehameha V's and Bernice Pauahi Bishop's at Helumoa, Queen Lili'uokalani's Pualeilani at Hamohamo, King Lunalilo's and Queen Emma's at Kaluakou (present day International Market Place), and Queen Kapi'olani's at Ulukou.*
Designate these sites with appropriate signage and include them in the Historic Trail.
- 87 *Identify sites of ancient heiau such as Papaenaena (at the base of Diamond Head in Kapi'olani Park), Kupalaha (near Cunha Beach), and Kamauakapu (built by King Kalākaua near Diamond Head).*
Designate these sites as part of the Historic Trail. Erect signage with appropriate text. Create a major outdoor display on the role and function of heiau and position it at the Papaenaena site.
- 88 *Identify the site of the first hospital in Waikīkī (and Hawai'i), established by the U.S. Consul in 1837.*



Wizard Stones at Kūhiō Beach





Kamehameha V's residence
known as "Helumoa," c. 1863

IX. LEIS

GOAL Q

Bring back sidewalk lei sellers to Waikīkī.

RATIONALE

The lei is a symbol of Waikīkī, but more importantly, it is a symbol of aloha. Lei selling should be regarded as a symbolic celebration of aloha as well as an economic activity.

SPECIFIC IDEAS

89 *Assign appropriate sidewalk locations to lei sellers. Concessionaire arrangements should bring back Hawaiian lei sellers. They should be instructed to be (as part of the concession agreement) Waikīkī's "ambassadors of aloha," not just sidewalk retailers.*

90 *If this cannot be easily done, designate one day a week or month for this activity.*

GOAL R

Encourage local people in Waikīkī, such as hotel employees, to wear leis for ordinary as well as special occasions.

RATIONALE

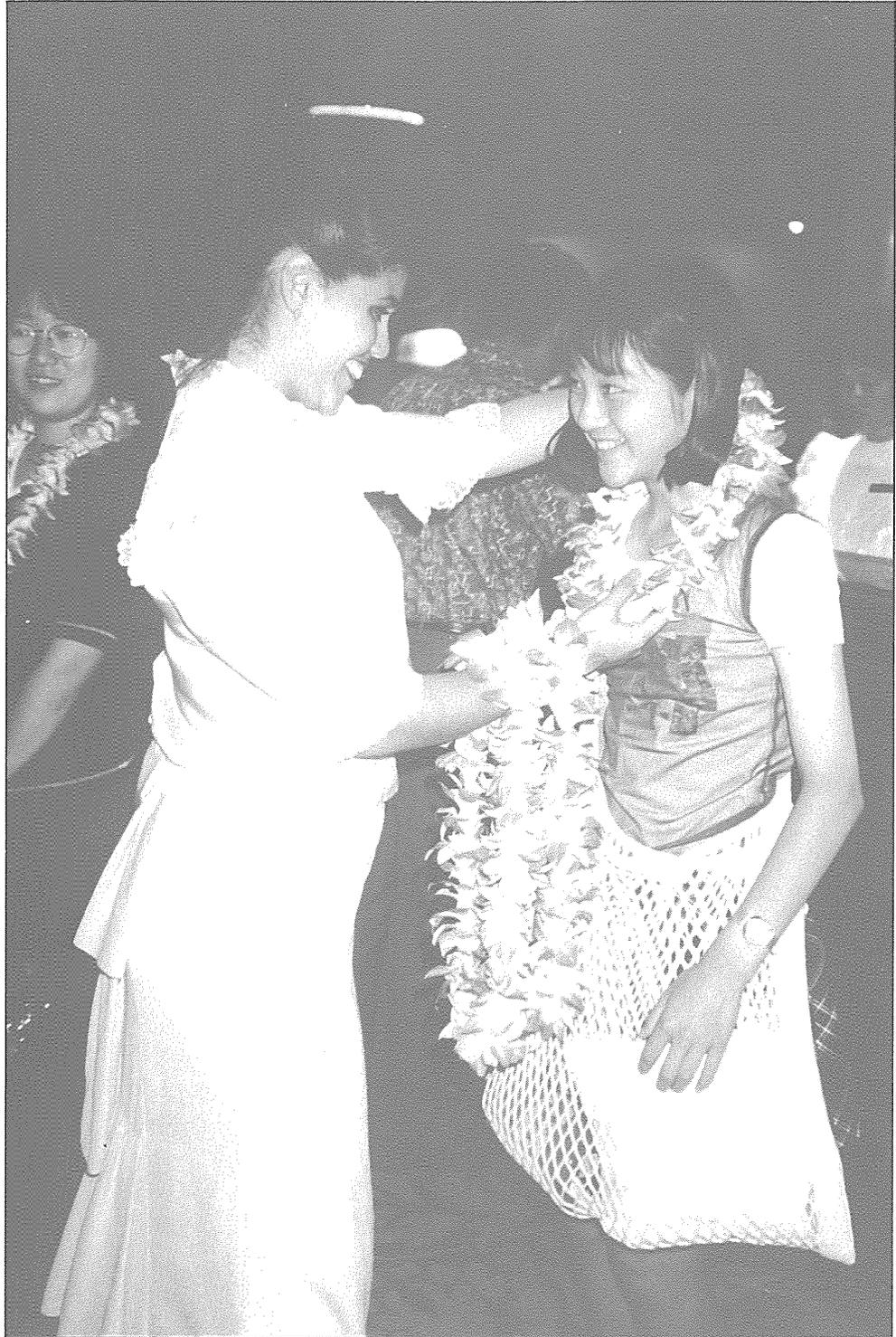
Except for very special occasions, few locals wear leis. It's as if leis were only for tourists.

SPECIFIC IDEAS

91 *Just as Friday was once designated as "Aloha Shirt Day," let's declare Friday "Lei Day" in Waikīkī. The purpose of the day is to teach and remind our people of the spirit of aloha as symbolized in the giving and wearing of the lei.*

92 *Encourage hotels to give arriving guests a lei. Some already do, but many cannot afford it.*





Hotel employees wearing leis greeting employees

- 93 *Encourage hotels to encourage their employees to wear leis.
Some hotels already require their employees to wear kukui leis.*
- 94 *Encourage the state to help produce more flowers at less cost so that
leis can be cheaper enabling any hotel to afford doing the above.*
- 95 *If the above is not feasible, encourage the state to arrange bulk
purchases of flowers to lessen the cost and assure growers of a steady
demand.*



Lei Day, 1935, at Honolulu Hale Hawai'i State Archives

X. ALOHA PROXEMICS

GOALS

Maximize opportunities for bringing people together to talk and communicate.

RATIONALE

As one of the world's premier hospitality places, Waikīkī needs to be much more aloha. Bringing people together in closer social contact is one way to do this.

SPECIFIC IDEAS

- 96 *Provide more benches and chairs along existing sidewalks, beachwalks and parks for people to sit and converse.*
- 97 *Create conversation pieces of art (such as statues) that catch the attention and comment of passersby and locate them near the above-mentioned benches or chairs.*
- 98 *Promote the use of the Historic Trail as a good way to meet and make friends.*
- 99 *Encourage hotels to create "Aloha Corners" where guests can meet and talk with fellow guests or residents.*
- 100 *Maximize the number of walkers, minimize the number of drivers in central Waikīkī.*
- 101 *Eliminate the very un-Hawaiian distractions and obstructions such as prostitutes, sidewalk hawkers, drugpushers, etc.*



Hawaiian Lū'au ca 1907 Bishop Museum

XI. WAIKĪKĪ HISTORIC TRAIL

GOAL T

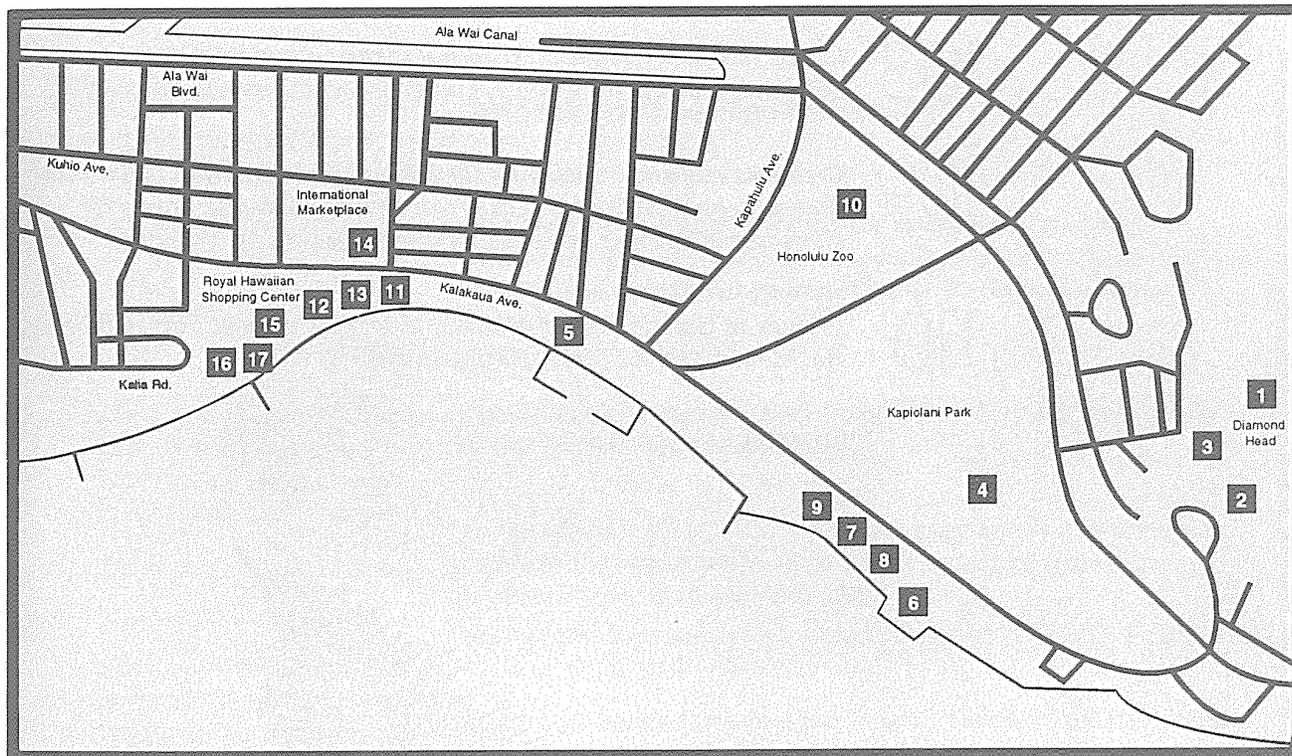
Establish a “Historic Trail” designated by markers with appropriate texts that tell the history of ancient and modern Waikīkī extending from Diamond Head to the Ala Wai Canal.

RATIONALE

Think of the *trail* as both a classroom and a curriculum dealing with the history, environment and ambiance of Waikīkī. The *trail* is not a physical thing—there is no actual paved pathway. You follow the markers on the map indicating the important sites or places described in this report. The *trail* is another important means to make Waikīkī an object of and a place for cultural learning. (This should mitigate the negative effects of it being perceived as just a shopping mall.)

SPECIFIC IDEAS

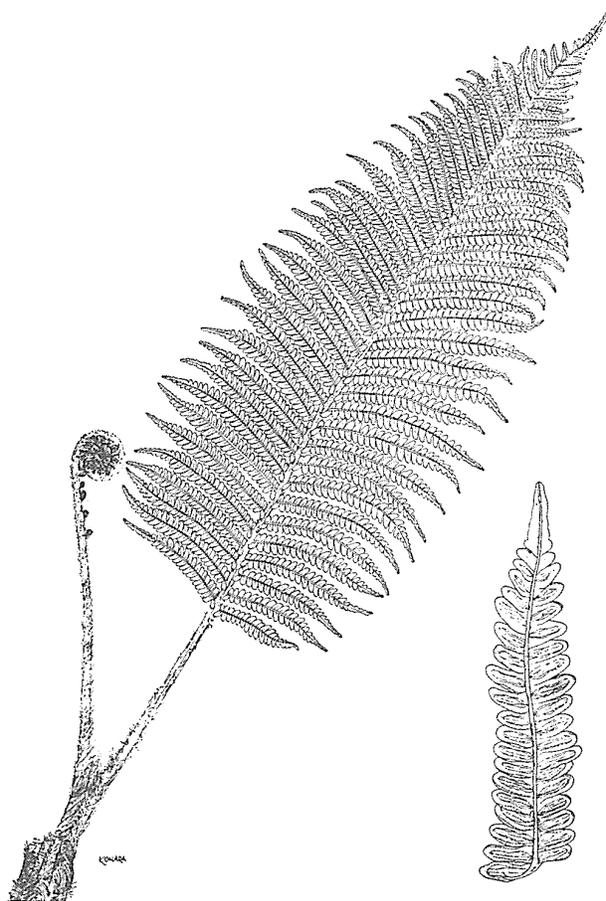
- 102 *For visitors who prefer to take the trail on their own, a free map describing the trail should be made available at hotels, travel and other offices. While there needs to be a number one or a starting point, one should be able to start or finish at any point on the trail. A preliminary draft of the map of the Historic Trail is on page 37. This shows only several possible items that may be included in the trail that is ultimately put into place.*
- 103 *Have someone write and publish an in-depth guidebook on Waikīkī written especially for persons who want to take the trail on their own.*
- 104 *For visitors who prefer a guided tour, have public or private agencies or companies provide this service.*
- 105 *If a public agency, recruit Waikīkī residents as volunteer docents for the tours.*
- 106 *The markers on the trail should be of uniform design and color to make it easier for users of the trail.*



WAIKĪKĪ HISTORIC TRAIL *(Preliminary. Subject to change.)*

- | | |
|---|--|
| 1 Diamond Head Crater | 10 Native Plant Garden (Honolulu Zoo) |
| 2 Diamond Head Botanical Garden | 11 Second Marker for Surfing Sites
(Kūhio Beach Police Substation) |
| 3 Diamond Head Hōlua Slide | 12 'Āpuakēhau Stream |
| 4 Kapi'olani Park Water Gardens | 13 Moana Hotel |
| 5 Ku'ekaunahi Stream | 14 Kai'ulani Residence |
| 6 Site of 1st hotel (Elks Club) | 15 Kamehameha Residence |
| 7 First Marker for Surfing Sites
(Queen Surf Beach) | 16 Pauahi's Residence |
| 8 First Ko'a Fishing Shrine (Aquarium) | 17 Royal Hawaiian Hotel |
| 9 Snorkeling Trail (Queen Surf Beach) | |

- 107 *Invite school children, teachers and parents to use the trail for education excursions, social and recreational outings.*
- 108 *Create mobile displays of Waikīkī's Trail, along with written materials, for use by schools, clubs, associations and businesses.*
- 109 *Create educational videos on the history and evolution of Waikīkī (based in part on the trail) that can be distributed to hotels for showcasing on their in-house TV channels.*
- 110 *Include in trail the site of the first hotel (the present Elks' Club) and the Moana and Royal Hawaiian hotels.*



Sadleria

XII. HAWAIIAN HOSPITALITY

GOAL U

Refocus on “Hawaiian hospitality.”

RATIONALE

Too many hotels and other visitor operations have little understanding of Hawaiian hospitality. Hospitality has become so generic and standardized that it’s lost its Hawaiianness.

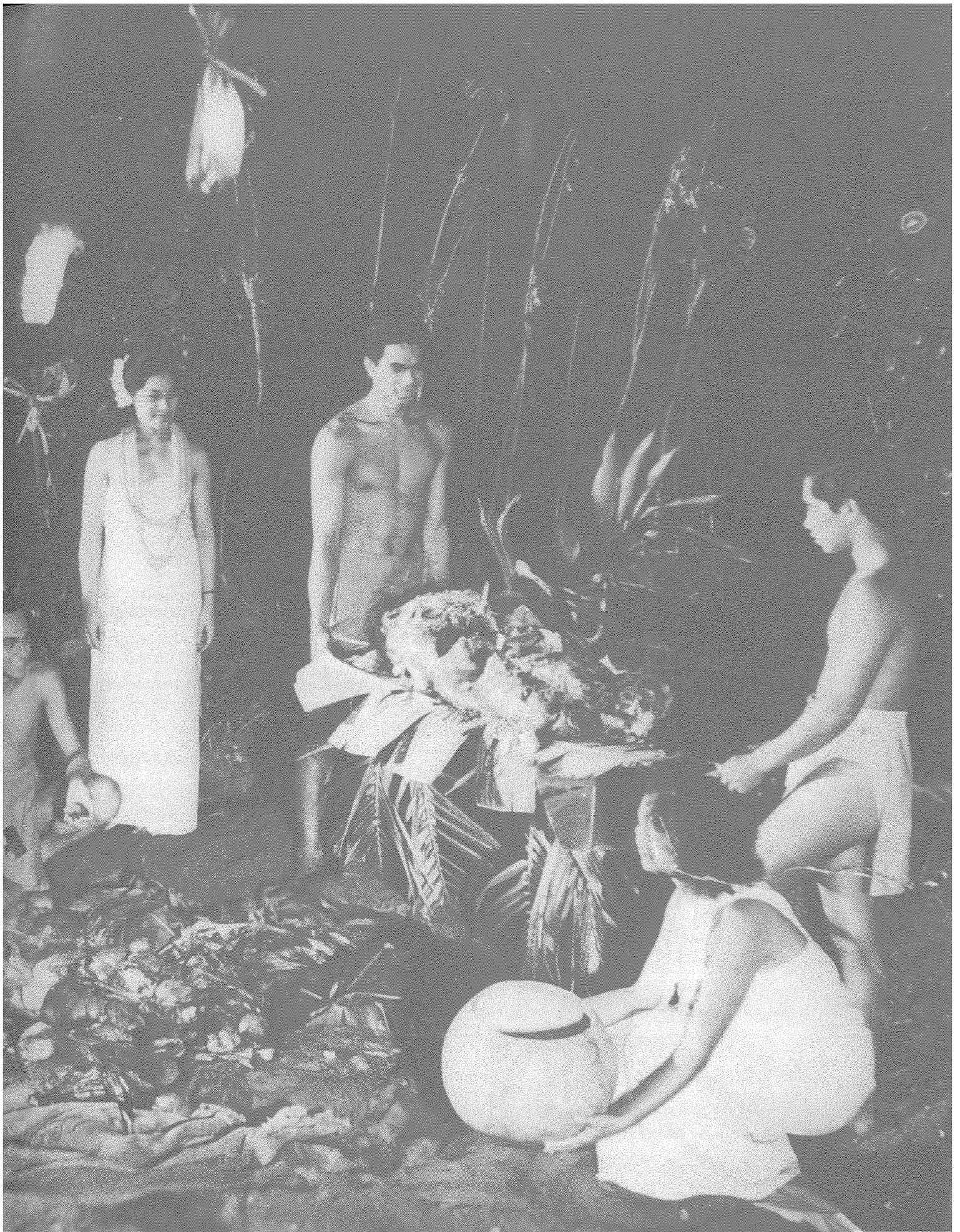
SPECIFIC IDEAS

- 111 *Establish a Hawaiian hospitality/culture training and resource center for the industry in Waikīkī.*
- 112 *In the absence of such a center, encourage hotels and others to conduct or sponsor workshops on the nature of Hawaiian hospitality for managers and staff.
Such workshops are being conducted by the WAIAHA Foundation.*
- 113 *Encourage hotels to replace the generic “service” with the term “hospitality.”*
- 114 *Make Waikīkī the world’s most hospitable destination area by having all hotels adopt and implement the same principles and standards of ho’okipa (Hawaiian hospitality).*
- 115 *Encourage a first-class restaurateur to open a first-class Hawaiian restaurant in Waikīkī.*

On following page

Lū’au at Lalani Hawaiian Village, circa 1935 Bishop Museum





XIII. HAWAIIAN VILLAGE

GOAL V

Establish an authentic Hawaiian village.

RATIONALE

In the 1930s George Mossman started Lalani Village on what is now the Hawaiian Regent to showcase to visitors the language, culture and customs of ancient Hawai'i. It featured an all-Hawaiian cast including Kuluwaimaka, the former court chanter of King Kalākaua. It was a popular attraction until it was closed by World War II. (Malia Solomon started a similar project in the 1950s and '60s at Ala Moana Park.)

SPECIFIC IDEAS

- 116 *Recreate a Lalani Village somewhere in Waikīkī.*
- 117 *Have it operated and staffed by Hawaiians.*
- 118 *Make sure everything is as authentically Hawaiian as the law will permit.*
- 119 *Encourage an archaeological dig of an ancient Hawaiian site in Waikīkī and showcase the project.*

Hula Class
at Lalani Village,
ca. 1935
Bishop Museum



XIV. WELCOMING ALL WHO COME

GOAL W

Create more places, facilities and activities to accommodate diverse groups: children and the aged; the fit and the handicapped; and all nationalities.

RATIONALE

Hawaiian hospitality extends to all visitors no matter what their age, status, race, creed, and so on.

SPECIFIC IDEAS

- 120 *Encourage hotels, especially the smaller properties, to pool resources and join together in providing special Hawaiian programs or activities for children, e.g., nurseries, babysitting services, storytelling, Hawaiian games, and so on.*
- 121 *Create a children's Hawaiian Learning Center at Kapi'olani Park (or Honolulu Zoo) for all of Hawai'i's children with special programs for visiting children.*
- 122 *To accommodate the increasing number of international visitors, mandate the use of international symbols for restaurants, restrooms, traffic signs, and so on.*
- 123 *Encourage the publication and distribution of non-English (including Hawaiian) language editions of newspapers, guidebooks, and so on.*
- 124 *Promote the establishment of an international restaurant/dining complex where visitors can both taste and learn about different cuisines including native Hawaiian and other Polynesian foods.*
- 125 *Increase the availability of language translation and interpretation services to visitors.*
- 126 *Erect a kiosk with a computer-run service providing pertinent information (e.g., distance, current time, date, day of the week, etc.) on all countries of the world.*

127 *Make available to handicapped a list of services and facilities in Waikīkī especially designed for them.*

GOAL X

Invite and encourage more and more local people back to enjoy Waikīkī.

RATIONALE

Waikīkī should be a place for residents as well as visitors. Most local residents seldom venture into Waikīkī mostly because they do not feel welcome. The more local Waikīkī becomes, the more the visitors will love it.

SPECIFIC IDEAS

128 *Initiate a survey of local residents to determine what they like or don't like about Waikīkī and what it would take to get them to come to Waikīkī.*

The industry and State DBEDT should fund the survey.

129 *Create an industry/community committee to implement the steps recommended by the survey.*

130 *Have hotels and other industry organizations design events or activities (in addition to Aloha Week Festivals) to bring locals to Waikīkī.*

While "kama'āina rates" are a good incentive, other incentives need to be provided, such as an attitude of genuine welcome, the ambience of a restaurant or nightclub, etc. (Duke's at the Outrigger Waikīkī is a good example.)

131 *Have hotels invite former Waikīkī residents or their descendants to come back as special guests.*

132 *Invite families to hold their reunions in Waikīkī (during the off season at kama'āina rates, etc.).*

133 *Sponsor an annual "Community Day" in Waikīkī aimed at local residents.*

Children at the zoo



134 *Give more recognition to those kama'āina who already reside in Waikīkī permanently. They demonstrate that Waikīkī is still a community and represent a vital force for its revitalization. Perhaps the recognition could come in the form of special concessions from the city or state whether it be in taxes, zoning, building, or other kinds of regulations.*

GOAL Y

Encourage ethnic Hawaiians back.

RATIONALE

There are very few ethnic Hawaiians who work or reside in Waikīkī. Some feel unwelcomed. Many visitors never see or meet native Hawaiians and many would like to.

SPECIFIC IDEAS

135 *Invite more qualified Hawaiians to take active part in organizations related to Waikīkī, including the Waikīkī Improvement Association, Hawai'i Hotel Association, the Hawai'i Visitors Bureau, and others.*

136 *Place qualified Hawaiians on boards of directors or trustees of the above.*

137 *Hire more Hawaiian-speaking persons as well as Hawaiiana specialists for jobs in Waikīkī.*

138 *Enlist qualified Hawaiians in implementing the recommendations of this report.*

XV. MANA-BASED PLANNING

GOAL Z

Ensure that all planning and development of Waikīkī is based on preserving and achieving a Hawaiian sense of place.

RATIONALE

We cannot restore Hawaiianness to Waikīkī unless planners, designers, developers, architects, etc., strive to preserve the ambience or *mana*, i.e., its sense of place.

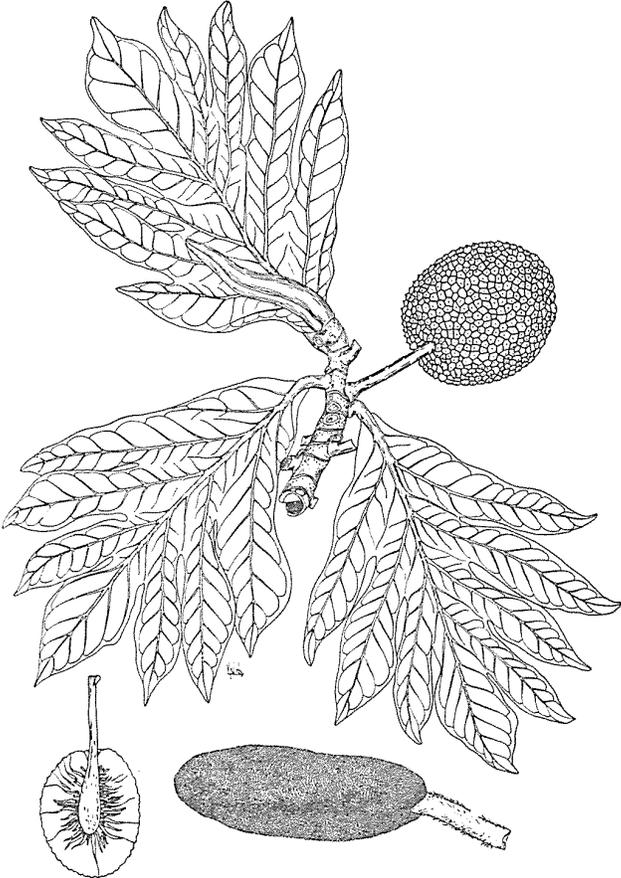
SPECIFIC IDEAS

- 139 *Amend the Waikīkī Special District ordinance to include a "Hawaiian sense of place" with a clear definition of "Hawaiian" and "sense of place."*
- 140 *Help planners, designers, developers, and architects who make decisions about or for Waikīkī understand the meaning and application of those terms through special workshops or selected reading materials.*
- 141 *Insist that those who plan for Waikīkī have a deep understanding of hospitality and are themselves hospitable people. Inhospitable planners cannot really plan a hospitable place.*
- 142 *Include among the latter E. V. Walter's Placeways, A Theory of the Human Environment (1988) and George Kanaha's Critical Reflections on Cultural Values and Hotel Management in Hawaii (1991).*
- 143 *Encourage new leasing practices and agreements that incorporate mandates for preserving a Hawaiian sense of place or respecting and preserving Hawaiian culture.*

CONCLUSION

FINAL RECOMMENDATION

Our final recommendation is to make Waikīkī a community of aloha. Even if we implemented all of the above suggestions or ideas, it would be for naught if we failed to reaffirm the values of aloha in our thoughts and behaviors. All those who live and work in Waikīkī, whether a waiter, bell captain, general manager or CEO, are—or should be—models of aloha. To do this, establish an “Aloha Institute” to teach and train people in aloha behaviors, aloha-directed leadership and management, and aloha-based health and wellness. People in Waikīkī love to talk about aloha, but the time has already come for everyone to practice it. Not until this really happens, can we expect Waikīkī to be a truly Hawaiian place.



Breadfruit or Ulu

PUBLIC CALLS FOR IMPLEMENTATION

Fortunately, the original version of this report has already escaped the fate of so many other reports: collecting dust lying on a shelf. The public response not only to the quality and quantity of ideas but, even more importantly, its implementation has been gratifying, encouraging and instructive. Here are some examples:

- *State legislators have praised the report and offered suggestions on how to get its recommendations implemented. One state representative promised to “do everything I can to ensure that the [report] is implemented.”*
- *City councilmembers have expressed their support of the recommendations contained in the report. They have offered their assistance as well as additional ideas.*
- *High-level city officials endorse many of the suggestions and assignments have reportedly been made to departments or agencies to work on implementation. One administrator stated that “I will certainly look to [the report] as a valuable resource.”*
- *Christina Kemmer, president of the Waikīkī Improvement Association (WIA), has said that the report could not have come at a better time. WIA has worked hard to incorporate “a Hawaiian sense of place” in the design guidelines for the Hawai‘i Convention Center. Beginning in February 1994 the association demonstrated its commitment to this effort when it organized and launched Molehu I Waikīkī, the twilight torch lighting and hula show being given regularly at Kūhiō Beach.*
- *The Hawai‘i Hotel Association has created a committee to review the report and to make recommendations on how best to implement its action steps. The author addressed the members of the association’s O‘ahu chapter at the request of Patricia Tam, the committee’s chair and general*

manager of the Halekulani. It is clear that committee members endorse the report. Murray Towill, HHA president, is impressed by the fact that many of the report's suggestions can be implemented immediately without much money. "It's very doable," he says.

- *Thomas Sakata, of the Hawai'i Visitors Bureau, has said in endorsing the report that one of the most important things the visitor industry can do is "to preserve our Hawaiian sense of place." He has made it required reading for his staff. He has also instituted for his entire staff an in-house Hawaiian cultural studies program with classes, lectures, demonstrations, and even song practices.*
- *Individual hotels, restaurants, tour companies and other businesses are taking steps on their own. For example, Phil Sammer, chairman of the Hawai'i Hotel Association, says for his Ilima Hotel, "We're identifying five or six things in the report that we can do as a hotel . . . It's a very useful and practical tool." The Outrigger Hotels Hawai'i reports that some of its individual hotels are already doing some of the report's actions steps and that they have plans to do even more.*

Several other organizations and individuals have asked what they could do to implement recommendations or to offer their services. These spontaneous gestures and actions to implement the report's recommendations seem to validate The Queen Emma Foundation's decision to make the report available to more people in the hopes that more ideas will be implemented. The diversity and quantity of the action steps are more than enough to enable individual companies, hotels and others to either act on their own or to consolidate their resources to take joint action.



H. Kellner

5b

Restoring Hawaiianness to Waikīkī

Peter Apo

Restoring Hawaiianness to Waikīkī



Update Report

Prepared for the Waikīkī Improvement Association

By Peter Apo

NOVEMBER 2016

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INTRODUCTION

one man's vision of Waikīkī

In the early 1990's Hawaiian visionary, scholar, historian, author and businessman George Kanahele began raising a concern regarding the impact of the urban growth model of Waikīkī as diminishing Waikīkī's Hawaiian sense of place. He was concerned that the urbanization of Waikīkī, over the years, had occurred in a way that paid little attention to its impact on the "feeling" of Waikīkī as a Hawaiian place. Open spaces shrank as the footprint of retail complexes and hotels expanded. Mauka-makai view planes of the ocean had all but disappeared. Commercial and retail growth overwhelmed the presence of an active community with its mom and pop charm of the 50's and 60's and in the growth process some of the signature cultural activity such as the community of lei vendors who used to line Kalākaua Avenue disappeared.

“WAIKĪKĪ WAS, IS, AND ALWAYS WILL BE A HAWAIIAN PLACE. IT IS EVERYONE’S RESPONSIBILITY TO MAINTAIN HER DIGNITY AND HONOR.”

GEORGE KANAHELE, 1993

The concern expressed by George was not that of a disgruntled Native Hawaiian who simply felt alienated from Waikīkī. George was a staunch advocate and supporter of Waikīkī's visitor industry who believed that welcoming and hosting strangers (aloha behavior) was fundamental to Hawaiian culture and in the DNA of Hawai'i's people. He grasped that the globalizing of the aloha brand and the early positioning of Waikīkī as the world's greatest beach resort owed much of its persona and marketing value as a preferred destination to Waikīkī's Hawaiian sense of place. He was concerned about, what seemed to him, the absence of any center of gravity or authoritative prism



George Kanahele

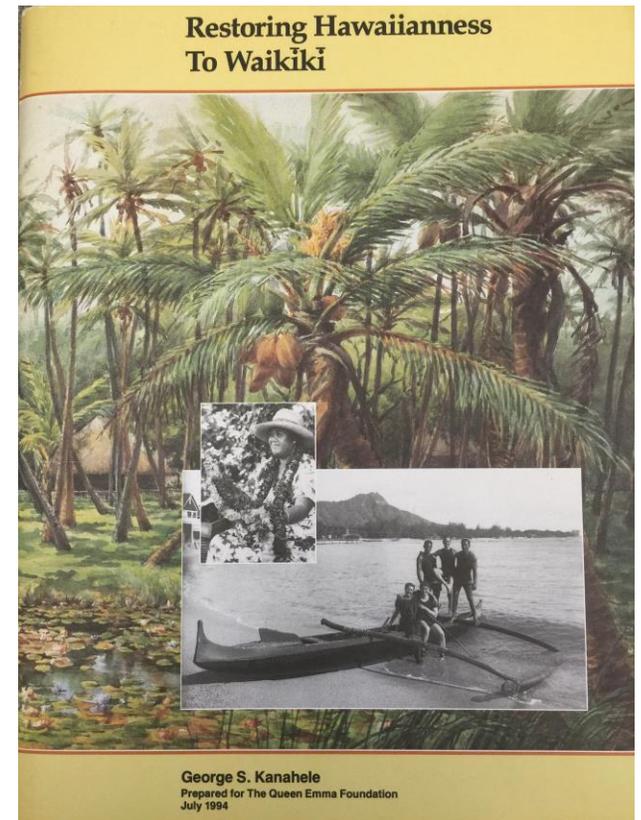
restoring Hawaiianness To Waikīkī

through which Waikīkī's Hawaiian sense of place could be qualified and quantified as a formal component of Waikīkī's governance and business model. That the public and private sectors could be joined in a seamless system of oversight specific to addressing Hawaiian sense of place issues as a moral obligation to Hawai'i and its people. That the obligation should be defined by a four pillared bottom line – good for the place, good for the visitor, good for Hawai'i's people, and good for business. That financial spreadsheets should include a cost center specific to achieving and maintaining a restored Hawaiian sense of place.

While George never actually expressed this in so many words, as one of his most devoted disciples, I set it forth here as what I believe he was working toward at the point of his untimely death in 2000.

George Kanhele's 1994 publication *Restoring Hawaiianness To Waikīkī* and its 144 recommendations triggered an awakening of a slumbering business and political community seemingly content with the status quo and somewhat oblivious to the declining "magic of Waikīkī."

George Kanhele's vision, inspiration, and leadership left a never-ending legacy for us to continue pursuing restoring Hawaiianness to Waikīkī.



historical context

This report reviews Dr. Kanahale's 144 recommendations and comments on the status of each recommendation. It's important to note the context from which *Restoring Hawaiianness to Waikīkī* sprang as a call to action and articulated in an exhaustive set of recommendations intended to reverse Waikīkī's diminishing Hawaiian sense of place. Again, this was not the call of a Hawaiian activist engaging in love-hate sentiments about Waikīkī. This was a call for the need to adopt a more sustainable Waikīkī growth model and a reminder of what got us here in the first place.

Among the growth challenges of Waikīkī in 1993 was its aging infrastructure and poorly maintained public spaces. Fifty years of urbanizing had transformed Waikīkī from a low-rise friendly pedestrian neighborhood experience into a high density, tall buildings, noisy, traffic laden, and shrinking beach-front experience. A sharp decline in investor confidence ensued. Interest in new

investment tapered off dramatically for a number of years. Waikīkī's growth model as a Hawaiian place was quietly slipping away. Honolulu Mayor Jeremy Harris took up the challenge with a vengeance by committing a substantial amount of public funds to stir new investment. His most notable venture was a leap of faith multi-million dollar capital improvement make-over of the Kūhiō Beach area. Other major initiatives included a sprucing up of city sidewalks with street furniture, new sidewalk tiles, water features infused landscaping that physically touted the meaning of the place name of Waikīkī as the "spouting waters." A number of landmark programs were also launched such as the Waikīkī Historic Trail, a hula performance platform at the Kūhiō Banyan for regularly staged free to the public hula performances, Sunday Brunch on the Beach events, and movies under the stars at Queen's Beach.

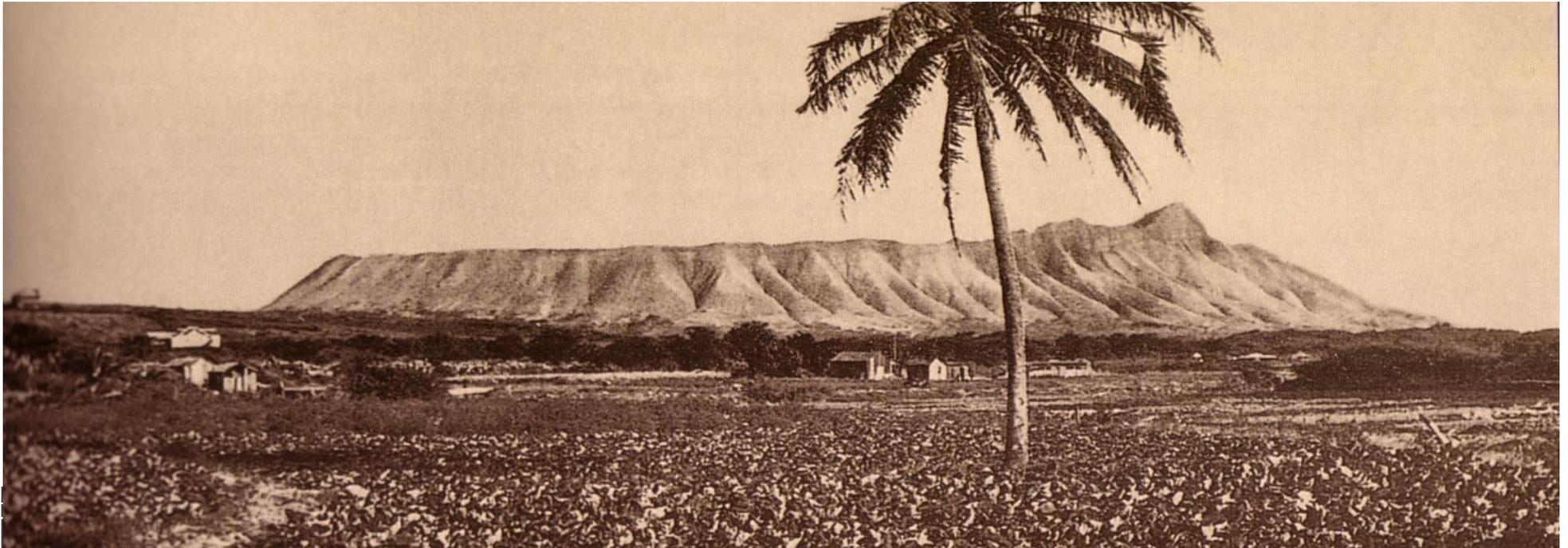
With city government leading the way and taking responsibility for recapturing the dignity

and magic of Waikīkī, the private sector followed suit and new investment was successfully spurred. In the ensuing years investor confidence was restored and millions of dollars in new projects and renovation of aging places became the norm. But for all the financial reawakening, the Hawaiian Sense of Place commitment George passionately argued for lagged far behind. The challenge, as envisioned by George Kanahale, remains and continues to face a daunting degree of difficulty with respect to recruiting any credentialed institutional champion to step forward and provide the required leadership specifically dedicated to Waikīkī's Hawaiian sense of place.

This review of the 144 recommendations of *Restoring Hawaiianness To Waikīkī* is straight forward, simple, and non-judgmental. It simply reports which recommendations got traction, which are yet to be realized, and which failed to gain traction. Most important, this review is intended as a call to action.

update of 144 recommendations for Restoring Hawaiianness to Waikīkī

In our analysis of the recommendations, we found that many were rendered without the benefit of any detailed study that considered feasibility, cost-benefit ratio, political challenges, and the absence of any lead institution or coordinating body to navigate the considerable challenges of overlapping governing jurisdictions for a number of the more ambitious recommendations.



STATUS

1 = Completed

3 = In Progress

5 = Good idea, no traction

KEY:

2 = Ongoing

4 = Deferred



WATER FORMS & LAND FORMS

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
I. WATER FORMS & LAND FORMS	GOAL 1.A	<i>Restore, create and maintain a variety of water dominant facilities or activities.</i>	↔	The recommendations in this goal category are intended to recapture Waikīkī’s sense of place during its wetlands period of coastal lakes, ponds, and bubbling springs prior to the Ala Wai Canal that drained the wetlands.
	1.	Recreate one or more of the pre-1928 water gardens, ponds or canals in Kapi’olani Park.	1	Attempted by C & C of Honolulu under Mayor Jeremy Harris at Kapi’olani Park Bandstand.
	2.	Create several “natural” springs to demonstrate the meaning of Waikīkī: “spouting water.”	1	Completed as part of Kūhiō Beach Restoration initiative. Sidewalk situated mini—landscapes incorporating water features and tropical flora positioned along Kalākaua Avenue from Kapahulu groin to Kūhiō Beach Park (Police substation).
	3.	Install specifically designed drinking water fountains along the makai walkway of the Ala Wai, jogging loop around Kapi’olani Park, Kūhiō beach walk, and other places of heavy pedestrian traffic.	5	Locations are public spaces requiring City initiative. Great pedestrian friendly idea but low priority for City Administration.
	4.	Set up markers with maps that show the ancient stream system and subsurface geology of Waikīkī.	4	Low demand/low cost benefit ratio. Most feasible scenario would be for an exhibit to be developed and positioned in willing Waikīkī hotels, retail centers, and appropriate public spaces. Perhaps even an expansion of the concept to design an exhibit that features the entire pre-contact Ahupua’a from mountain to sea.

Status:
1 = Completed
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3 = In progress
4 = Deferred
5 = Good idea,
no traction

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	5.	Turn Waikīkī into a model for water use and water conservation using the theme of “Waters of Kāne.”	4	Unclear as to how theme would be expressed.
	6.	Rename the Waikīkī Aquarium with a Hawaiian name.	4	Waikīkī is a Hawaiian place name. No action required.
	7.	Clean up the Ala Wai Canal.	2	Since this report was published, canal pollution is monitored with the expectation that costly clean-up/dredging will be required as needed and public health risk is determined. The last major dredging/clean-up of the entire canal occurred in 2002 at a cost of \$7.4 million. Next cleanup dredging is scheduled for 2017-2018.
	GOAL I.B.	<i>Protect, preserve and enhance the natural beauty and integrity of Diamond Head.</i>	↔	Diamond Head, or Lē‘ahi, never lacks attention as a locally treasured landmark but also as a cultural signature of Waikīkī recognized around the world. Every so often proposals surface to exploit outward facing slopes with development scenarios.
	8.	Restore part or all of the original marsh in the crater.	4	Cost prohibitive to restore and maintain. Low State Department of Land & Natural Resources interest.
	9.	Restore the ancient <i>hōlua</i> (sled) slide on the Kapahulu face of Diamond Head. Also improve access to the site and designate it with an appropriate marker. Include in the Historic Trail.	4	Cost prohibitive and low demand. Public access is a safety concern.

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	10.	Restore the old botanical trail around the outside of Diamond Head.	2	Diamond Head landscaping ongoing by State Department of Land & Natural Resources.
	11.	Create a more substantial structure in the crater to house exhibits depicting the volcanic origins, character and evolution of Diamond Head and other volcanic points-of-interest such as Maku'umae and Kaimukī cones (both related to Diamond Head).	2	A number of visitor friendly facilities and landscape improvements have been made including an enhanced visitor information service and other programmatic amenities.





OCEAN FORMS

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
II. OCEAN FORMS	Goal II.C.	<i>Protect, preserve and enhance beach, reef, marine life, waves, and other ocean assets.</i>	↔	This category of sense of place recommendations presents complicated planning and permitting challenges related to overlapping layers of federal/state/city planning and permitting jurisdiction and cost implications of environmental review processes.
	12.	Continue a program of marine life conservation with <i>kapu</i> seasons, but lift the <i>kapu</i> for resident fisherpersons from time to time.	2	Marine Life conservation district designation from Kuli'ou'ou around Diamond Head into the Waikīkī shoreline area intact with open and close fishing seasons kapu system.
	13.	Extend the existing clean-up campaign to include underwater litter along the coastline from the Ala Wai to Sans Souci Beach and beyond. Incorporate this into the national beach cleanup campaign that occurs annually.	4	Clean up of submerged lands beyond the shoreline not warranted and cost prohibitive.
	Goal II.D.	<i>Improve the showcasing of the Waikīkī coastline and its assets for the visitor and resident alike.</i>	↔	This category of sense of place recommendations present complicated planning and permitting challenges related to overlapping layers of federal/state/city planning and permitting jurisdiction and cost implications of environmental review processes necessary to navigate.

Status:
1 = Completed
2 = Ongoing
3 = In progress
4 = Deferred
5 = Good idea,
no traction

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	14.	Erect signage along the coastline explaining the natural ecology, historical evolution, current usage and challenges.	4	Fails cost-benefit ratio analysis and lacks sponsor interest. Less expensive and practical idea would be to publish such information on a website.
	15.	Designate the locations where the old streams Pi'inaio, 'Apuakēhau and Ku'ekaunahi, emptied into the sea.	4	Sites are State controlled. It would be more informative to publish a map that highlighted the three streams and their entire route flowing from mountains to sea.
	16.	Point out the locations and names of Waikīkī's traditional surfing sites in Hawaiian. These include: 'Aiwohi, Kalehuawehe, Kapua, Kapuni and Maihiwa.	4	Requires amending published maps of surf sites to include Hawaiian names. Needs sponsor. Low interest.
	17.	Point out the locations of reefs – and where there are no reefs.	4	Requires amending coastal maps. Low interest. Needs sponsor.
	18.	Create an underwater snorkeling trail along Queen's Surf Beach Park for exercise and learning.	4	Quality of snorkeling experience suspect because submerged environment is not especially attractive and absent abundance of marine life.
	19.	Erect Hawaiian <i>ko'a</i> or fishing shrines near the Aquarium, the restored fishpond and other suitable locations along the coastline.	4	Lacks sponsor interest.
	20.	Encourage torch fishing off Waikīkī at certain times of the year as part of the Waikīkī night-time spectacle.	4	No fish. Lacks sponsor interest.

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	21.	Widen Kūhiō Beach.	2	<p>Beach erosion is an on-going challenge and a monitoring program is in place and a resignation that beach replenishment is a given on-going challenge with cost in the millions moving forward.</p> <p>A fascinating and dramatic proposal titled <i>Mālama Waikīkī</i> was developed in response to a federal grant application recruitment led by WCIT Architecture. Winning applicant would qualify for up to \$500 million dollar environmental grant. The proposal is more fully explained in the appendix of this report.</p>
	22.	Erect a statue to the memory of Prince Kūhiō.	1	The Prince Kūhiō statue was raised under the Mayor Harris Administration at the Diamond Head end of Kalākaua Avenue.
	23.	Tell visitors about the “sacred sea of Waikīkī made sacred by the fact that the ashes of so many Waikīkīans (Duke Kahanamoku, Chick Daniels, John Napahu, Panama Dave Baptiste, and others) have been spread over its waters.	5	There are innumerable people of high public profile whose ashes have been spread along the Waikīkī coastline. A memorial plaque, with space for adding names, located near the base of the Duke Kahanamoku statue at Kūhiō Beach is a doable idea waiting for a sponsor.

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	24.	Erect a marker at Kawehewehe, the beach in front of the Halekūlani Hotel, recognizing its healing waters where in older times Hawaiians went to cure their ailments. Incorporate this as part of the Historic Trail and add appropriate text.	5	Might be an idea for the Halekūlani Hotel to erect a plaque with such information on their property in the vicinity of the famous tree where their very popular nightly hula shows occur continuing a decades old tradition.
	Goal II.E.	<i>Create an ancient Hawaiian loko i'a or fish pond.</i>	↔	This goal is cost prohibitive requiring multi-government agencies and unlikely to survive the planning and permitting process. Would require a deep pockets investor or government agency sponsorship.
	25.	Construct an ancient inland (as opposed to inshore) fishpond.	4	Cost prohibitive and low probability of successfully navigating the science required to address the complexity of such a proposal as well as planning and permitting challenges.
	26.	Build the walls strong and wide enough to accommodate four people walking abreast.	4	Same response as #25.
	27.	Connect it to an authentic <i>'auwai</i> .	4	Same response as #25.
	28.	Build a small shelter for posters/signage explaining the uses, designs, etc. of the traditional fishponds.	4	Same response as #25.
	29.	Stock the pond with fish.	4	Same response as #25.

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	Goal II.F.	<i>Establish Waikīkī as the “Surfing Shrine of the World.”</i>	↔	This goal has been underway since the 1940’s via global tourism marketing campaigns that showcase surfing as the dominant recreational activity of Waikīkī Beach.
	30.	Turn the Natatorium into a shrine and learning center for surfing.	4	The Natatorium has been closed for years and restoration is a political hot potato. Turning it into a surfing shrine might be considered disrespectful considering its purpose as a war memorial.
	31.	If the Natatorium cannot be converted into a surfing shrine, then find another place, even an outdoor site at Kapi’olani Park, where a monument of some kind can be erected to honor Hawai’i’s champion surfers – and Hawai’i as the home of world surfing.	5	The center of gravity for famous surfing has shifted to O’ahu’s North Shore. It would be better to honor Waikīkī, the place, as the home of surfing.
	32.	Include a “Hall of Fame” to honor the great surfers including ancient as well as modern Hawaiians famed for their surfing prowess.	4	This idea was privately attempted in the 1980’s by a State Senator – who opened a modest surfing Hall of fame (as a museum idea) in Waikīkī. The project was underfunded and did not succeed. The commercial viability of such a project seemed low at the time but may warrant a new analysis.
	33.	Encourage both public and private sectors (such as the manufacturers of surfing gear) to fund the construction and ongoing operations of the facility.	4	Same response as #32

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	34.	Erect a statue of Kelea (15 th century), the legendary champion surfer from Maui who won the heart of High Chief Kalamakua of Waikīkī, to honor the women surfers of the world.	4	Low interest.
	35.	Encourage composers and choreographers to celebrate Kelea and other early Hawaiian surfing champions in songs, chants and hula.	4	The idea of celebrating champions seems more suited to a book or website exhibit.
	36.	Reestablish at least one major surfing competition at Waikīkī.	2	A number of mainstream surf contests and surfing celebrations were initiated beginning in the 1980's that have grown in size and popularity and are still occurring.
	Goal II.G.	<i>Preserve and enhance the tradition of the Waikīkī beachboy.</i>	↔	This idea had been floating around for a number of years beginning in the 1980's. Establishing a center of gravity for the concept of memorializing the Waikīkī beachboy tradition was elusive except for an occasional beach boy re-union. As the living ranks of the old timers diminished, interest waned.
	37.	Erect a memorial with a plaque containing the names of outstanding beachboys such as Blue Mākua, Sr., Panama Dave Baptiste, Chick Daniels, Ox, Keaulani, et al.	4	This idea was seriously bantered about during the Mayor Harris Administration but got lost in the shuffle of a range of ideas for similar projects to honor Waikīkī's past. See #35.

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	38.	Encourage beachfront restaurants/hotels to sponsor "Beachboy Pau Hāna Time" (or a variation thereof) as a way of promoting a "talk story" tradition.	4	The beachboy culture of the 1940's through 2000 has all but disappeared rendering the idea not viable at this time.





CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
III. NATIVE PLANTS Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	Goal III.H.	<i>Preserve, maintain and nurture as many native Hawaiian trees, plants and flowers as current conditions allow.</i>	↔	This is an ambitious goal worth revisiting as a Hawaiian cultural urban forestry initiative. Done properly it could yield a spectacular botanical trail that Hawaiianizes Waikīkī' streets and sidewalks.
	39.	Hire an expert ethnobotanist to inventory the quantity, species and location of native flora in Waikīkī, to identify the locations suitable for growing native plants, and to advise hotels and other establishments.	5	The notion of a comprehensive Native Hawaiian Waikīkī urban forestry proposal remains a good idea but needs to be adopted by an institution with the management and commitment to float the concept to the plethora of stakeholders that would need to buy-in. A pedestrian friendly botanical trail would be a very visionary outcome but getting traction for such ideas is difficult at best.
	40.	Have the Waikīkī Improvement Association and other organizations encourage the growing of native plants. This might include setting up programs that give recognition and awards to those who do.	5	Same response as #39.
	41.	Create and maintain a native plants garden.	5	Same response as #39.
	42.	Publish and provide to visitors a pamphlet (with map) showing locations throughout Waikīkī where native plants grow.	5	Same response as #39.

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	43.	Encourage hotels and other establishments with native panting to erect interpretive signage.	2	Native plants landscaping occurs on an on-going basis with many hotels and other Waikīkī establishments but confined to their individual properties. But the idea of interpretive signage would raise the planted landscape to exhibit level.
	44.	Plant milo, kou, ‘ulu and similar shade trees that grew in ancient Waikīkī, and ceremonialize each planting to commemorate a special event. (For example, an old Hawaiian custom was to plant a tree when a new child was born.) Designate the spot with a plaque.	5	Same response as #39.
	45.	Reject any suggestion to make the banyan tree Waikīkī’s tree.	4	Probably a reference to the now famous Banyan Tree at Kūhiō Beach. Another signature Waikīkī Banyan tree is located at the International Market Place. The most famous Banyan tree is in Lahaina and is an almost inseparable landmark from the Lahaina town square at Lahaina Harbor. Banyan trees are remarkable and have been embraced by contemporary Hawai‘i as a positive sense of place landscape feature although not indigenous to Hawai‘i. While I doubt there will ever be a formal proposal to anoint the Banyan as the official tree of Waikīkī, it will remain a prominent feature of the Waikīkī landscape.

A close-up photograph of a stone wall or pavement made of smooth, rounded, light-colored stones. The stones are arranged in a pattern, with some larger stones and some smaller ones filling the gaps. The colors range from light beige to dark grey. The texture is smooth and polished.

ARCHITECTURAL FORMS, DESIGNS, MATERIALS

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
IV. ARCHITECTURAL FORMS, DESIGNS, MATERIALS	Goal IV.I.	<i>Use traditional Hawaiian architectural forms or motifs as much as possible in the exterior and interior of new and remodeled buildings.</i>	↔	<p>The Waikīkī Special District Design Guidelines of 2002 provides a fairly comprehensive set of recommendations that support this goal. While the opportunity to influence pre-2002 architectural design which had largely already densified the critical mass of buildings in Waikīkī, new opportunities will occur as aging structures become subject to re-development.</p> <p>One of the major challenges is presented by the fact that most major design decisions are corporately driven by design teams from offshore Hawai'i. Hawai'i based architectural firms are relegated to sub-contractor status and often are not able to influence major design decisions. The offshore architectural firms, even if interested and willing, are subject to tight schedules and unable to devote the time for thoughtful Hawaiian sense of place approaches to their work.</p>
	Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	46.	Develop a consensus among architects, designers, planners, and developers, among others, about what is Hawaiian architecture or "resort" Hawaiian architecture. Some forms or motifs might include the pitched roof, <i>kauhale</i> complex, low versus high-rise, indoor-outdoor integration, and simplicity of form and line.	4

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	47.	Present special awards to buildings and other structures for evoking a Hawaiian feel, featuring Hawaiian motifs, etc.	5	The Waikīkī Improvement Association sponsors the annual Ho‘owehiwehi Awards initially inspired by the spirit of George Kanahale’s Hawaiian sense of place projects, but it is not limited specifically to architectural sense of place expression.
	48.	Conduct workshops for interior designers, decorators, graphic designers, and others on Hawaiian designs and motifs.	5	As recommended in #46 this is an opportunity to initiate a publishing project to create a Hawaiian Sense of Place book/website. Perhaps WIA might have an interest in taking the lead in securing resources to carry out such a project.
	49.	Set up a “hot line” for designers who want to know what is the appropriate Hawaiian thing to do.	5	This might be a sub-product of previous recommendation #48.
	50.	Encourage the creation of murals depicting events or persons important in Waikīkī’s history.	2	To a limited extent storytelling mural graphics are employed by a number of Waikīkī businesses as a storytelling sense of place enhancement of their property. Two hotel examples of such a theme carried out with a high level of commitment is the Sheraton Waikiki and the Outrigger Reef Hotel.

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	Goal IV.J.	<i>Use and incorporate Hawaiian building materials, such as rock, fibers, woods, seed, and so on, where and when feasible.</i>	↔	Formal pursuit of this goal is probably unnecessary as design teams seem to pursue such information as a matter of their professional training addressing cultural or other design themes.
	51.	Use local rock (e.g., lava facing) in walls (exterior or interior), pillars, or walkways.	2	This recommendation is an ongoing design option often considered by design teams.
	Goal IV.K	<i>Increase the supply of local materials.</i>	↔	Since the original publishing of Restoring Hawaiianness To Waikīkī in 1993 a number of suppliers of “Hawaiian” materials, such as rocks, plants and trees, fabric, wood products, art work, and so forth have emerged and easily found.
	52.	Urge the State (such as the DOA, DLNR, DBEDT) not only to study the current supply of local materials, prospects for future demand, and so forth, but to increase the production of native trees such as lauhala, kou, and milo. (The State and the Bishop Estate have already replanted thousands of koa seedlings.)	5	Same as # 51.



He wekeweke i ka pō pilipuka,
He 'elele o ka poniponi hikina.
Kau ke kāhe'a wana'ao i ka 'āla'apapa,
La'i ana i luna o ke kūkulu o ka lani lā.
'O ka'u ia e huli alo nei i ka ulu ē.
'Ae, ua ao ē.

KA 'ŌLELO KE KA'Ā O KA

Hō mai lā ko mālamalama
I ka honua nei i ka mauli ola.

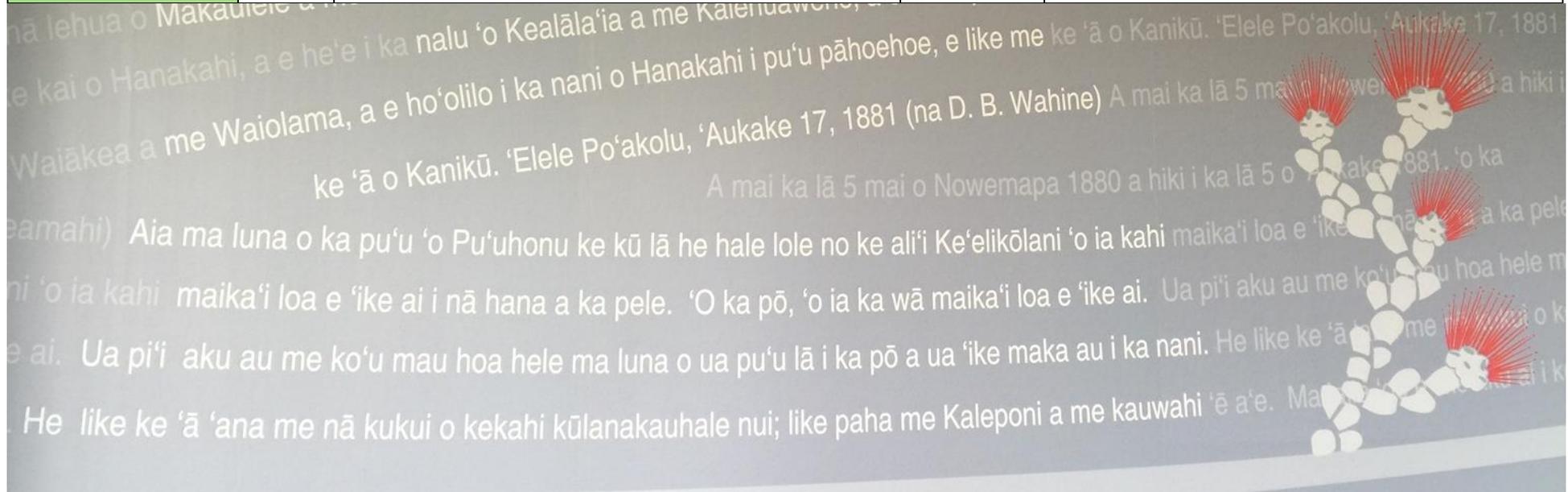
Ua ao Hawai'i ke 'ōlino nei
Mai ka pi'ina a ka welona a ka lā.
Kāhiko 'ia i ka 'ike manomano,
Ka 'ike kōli'u mai o kikilo mai.
'O ka'u nō ia 'o ka pūlama
A pa'a ma ka ipu o ka 'ike ē.
'Ae, ua ao ē.

HAWAIIAN LANGUAGE

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
V. HAWAIIAN LANGUAGE	Goal V.L.	<i>Use Hawaiian words, place names, etc., accurately and respectfully.</i>	↔	This goal is a never-ending challenge that can only be met through cultural training programs for managers and employees. Focus should be centered on the major hotels and retail centers in a cultural training model that would produce a unified behavior system of the Waikīkī workforce.
	53.	Encourage the industry to use correct spelling (orthography) and pronunciation of Hawaiian words by beginning with “Waikīkī.”	2 & 3	There are a number of cultural training programs that incorporate this recommendation.
	54.	Encourage all employees in the industry to use such terms as <i>aloha</i> and <i>mahalo</i> with visitors.	2 & 3	There are a number of cultural training programs that incorporate this recommendation.
	55.	Give every guest at check-in a pocket-size laminated card of common Hawaiian terms.	5	Such information is more cost-effectively presented as an on-line program for access by hotel guests and broadcast on in-room Waikīkī video networks.
	56.	Encourage hotels, etc. to give employees lessons or classes in the use and pronunciation of Hawaiian words and phrases.	2 & 3	There are a number of cultural training programs that incorporate this recommendation.
	57.	Encourage hotels, etc., to use common Hawaiian terms such as <i>kāne</i> , <i>wahine</i> , <i>mauka</i> , <i>makai</i> , etc., for signage.	2 & 3	There are a number of cultural training programs that incorporate this recommendation.

Status:
1 = Completed
2 = Ongoing
3 = In progress
4 = Deferred
5 = Good idea,
no traction

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	58.	Encourage hotels, etc., to hire “Hawaiian Cultural Specialists” for their “Hawaiianization” programs.	2 & 3	There are a number of cultural training programs that incorporate this recommendation.
	59.	Urge the Hawai‘i Hotel Association to fund and sponsor a “Dial Hawaiian” number service for those who want to know how to spell, pronounce, or use correctly a Hawaiian term, phrase, etc.	4	Such information is more cost-effectively made available as online internet programming.
	60.	Encourage hotels, etc. to use their place names as part of their Waikīkī address or location.	5	This recommendation would require high level decision making as a critical matter of branding and marketing which is no small challenge.





HISTORICAL FIGURES

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
VI. HISTORICAL FIGURES Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	Goal VI.M.	<i>Honor the important figures, events and themes of ancient Waikīkī.</i>	↔	Probably best advocated by Mayor’s Office of Culture & Arts via City Commission on public art program.
	61.	Honor and celebrate the ancient chiefs such as Māilikūkahi, the first ali’i kapu (sacred chief) or mō’ī (king) to establish his capitol and residence in Waikīkī, and Kākuhihewa, one of the greatest Waikīkī chiefs.	2	So far sculptures of Queen Lili’uokalani, Duke Kahanamoku, King Kalākaua, Prince Kūhiō, Queen Emma and King Kamehameha IV, Prince Albert, Alfred Apaka, ‘Iolani Luahine, and Princess Ka’iulani, have been commissioned and built, some as public art programs and others as privately funded projects by hotels and retail complexes.
	62.	Name buildings, conference or meeting rooms, streets, etc. after these the greatest of ancient chiefs.	2	Such initiatives are ongoing by management of various hotels and major retail complexes.
	63.	Erect plaques or statues in their honor.	4	Low interest, no traction.
	64.	Dedicate new songs, chants and dances in their honor.	4	Low interest, no traction.
	65.	Designate them as patrons, “spirit hosts,” guardians, etc.	4	Low interest, no traction.

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	66.	Celebrate or recognize such events as the establishment of O‘ahu’s capitol as well as the Kingdom’s first capitol in Waikīkī, the establishment of Hawai‘i’s first hospital, King Kualī‘i’s proclamation of “the law of hospitality,” King Kamehameha I’s wedding to Keopuolani, his most sacred wife, etc.	4	Complex idea. Low interest. Low return on investment. This and the following recommendation #67 would be best carried out as a video or book publication project.
	67.	Celebrate or recognize such historic themes as: a) Peace which reigned in Waikīkī (as part of the Kingdom of O‘ahu) for almost 400 years. b) Healing evidenced by the “Wizard Stones,” Kumalae Springs, the waters of Kawehewehe, the first hospital and the use of Waikīkī as a place of recuperation and rejuvenation by Hawaiian ali‘i. c) Recreation exemplified by the surfing and sports activities of the ancient chiefs. d) Hospitality.	4	Extremely complex idea. Low interest.





MUSIC & HULA

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
VII. MUSIC & HULA	Goal VII.N.	<i>Use Hawaiian (not Polynesian) music and dance to entertain and promote Waikīkī.</i>	↔	This goal has long been in place since the success of the Hawai'i Calls broadcast. As Waikīkī grew as a global destination so did demand for Samoan and Tahitian music and dance. Hawaiian only entertainment policies have diminished over the years but still in play at a number of prominent hotel and retail center venues.
	68.	Hire Hawaiian "street" musicians (from teenagers to tutus) to perform at appropriate spots in Waikīkī.	4	The presence of "street" sidewalk musicians has become a controversial and contentious issue for City government. But, the long running off-sidewalk Thursday, Friday and Sunday hula mound performances at Kūhiō Beach remains a good idea. There are also regularly occurring music/hula off-sidewalk performances at Waikīkī Beach Walk. Perhaps smaller scale city approved regular music/hula performances in the right locations should be pursued.
	69.	Help to establish, organize and fund a "national" Hawaiian hula and music troupe (a la Mexico's Folklorica).	5	The idea of a Native Hawaiian National Dance Company re-surfaces every so often as a marketing program that would feature touring road company performances in major cities anchored by a resident company performing in Waikīkī. So far, no serious takers to provide leadership.

Status:

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- 4 = Deferred
- 5 = Good idea, no traction

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
<p>Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction</p>	70.	Encourage hotels, night clubs, and others to provide more Hawaiian entertainment on a regular basis.	2	<p>A continuing challenge at the mercy of general managers. Hawaiian cultural entertainment in Waikīkī sometimes seems elusive and inconsistently programmed as a general matter of regularity and predictability. There are however certain venues that are consistent with Hawaiian cultural presentations. Some of these are the Outrigger Reef, Hilton Hawaiian Village, International Market Place, Royal Hawaiian Center, Marriott Waikīkī, and the Kūhiō Beach Park hula show.</p> <p>Notably the Waikīkī Improvement Association manages free to the public hula performances every Tuesday, Thursday and Saturday with financial support from Hyatt Hotels, Hawai'i Tourism Authority and others. The WIA also manages the Sunset on the Beach event which features movies and special television premiers every so often.</p>

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	71.	Encourage hotels to assist hula schools by providing free practice and performance space.	5	A good model to be found in Hilton Hawaiian Village sponsoring of a hula school for many years under Hilton VP Peter Schall. This model was an interesting on-property model that featured an annual open to the public <i>hō'ike</i> (graduation) celebration that drew large crowds and became somewhat of a signature event that mixed tourists and locals. I'm not aware of any other adopt a hula hālau model in Waikīki.

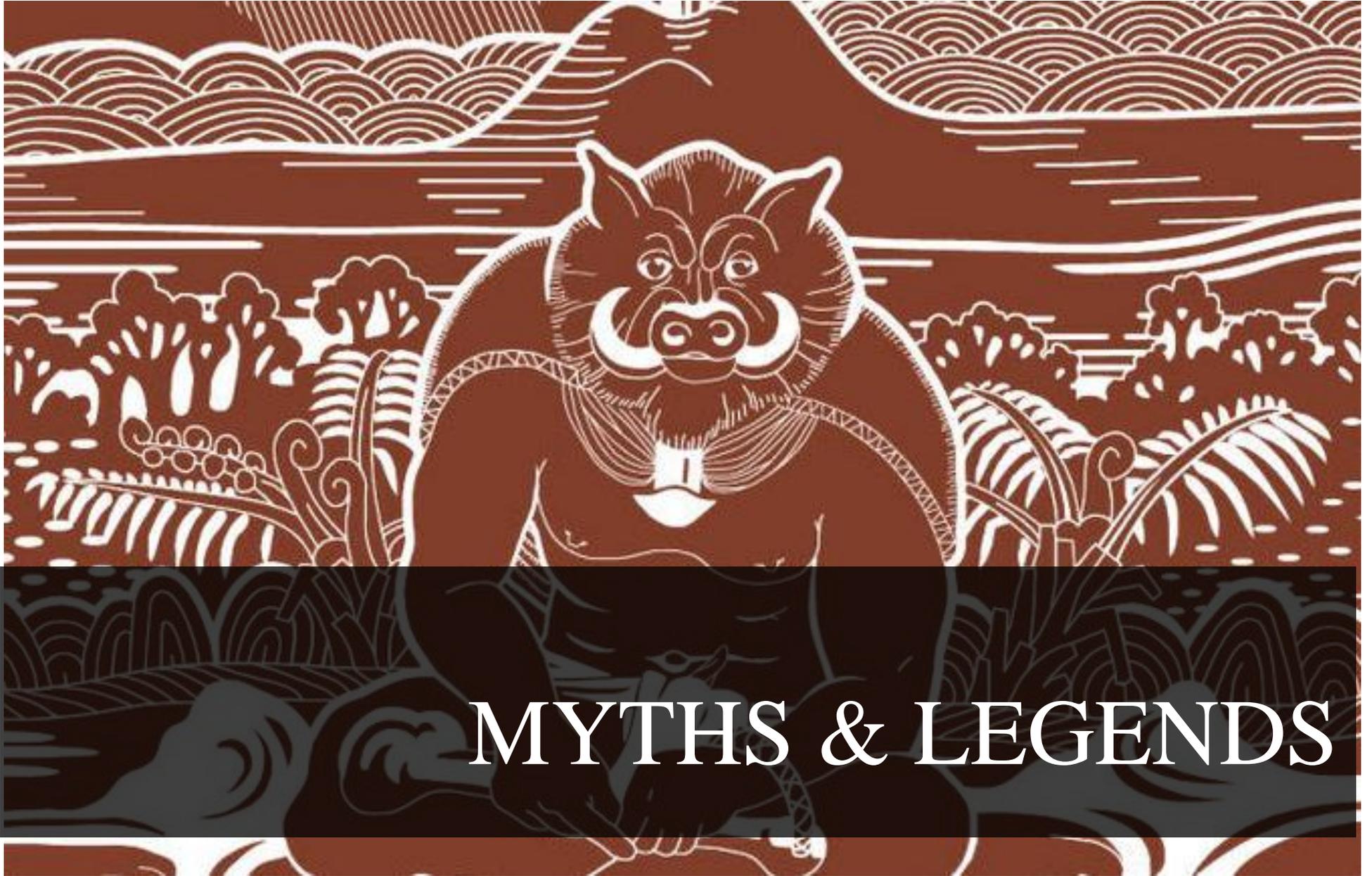


<p>Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction</p>	<p>72.</p>	<p>Help establish a Hawaiian music “Preservation Hall” (ala New Orleans’ Jazz Preservation Hall) to preserve and display important artifacts and to inform and educate the public.</p>	<p>3</p>	<p>The idea of a Hawaiian Music Hall of Fame has had many starts and stops. A placeholder mini-display was adopted by the Outrigger Hotel Group when planning the Beachwalk Waikīkī project. The modest wall mounted exhibit is in an open passageway between the Embassy Suites and Beachwalk.</p> <p>In 2014-15 the Hawai’i Tourism Authority issued a request for proposals for the development of a Center for Hawaiian Music and Dance that would combine museum exhibitry and live performances on the rooftop of the Hawai’i Convention Center. WCIT Architecture completed a master plan which now resides with the new management of the Hawai’i Tourism Authority.</p> <p>One reality of such projects is they are seldom self-sustaining and would require financial subsidies.</p>
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Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	73.	Encourage hotels to organize, with the help of local music teachers (active or retired), employee singing groups specializing in Hawaiian songs.	3	<p>This idea enjoyed some traction in the form of an annual song contest initiative in the mid 90's launched by the Native Hawaiian Hospitality Association. It reached a high point in an inter-hotel employee competition when several major hotels and Hawaiian Airlines fielded choral groups.</p> <p>The 'Ilima Hotel, in an on-going employee program that pre-dated the larger effort, initiated and continues the tradition of a hotel chorale group singing Hawaiian music once a week for its guests.</p>
	74.	Organize and promote an annual Hawaiian song contest among such groups (a la Kamehameha Schools' song contest).	5	Same as #73.
	75.	Recognize Consolidated Theaters for continuing the playing of the organ at its Waikiki Theater and encourage a Hawaiian repertoire.	4	Theater was demolished a few years after the original publication.
	76.	Encourage the theater to hold an annual film festival honoring films made about Hawai'i and Waikiki, including those that feature Hawaiian music and dance – and spotlight the organ.	4	Theater was demolished a few years after the original publication.

<p>Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction</p>	<p>77. Encourage restaurants, showrooms and other entertainment places to present different types of Hawaiian music representing different periods as well as styles, for example, Hawaiian ensembles with the viola, violin and flute of the late 1800's, or the Johnny Noble and Sonny Cunha hapa haole music, Harry Owens' big-band or Richard Kauhi style, etc. Music is an ideal art form to show the evolution of Hawaiian culture to visitors or kama'āina.</p>	<p>5</p>	<p>High degree of difficulty to initiate as a focused initiative embraced by the scores of entertainment venues. This idea seems more suited to be explored by a theme park with a central administrative structure and flexible mix of multiple venue options.</p>
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CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	81.	Make appropriate use of mythic themes in interior design or graphics programs.	4	Same as #80.
	82.	Encourage walking tours of Waikīkī that focus on its Hawaiianess.	2	<p>Such a tour is offered by the Hawaiian Cultural Guides company, owned and operated by Hawaiians. There was a very active period of such activity operated by the Native Hawaiian Hospitality Association who had access to native guides but the cost of operating was a challenge.</p> <p>Such walking tours of urban Waikīkī are difficult to conduct for any sizeable group required to make the numbers work because of the challenges of navigating the heavy pedestrian traffic and street noise generated by cars and trucks.</p>
	Goal VIII.P.	<i>Identify, preserve, protect and maintain legendary or kapu sites.</i>	↔	The identification and preservation of important cultural sites is an important initiative that has been generally supported by state and city. The State Historic Preservation Division is the lead agency for such monitoring.

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	83.	Designate the area surrounding the “Wizard Stones” a legendary place or <i>wahi pana</i> .	1	This project was funded and completed under Mayor Harris Admin as part of the Kūhiō Beach Revitalization initiative. The current site housing the “Wizard Stones” adjacent to the Police substation on Kalākaua Avenue is a difficult location to establish any sense of sacredness because it is inundated by beachgoers, pedestrians, and street noise. Fencing and landscaping has helped keep the area free of debris and people using the “stones” to sun bathe.
	84.	Establish an “adopt-a-wahi pana” program (similar to the city’s “adopt –a-park” program). Have a nearby hotel, for example, adopt the “Wizard Stones.”	2	Many hotels and several retail centers have unofficially adopted historically important places located on their properties and to varying degrees created showcases, exhibits and sculptures in a sharing of their stories.
	85.	Search for and identify other <i>wahi pana</i> in Waikīkī and take similar action.	3	A renovation of the International Market Place in 2016 is re-theming the area from the 50’s kitsch-culture of its past and returning to the theme of its cultural origins of Kaluaokau with emphasis on the ‘Apuakēhau Stream and the legacy of Queen Emma and King Kamehameha IV.

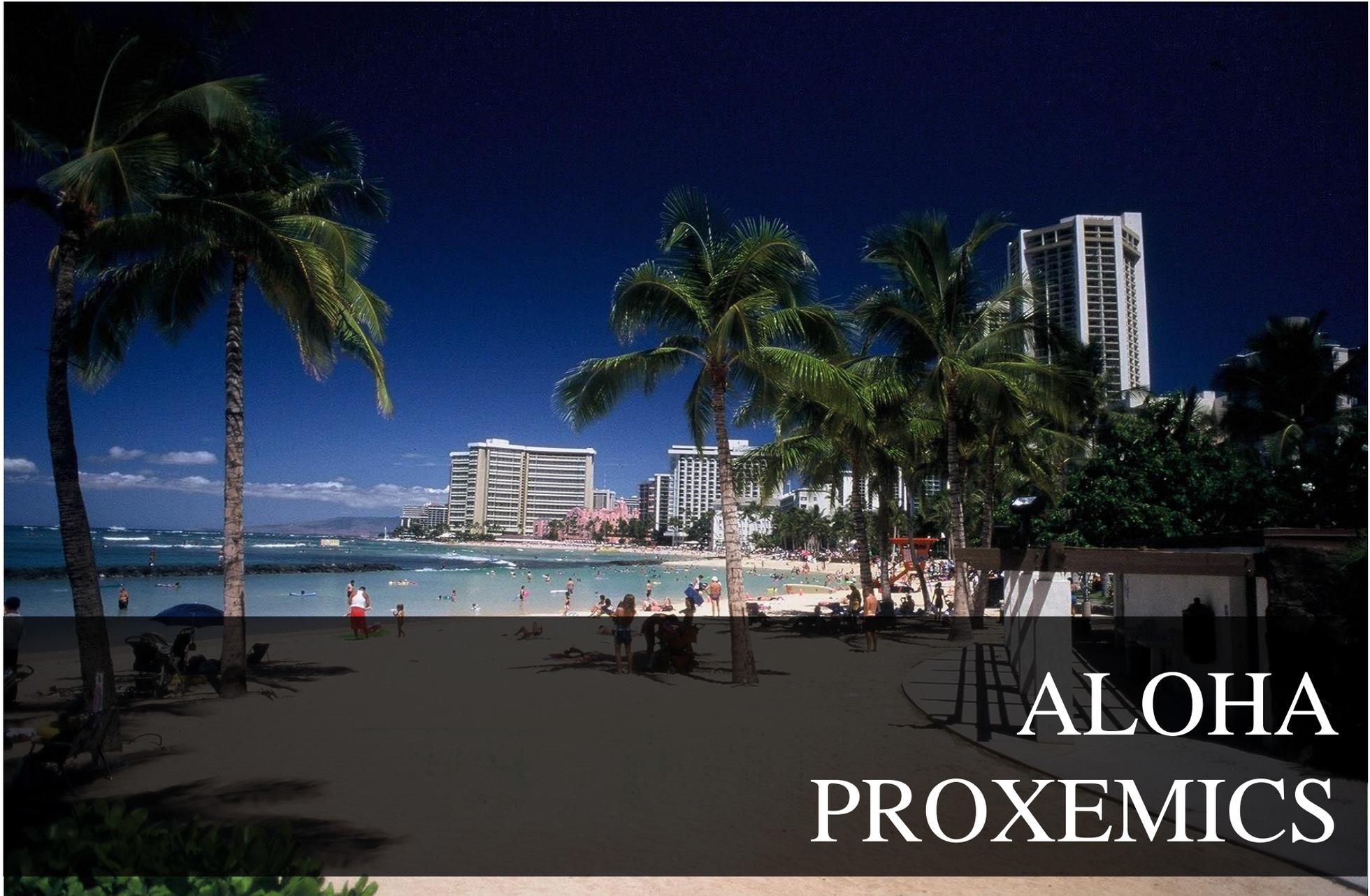
CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	86.	Identify the once <i>kapu</i> residential sites of Hawaiian royalty such as King Kamehameha V's property in Helumoa, Queen Kapi'olani's, Princess Pauahi Bishop's, etc.	2	Under direction of Kamehameha Schools the Royal Hawaiian Center's renovation of the property included memorializing the Helumoa coconut grove as a wahi pana including a sculpture of Princess Pauahi Bishop in a celebration of her legacy and that of the Kamehameha dynasty. It is now a center for Hawaiian music and cultural activity.
	87.	Identify sites of ancient heiau such as Papa'ena'ena (at the base of Diamond Head in Kapi'olani Park, Kupalaha (near Cunha Beach), and Kakaukapu (built by King Kalākaua near Diamond Head).	5	Idea needs a champion. Very expensive to finance any serious attempts to render such places visitor access friendly.
	88.	Identify the site of the first hospital in Waikīkī (and Hawai'i) established by the U.S. Consul in 1837.	4	Low interest.



LEIS

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
<p data-bbox="96 277 155 345">IX. LEIS</p> <p data-bbox="128 1117 216 1141">Status:</p> <p data-bbox="128 1149 289 1336">1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction</p>	<p data-bbox="380 277 453 345">Goal IX.Q.</p>	<p data-bbox="499 277 1045 310"><i>Bring back sidewalk lei sellers to Waikīkī.</i></p>	<p data-bbox="1262 277 1304 302">↔</p>	<p data-bbox="1383 277 1997 773">Over the years the presence of lei sellers diminished with new Kalākaua Avenue sidewalk vending laws responding to crowded sidewalk conditions regarding pedestrian safety and the use of public space for private vending. The option is open for any of the tenant businesses to provide for lei vendors within their private property sidewalk boundaries. Idea seems worthy of attention but needs a champion to shape options. The only sidewalk lei vendor I know of is located on Kalākaua Avenue and a part of the Royal Hawaiian Center.</p> <p data-bbox="1383 821 1997 1198">There is, however, an interesting lei vendor welcomed by and located at the front entrance to Duke’s Waikiki in the Outrigger Waikīkī Hotel. Duke’s provides a small vending space at no charge to the vendor understanding the vendor’s Hawaiian sense of place value to the sense of arrival and lei purchase opportunity for dining guests celebrating a special occasion. It’s the best win-win balance of culture and commerce I am aware of in Waikīkī.</p>
	<p data-bbox="380 1252 422 1276">89.</p>	<p data-bbox="499 1252 1161 1284">Assign appropriate sidewalk locations to lei sellers.</p>	<p data-bbox="1272 1252 1293 1276">4</p>	<p data-bbox="1383 1252 1990 1320">Existing laws relating to Waikīkī street vending is not friendly to such a proposal.</p>

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	90.	If this cannot be easily done, designate one day a week or month for this activity.	4	Low interest on part of lei sellers.
	Goal IX.R.	<i>Encourage local people in Waikīkī, such as hotel employees, to wear leis for ordinary as well as special occasions.</i>	↔	Hotel and other Waikīkī businesses dress codes combined with the dramatic rise in the cost of leis over the past 30 years make this option absent practical merit.
	91.	Just as Friday was once designated as “Aloha Shirt” day, let’s declare Friday “Lei Day” in Waikīkī.	2	Fridays are now popularly designated as Aloha Friday which encourages aloha wear including leis.
	92.	Encourage hotels to give arriving guests a lei.	2	A now common custom at most Waikīkī Hotels.
	93.	Encourage hotels to encourage their employees to wear leis.	4	A now common custom at most Waikīkī Hotels.
	94.	Encourage the State to help produce more flowers at less cost so that leis can be cheaper enabling any hotel to afford doing the above.	4	An unseemingly appropriate function for a state agency.
	95.	If the above is not feasible, encourage the State to arrange bulk purchases of flowers to lessen the cost and assure growers of a steady demand.	4	Lei friendly flower supply is and should remain a private entrepreneurial business subject to supply and demand economics.



ALOHA PROXEMICS

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	98.	Promote the use of the Historic Trail as a good way to meet and make friends.	2	The completed Waikīkī Historic Trail, which was a private sector-government initiative, now lacks a sense of ownership by either sector. Information regarding the Waikīkī Historic Trail is readily accessed on the internet by simply Googling the term. But, basically no public or private organization either claims nor seems to desire ownership of managing the trail.
	99.	Encourage hotels to create “Aloha Corners” where guests can meet and talk with fellow guests or residents.	2	Hotels have grown to fully grasp the visitor friendly notion of gathering places on their properties as an important guest amenity.
	100.	Maximize the number of walkers; minimize the number of drivers in central Waikīkī.	4	An idea to turn “central” Waikīkī into a pedestrian mall was floated in the 1990’s but was quickly abandoned as an almost impossible initiative that would create more problems than it solved.
	101.	Eliminate the very un-Hawaiian distractions and obstructions such as prostitutes, sidewalk hawkers, drug pushers, etc.	2	This is an on-going, never-ending challenge for law enforcement. The visible presence of all three groups has dramatically diminished over the years.



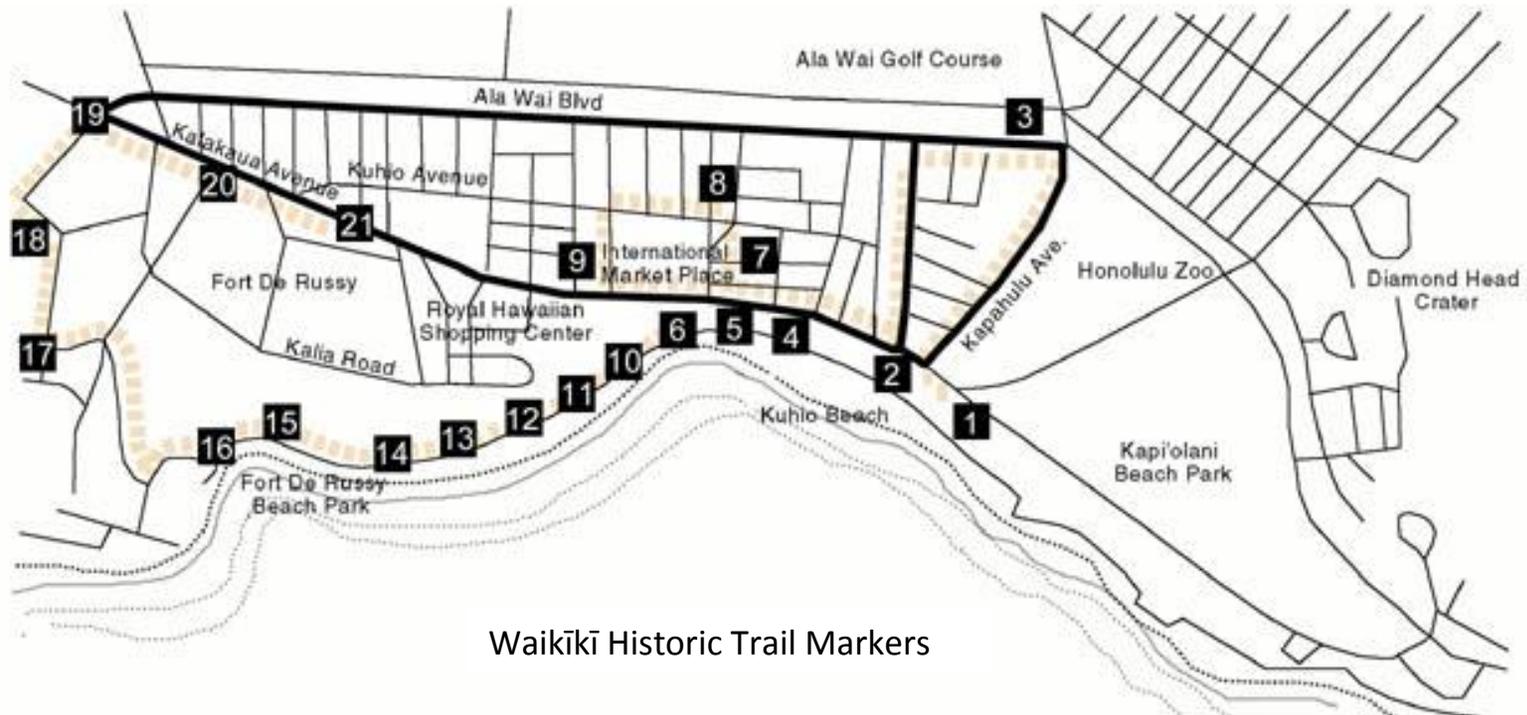
WAIKĪKĪ HISTORIC TRAIL

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
XI. WAIKĪKĪ HISTORIC TRAIL	Goal XI.T.	<i>Establish a “Historic Trail” designated by markers with appropriate texts that tell the history of ancient and modern Waikīkī extending from Diamond Head to the Ala Wai Canal.</i>	↔	<p>The completed Waikīkī Historic Trail begs a sense of ownership by either government or private sector having low priority with both.</p> <p>In the absence of a lead public or private agency all trail related programming is very difficult to navigate.</p>
	102.	For visitors who prefer to take the trail on their own, a free map describing the trail should be made available at hotels, travel and other offices. While there needs to be a number one or a starting point, one should be able to start or finish at any point on the trail.	2	Information regarding the Trail is abundant on the internet. Just Google Waikīkī Historic Trail and there are maps that enable a self-guided tour.
	103.	Have someone write and publish an in-depth guidebook on Waikīkī written especially for persons who want to take the trail on their own.	4	Since the 1993 publication of this report, there has been a number of Waikīkī history books published. Google “History of Waikīkī publications” and take your pick.

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CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
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	105.	If a public agency, recruit Waikīkī residents as volunteer docents for the tours.	4	Same comments as #104.
	106.	The markers on the trail should be of uniform design and color to make it easier for users of the trail.	1	The Trail as envisioned by George Kanahale was completed shortly after his untimely death in 2000.
	107.	Invite school children, teachers and parents to use the trail for education excursions, social and recreational outings.	4	The length of the Trail and the overactive urban environment renders this idea difficult at best as there is considerable distance between the markers and in the heat of day the walk is uncomfortable. The trail is best navigated a few markers at a time on separate days.
	108.	Create mobile displays of Waikīkī’s Trail, along with written materials, for use by schools, clubs, associations and businesses.	4	A Map of the trail and written narrative can be found online.

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	109.	Create educational videos on the history of evolution of Waikīkī (based in part on the trail) that can be distributed to hotels for showcasing on their in-house TV channels.	4	Low interest.
	110.	Include in Trail the site of the first hotel (the present Elk's Club) and the Moana and Royal Hawaiian hotels.	4	Low interest.



Waikīkī Historic Trail Markers



CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
XII. HAWAIIAN HOSPITALITY	Goal XII.U.	<i>Refocus on "Hawaiian Hospitality."</i>	↔	George Kanahale was a founder of The Native Hawaiian Hospitality Association which launched an ambitious federally funded hospitality training program titled Na Mea Ho'okipa that trained trainers and provided services to a number of hotels and retail centers. Over the years the idea of Hawaiian Hospitality training for all Waikiki employees has gained traction. A number of hotels and major retail centers have launched their own hospitality training programs.
	111.	Establish a Hawaiian hospitality/culture training and resource center for the industry in Waikiki.	5	This idea has been floated and resurfaces from time to time. Great progress has been made in Hawaiian Hospitality curriculum development and training trainers under the private non-profit Native Hawaiian Hospitality Association. It remains a great idea to unify the workforce with a common aloha behavior system through a system-wide training program perhaps via the State Department of Labor partnering with Hawai'i Tourism Authority
	112.	In the absence of such a center, encourage hotels and others to conduct or sponsor workshops on the nature of Hawaiian hospitality for managers and staff.	5	See comment for 111.

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CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	113.	Encourage hotels to replace the generic “service” with the term “hospitality.”	5	See comment for 111.
	114.	Make Waikīkī the world’s most hospitable destination area by having all hotels adopt and implement the same principles and standards of ho’okipa (Hawaiian hospitality).	2	The notion of a basic employee hospitality training program is a very good idea but it is difficult to get universal buy-in from Waikīkī businesses. Perhaps a partnership between the Hawai’i Tourism Society, State Dept of Labor, the Hawai’i Lodging and Tourism Association, the Waikīkī members of the Hawai’i Retail Association, and the Waikīkī Improvement Association could work wonders to launch such an ambitious destination wide training program.
	115.	Encourage a first-class restaurateur to open a first-class Hawaiian restaurant in Waikīkī.	4	The best Hawaiian restaurants are situated in close proximity to Waikīkī along Kapahulu Avenue on the Diamond Head end of Waikīkī. They are frequented by both locals and tourists curious about what constitutes ethnic Hawaiian food. It’s worthy to note that several of the major hotels such as the Hyatt-Regency, Hilton Hawaiian Village, and Sheraton Waikīkī have banquet divisions that feature excellent and authentic Hawaiian cuisine.



HAWAIIAN VILLAGE

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
XIII. HAWAIIAN VILLAGE	Goal XIII.V.	<i>Establish an authentic Hawaiian village.</i>	↔	There have been several attempts to “stage” a Hawaiian village in Waikīkī in a mini-version of a Disney World like model of cultural sharing such as their African themed complex. The cost to do it correctly in a way that presents the culture with dignity and cultural integrity is very cost-prohibitive and would seem almost corny in Waikīkī. Such schemes seem outdated and tend to trivialize the subject ethnic culture.
	116.	Recreate a Lalani Village somewhere in Waikīkī.	4	Goal has no traction.
	117.	Have it operated and staffed by Hawaiians.	4	Same response as #116.
	118.	Make sure everything is as authentically Hawaiian as the law will permit.	4	Same response as #116.
	119.	Encourage an archaeological dig of an ancient Hawaiian site in Waikīkī and showcase the project.	4	This goal, since it was proposed nearly 20 years ago, has little traction or cultural acceptance as a way to showcase Hawaiian history and culture.

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no traction



WELCOMING ALL
WHO COME

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	123.	Encourage the publication and distribution of non-English (including Hawaiian) language editions of newspapers, guidebooks and so on.	4	Low interest and very cost prohibitive.
	124.	Promote the establishment of an international restaurant/dining complex where visitors can both taste and learn about different cuisines including native Hawaiian and other Polynesian foods.	4	There are now a number of food courts which feature vendors that present specialty ethnic cuisines, especially Asian-based.
	125.	Increase the availability of language translation and interpretation services to visitors.	4	This idea is left to individual businesses to implement if need is determined as part of their business model.
	126.	Erect a kiosk with a computer-run service providing pertinent information (e.g., distance, current time, date, day of the week, etc.) on all countries of the world.	1	The advent of the cell phone and such technologies has caught up with this idea and rendered it completed.
	127.	Make available to handicapped a list of services and facilities in Waikīkī especially designed for them.	1	Same as #126.

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	Goal XIV.X	<i>Invite and encourage more and more local people back to enjoy Waikīkī.</i>	↔	Dealing with the love-hate relationship locals have with Waikīkī is a very difficult challenge evasive of real solutions. The three conditions that present the greatest challenge is the high-rise urban density diminishing Hawaiian sense of place, parking and navigating Waikīkī's one-way traffic on its two major streets of Kalākaua and Kūhiō, and the lack of events and attractions that would attract Hawaiians and locals. This is offset by an irony of local behavior that if an event that really appeals to locals is going on, they find a way to navigate all the negatives and stream into Waikīkī.
	128.	Initiate a survey of local residents to determine what they like or don't like about Waikīkī and what it would take to get them to come to Waikīkī.	5	Not a bad idea that begs a sponsor. The Hawai'i Tourism Authority might want to consider such a survey, if for no other reason, just to get an accurate barometric reading on how locals feel about tourism in general.
	129.	Create an industry/community committee to implement the steps recommended by the survey.	5	Needs a champion to drum up a sponsor.

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	130.	Have hotels and other industry organizations design events or activities (in addition to Aloha Week Festivals) to bring locals to Waikīkī.	2	In spite of what people’s uninformed impressions are about locals and Waikīkī there are many functions staged in Waikīkī Hotel banquet and entertainment facilities and restaurants that are specific to locals which have no trouble attracting consistent turn out.
	131.	Have hotels invite former Waikīkī residents or their descendants to come back as special guests.	4	Low interest.
	132.	Invite families to hold their reunions in Waikīkī (during the off season at <i>kama’āina</i> rates, etc.).	3	Family gatherings occur rather routinely in Waikīkī.
	133.	Sponsor an annual “Community Day” in Waikīkī (during the off season at <i>kama’āina</i> rates, etc.).	4	An idea to fly by the Hawai’i Lodging and Tourism Association. The people of Hawai’i are long overdue some form of “Mahalo Hawai’i for their support of tourism. Perhaps carving out a time of year during Makahiki season, between October – February, and have a general discount on rooms for locals would strike a happy chord as an act of aloha from the tourism industry to Hawai’i’s people.

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	134.	Give more recognition to those <i>kama'āina</i> who already reside in Waikīkī permanently. They demonstrate that Waikīkī is still a community and represents a vital force for its revitalization. Perhaps the recognition could come in the form of special concessions from the city or state whether it be in taxes, zoning, building, or other kinds of regulations.	5	The Waikīkī Neighborhood Board is the center of gravity for such an idea. They have for years been the voice of Waikiki kama'āina on all matters relating to their quality of life and the growth of Waikīkī.
	Goal XIV.Y	<i>Encourage ethnic Hawaiians back.</i>	↔	The best way to generate a Hawaiian sense of place in Waikīkī is to hire Hawaiians.
	135.	Invite more qualified Hawaiians to take active part in organizations related to Waikīkī, including the Waikīkī Improvement Association, Hawai'i Hotel Association, the Hawai'i Visitors Bureau, and others.	5	Hire Hawaiians as consultants to these organizations.
	136.	Place qualified Hawaiians on boards of directors or trustees of the above.	5	Recruit and compensate qualified Hawaiians to serve on such boards.
	137.	Hire more Hawaiian-speaking persons as well as Hawaiian specialists for jobs in Waikīkī.	5	Good idea.
	138.	Enlist qualified Hawaiians in implementing the recommendations of this report.	5	HTA/HLTA/WIA collaborate on launching a consulting task force to address the considerable challenge.



CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
XV. MANA-BASED PLANNING	Goal XV.Z.	<i>Ensure that all planning and development of Waikīkī is based on preserving and achieving a Hawaiian sense of place.</i>	↔	This idea needs to be re-stated by a consulting task force as suggested in the previous comment.
	139.	Amend the Waikīkī Special District ordinance to include a “Hawaiian sense of place” with a clear definition of “Hawaiian” and “sense of place.”	5	Idea needs a champion. Perhaps Waikīkī Improvement Association?
	140.	Help planners, designers, developers, and architects who make decisions about or for Waikīkī understand the meaning and application of those terms through special workshops or selected reading materials.	2	There are a number of consultant businesses who are engaged in such services.
	141.	Insist that those who plan for Waikīkī have a deep understanding of hospitality and are themselves hospitable people. Inhospitable planners cannot really plan a hospitable place.	2	There are a number of consultant businesses who are engaged in such services.
	142.	Include among the latter E. V. Walter’s <u><i>Placeways, A Theory of the Human Environment</i></u> (1988) and George Kanahēle’s <u><i>Critical Reflections on Cultural Values and Hotel Management in Hawai’i</i></u> (1991).	4	Dated but interesting reference publications relating to Waikīkī Hawaiian sense of place.

Status:
1 = Completed
2 = Ongoing
3 = In progress
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5 = Good idea, no traction

CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
Status: 1 = Completed 2 = Ongoing 3 = In progress 4 = Deferred 5 = Good idea, no traction	143.	Encourage new leasing practices and agreements that incorporate mandates for preserving a Hawaiian sense of place or respecting and preserving Hawaiian culture.	3	The Kamehameha Schools and the Queen Emma Land Company have in fact included language in their relatively new lease agreements with developer partners that meet the intention of this objective. Such provisions in their lease agreements would serve as good “such as” models if not propriety. Also, under Mayor Harris, the practice of linking planning and permitting approvals to having developers meet certain sense of place standards as a matter of architectural design and programs/services yielded good results.





CATEGORY	ITEM #	ACTION STEPS / IDEAS	STATUS	COMMENT
FINAL RECOMMENDATION	144.	<p>MAKE WAIKĪKĪ A COMMUNITY OF ALOHA. <i>Reaffirm the values of aloha in our thoughts and behaviors. All those who live and work in Waikīkī should be models of aloha. Practice aloha.</i></p>	↔	<p>This statement represents and requires a wide range of initiatives and institutional collaboration. It is an effort worth discussion that would center on how to create a Waikīkī community-wide behavior system that meets both visitor and local expectations of what is meant by “aloha” which has to be acted out. To quote Maya Angelou; <i>“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”</i> That is the essence of aloha behavior and what should be the fundamental driver of Waikīkī’s business model of Hospitality.</p>



MOVING FORWARD

sense of place & the visitor experience

Defining what one means by a visitor experience is most articulately expressed as the intersect whereby the visitor, the place, and the hosting community occur. When a visitor has completed a destination experience such as Waikīkī, they often judge the quality of their experience by the sense of the destination. How did the place make them feel? When one is contemplating a leisure destination, their choice is mostly determined by their expectation of how the place will make them feel or its *sense of place*.



It seems fair to say that both the sense of place expectation of those who choose Waikīkī as their preferred destination is triggered by decades of marketing and advertising that Waikīkī is a Hawaiian place and that they can reasonably conclude that they will be experiencing Hawaiian sense of place.

Yet, as important as a Hawaiian sense of place is to the Waikīkī experience and its sustainability as a traveler's preferred choice, it seems off that there is absent any consistent focus on the management of Waikīkī's Hawaiian sense of place by either the private or public sector. This is not to say that individual businesses, whether hotel or retail, do not make efforts to develop their individual on-property Hawaiian sense of place initiatives. But one would think it would be a priority for the private

sector and the government to pursue some mechanism to approach the sense of place equation that would join the public and private spaces opportunities in a 360 degree approach to destination management.

In the last 60 years so many sun, sand, and sea destinations have sprung up all over the world that those sense of place determinants as it affects travelers destination choices are a wash. The two most important factors are price points and a sense of place determinant that separates the destination experience as desirable and unique from all others. Hawai'i is the only place where a genuine Hawaiian cultural sense of place experience can occur. It seems a precious advantage and worth a more aggressive pursuit as a business model priority.

Waikīkī Improvement Association – the opportunity

The primary objective of the Waikīkī Improvement Association (WIA) is *“To improve, enrich and beautify Waikīkī for the benefit of residents and visitors alike... to promote conditions conducive to the economic and cultural good for the betterment of the entire community”*. Further, as stated on their website, the WIA cites the organization as *“... a cross –section of business, government and the community whose members care about the future of this special place, Waikīkī”*.

The track record of the WIA in its pivotal role in the difficult challenges of managing “destination Waikīkī” attests to the quality of its leadership over the years and the sincerity of its members in their level of care for Waikīkī. The WIA, on the question of *Hawaiian Sense of Place* has, over the years, played an important role in meeting opportunities to mālama (care for) Waikīkī. Waikīkī, and all of Hawai‘i, would be served well if the WIA would consider raising the bar on their Hawaiian sense of place advocacy if they formally assume a leadership role in adopting the mission of ***Restoring Hawaiianness To Waikīkī***.



moving forward

Of all the aspects to be considered in analyzing how to maximize a Hawaiian Sense of Place for Waikīkī – architectural design, landscaping, cultural programming (dining, entertainment, tours) and all the opportunities presented by the 5-senses of sight, sound, touch, taste, and smell – there is a tendency to look past the single most important opportunity. Hawai‘i’s people.

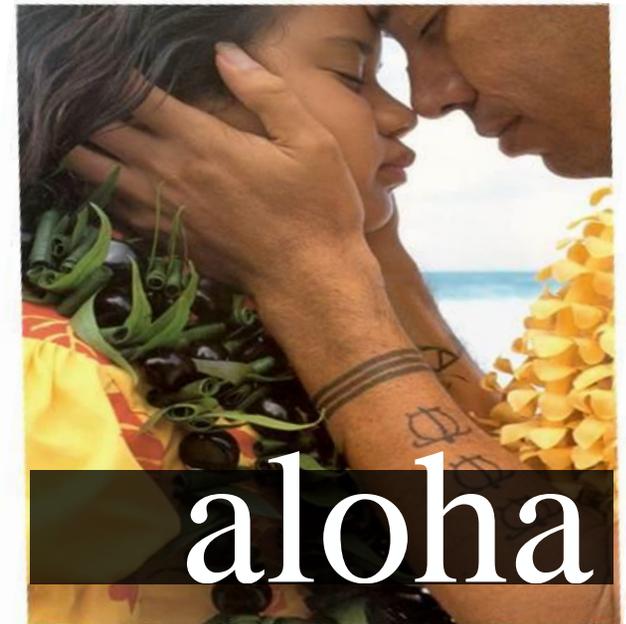
The fundamental objective of sense of place is how it makes people feel. How will the place that was visited be remembered in one’s heart after the traveler returns home and call up his experiences to share with friends? I believe, unequivocally, that the sense of place is mostly transmitted by the people of the place.

Waikīkī’s most treasured sense of place asset is its workforce. Thousands

“PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID, BUT PEOPLE WILL NEVER FORGET HOW YOU MADE THEM FEEL.” - *MAYA ANGELOU*

of them. The front desk folk, the housekeepers, the dishwashers, the bellman, the wait staff, the groundskeepers, the retail clerks, the maintenance workers, the receptionists, and so forth. They carry the aloha brand in their hearts and minds where the real culture lives and thrives. They are the living bridges between Waikīkī’s businesses and the cultural vibrancy of the community. The sense of aloha they bring to the effort is beyond purchase or the reach that any consultant brings to the table.

In the words of Maya Angelou, *“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”*





APPENDIX

Mālama Waikīkī

Waikīkī Shoreline Erosion: A Call to Action



INTRODUCTION

It is an indisputable reality that the most important aspect of stewardship of Waikīkī sense of place is the beach. The well-being of Waikīkī in terms of its economic, spiritual, historic, and recreational value is directly proportionate to the degree that the challenge of shoreline erosion of the beach can be cost-effectively managed during this 21st century. Waikīkī is a beach resort. The condition of the beach is fundamental to the value of the brand.

The following narrative is published here by permission and courtesy of Rob Iopa, WCIT Architecture, who was a leader of the business consortium spearheading the initiative coined *Mālama Waikīkī*. The intention of posting it here as an appendix to this update of George Kanahēle's *Restoring Hawaiianness to Waikīkī* is that the Waikīkī Improvement Association might be spurred to action in providing a center of gravity to consider the feasibility and probability that the concept of *Mālama Waikīkī* might be seriously discussed by leaders from both the government and private sector.

MĀLAMA WAIKĪKĪ: A Proposal for Discussion to Address the Shoreline Erosion Challenges of Waikīkī

In 2014 the U.S. Department of Housing and Urban Development (HUD) sponsored a one billion dollar National Disaster Resiliency Grants Competition that would address the more serious environmental urgencies faced by urban core communities. A grants partnership consortium of WCIT Architecture, DTL Studio, and Mālama Kipuka Hawai'i (501(c)3) began preparing an application that articulated a long-term strategy to address the beach erosion challenge of Waikīkī. The strategy draws on Native Hawaiian natural resource management principles in a methodology envisioned and articulated as *Tomorrow's Urban Ahupua'a*. The methodology strives to balance the environmental, sociopolitical, and economic goals and aspirations fundamental to Waikīkī and its beach. The project is titled *Mālama Waikīkī* (to care for Waikīkī).

The recommendations articulated in the grant were built on past and current private and public sector studies. The proposal spoke to watershed management of the Waikīkī ahupua'a (mountain to outer edges of the reef), sea level rise, coastal and beach stabilization, renewable energy, transportation, and education. The overarching concept references historical and cultural resource management precedence and practices sometimes referred to as native wisdom.

Unfortunately, the team was unable to meet the HUD grant

application deadline and there was no submittal. There may be a likelihood that another federal grant opportunity might occur and a grant watch is in place.

BEACH EROSION CONTAINMENT

Central to the *Mālama Waikīkī* grant proposal was addressing beach erosion. The concept articulated a natural resource management strategy of beach replenishment and stabilization through a storm surge inundation protection strategy referred to as *Coastal Reforestation*. This strategy calls for expanding the beach area seaward by 150 feet and a re-establishment of a native tree forest at the coastal edge. The proposed inclusion of "10,000" coconut trees* would serve to stabilize a reintroduced beach dune through its root system and profusion of tree trunks would diffuse the potential effects of storm surge and wave energy.

* The "10,000" trees is a reference to the Royal Grove at Helumoa (Royal Hawaiian Center site) described in a 17th century legend of Kaauhelumoa, the phantom rooster, who convinced King Kakuhehewa, ruler of O'ahu, to plant 10,000 trees ...which he did.