



WINDWARD AHUPUA'A ALLIANCE

From the Peaks of Na Ko'olau to the Outer Reefs

Community-Based Planning
Sustainable Economic Development
Restoration, Preservation, Protection & Public Access
Educational & Cultural Programs

HONOLULU CITY COUNCIL

2 pm
Wednesday, May 9, 2012
Pali Golf Course Banquet Room

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CITY CLERK
HONOLULU, HAWAII

BILL 11, CD 1

Relating to public parks. (Addressing commercial activities at certain City beach parks

STRONGLY OPPOSE

My name is Shannon Wood, the president & co-founder of the *Windward Ahupua'a Alliance*, a 501c3 Hawai'i non-profit corporation, which was established in July, 2002, to create the Ko'olau Greenbelt & Heritage Trail System. Its mandate, however, has expanded over the years well beyond these important regional issues.

WAA now works to educate & inform residents, visitors, businesses, policymakers at all levels of government, and the media about using **SMART GROWTH** principles which promote economic, social, and environmental sustainability.

WAA strongly opposes this bill for two reasons: The first is the horrendous impacts this bill will have on our local economy and family-owned businesses. *McDonald's*, *Jack in the Box*, *7-Eleven*, and even *Whole Foods*, *Long's*, *Safeway* & *Walgreen's* will survive, but locally-owned small businesses which provide goods & services to visitors and local residents alike will not be able to cover their expenses if this bill is passed out & signed into law.

According to research I conducted while *Councilmember* Barbara Marshall was still among us, it turns out that watersports entrepreneurs - especially in Windward O'ahu and along the North Shore - wind up with at least 70% of their business from *Labor Day* to *Memorial Day* coming from O'ahu residents. During the summer months, that number is deduced to about 45%. Still, on an annual basis, a majority of their revenues come O'ahu residents.

Remember, it's not just the direct providers of these services who will take a BIG HIT by reducing the number of visitors to the turn Kailua beach parks in this bill. Dozens of businesses in downtown Kailua - food service, books, clothing, jewelry, personal care - they will all take a hit.

PH

According to a recently-released study, Hawai'i continues to be a terrible place in which to own a small business - not because of high taxes and or poor public safety protection, but because of onerous rules and regulations like this bill which will keep locally-owned small businesses from making an impact on the economy.

The second issue which most people haven't yet considered is that, by reducing the visitor industry this way, the selection of the *Ameron Quarry* as a new landfill site will have a major impact.

One of the top three criteria for the selection of the a new landfill site is the impact on the visitor industry,

As an environmental activist who's focused on solid waste management issues for nearly a decade now, I want to make it clear that having a landfill in Kailua is nothing I want to see happen. However, the people who want to kill the visitor industry in the 96734 Zipcode need to be prepared to have the landfill moved over to our community.

Mahalo for the opportunity to testify in opposition BILL 11, CD1. Please defer further action on it unless you can come up with something that makes it do the right thing.