

**Hawai`i 2050 Sustainability Task Force  
Hawai`i State Capitol, Room 211  
December 15, 2005  
Minutes**

Members Present: Sen. Russell Kokubun, Rep. Lyla Berg, Rep. Corinne Ching, Rep. Pono Chong, Rep. Sen. Suzanne Chun Oakland, Michael Foley, Cecelia Fong, Donald Fujimoto, David Goode, Sen. Fred Hemmings, Marion Higa, Sen. Gary Hooser, Karl Kim, Keith Kurahashi, Kem Lowry, Jane Testa, Mary Lou Kobayashi (for Laura Thielen), Beth Tokioka, Pamela Tumpap, Rep. Ryan Yamane, Gene Won (for Fred Hemmings)

- I. **Call to Order.** The task force meeting was called to order at 9:30 a.m. by Chair Russell Kokubun on Thursday, December 15, 2005, in Room 211 at the Hawai`i State Capitol. Introduction of members and staff present.
- II. **Review and Approve Minutes.** A copy of the “DRAFT” minutes was presented to the members of the task force. It was moved by Rep. Ryan Yamane and seconded by Rep. Pono Chong that the minutes from the December 5, 2005 task force meeting be approved. The task force unanimously approved the minutes.
- III. **Present Economic and Cultural Perspectives on Sustainability.** Presentations were made by Alani Apio and Kylie Omo, representatives from Kanu Hawai`i; Ramsey Taum, co-facilitator with Sustain Hawai`i; and David C. Cole, president and CEO of Maui Land & Pineapple Company, Inc. on present economic and cultural perspective on sustainability.

***Kanu Hawai`i***

Alani explained that Kanu Hawai`i is a project that began with a gathering of a few young professionals (ages 20 to 40) who shared common concerns about Hawai`i’s future. At the urging of Mike Fitzgerald, CEO of Enterprise Honolulu, the group convened to envision a future for Hawai`i. Kanu Hawai`i represents an attempt to complement an inspired vision of the future with mechanisms for action and accountability. Kanu has established four primary components:

- **New Vision and Goals**—A group of 25-30 young leaders from across the Hawaiian archipelago convened in early 2005 to craft a new vision for Hawai`i. Futurist Jim Dator led the retreat. The group took the goals of existing “visioning processes” (e.g., the Hawai`i State and functional plans, Hawai`i 2000, the Hawai`i Rural Health Plan, Focus Maui Nui and County Comprehensive Economic Development Strategies, to name a few) and elevated them by incorporating specific action agendas, measurable targets and quantitative indicators for success.

- Securing Commitments to Action—The young leaders and their advisors are making commitments of action toward goals defined by the vision. These commitments are being made on a personal (e.g., taking shorter showers at home), familial or group level (e.g., donating to a charity to start a new socially responsible enterprise). Their work will reflect an ongoing effort to solicit and secure similar commitments from an ever-widening circle of stakeholders, including business leaders, policy makers and their peers.
- Creating a System for Accountability—A web-based, searchable database will catalogue and make public commitments by individuals, companies and policy makers. This mechanism for public accountability will aggregate the results of commitments wherever feasible, totaling and relating them to targets defined by the vision. Progress toward the final targets will be tracked over time, as commitments accumulate.
- Tracking and Reporting Progress—A steering committee of the original 50 participants will work to ensure that the process—to continually secure commitments of action, monitor progress toward the vision and maintain the public database—is sustained.

Alani said that Kanu Hawai`i faces two important challenges: 1) To change the behavior of people; and 2) To show people that working towards a sustainable Hawai`i is “worth it.”

Kanu Hawai`i is looking at specific methodologies for producing benchmarks. Technology, he says, enables the organization to do this. For example, technology helps provide a clear picture of the future of water in Hawai`i.

David Goode asked what is the genesis behind Kanu Hawai`i’s members saying, “We have to do this?” Alani responded that it is great that Mike Fitzgerald encouraged the group to get together. At a deeper level, however, each group member recognizes that the Hawai`i in which they grew up is not the Hawai`i of today. Added Alani, “We are not going to leave Hawai`i as it is now for our next generation...He reiterated that “we must teach our kids to envision and make commitments that will have tangible results. They must ‘taste’ it!” Addressing the other end of the spectrum, Alani says, “We are looking at re-engineering the political system...We want to take out city government and replace it with neighborhood boards that [take action] on a more personal and community level. If we can change it to this, getting involved in government becomes more palatable. [Until then], we have to keep efforts out of government.”

### ***Sustain Hawai`i***

Ramsay Taum’s PowerPoint presentation, entitled “Looking to Hawaii’s Past to Insure a Sustainable Future” started with the “Ahupua`a Business Model.” The model portrays sustainability in a Hawaiian context; explores fundamental “host culture” values, principals and philosophies; enhances participants’ appreciation of Hawaiian culture; and more.

“The best way to change the future is to create it,” says Ramsay, who speculates that this is what the Task Force is about.

Ramsay noted that cultural themes and knowledge tend to be undervalued.

Sense of place:

- Every place has a history
- Every place has customs and traditions
- Every place has a unique persona

If we are not careful, we will turn “someplace” into “no place,” and will have to turn around to reconstruct a “sense of place.”

Concept of Aloha: The more we give, the more we receive. The sustainability concept is embedded in the concept of aloha. It is about respect and reciprocity. It is the way of creating, fostering and maintaining meaningful relationships. Aloha is about taking responsibility for our actions.

Science concepts: Observe, experiment, duplicate. How do we take these concepts and apply them to modern-day practices and issues?

What are the things that connect us to our place?

- *Mana* – the life energy that exists in everything. We must find how to extend *mana* in everything we do. It is in the land, air and sea. We get all of our nutrients from this.
- *`Aina* – That which provides food and energy.
- *Ahupua`a* - Concept of mountain to sea. A production system. A demonstration of collective effort that directly impacts everyone in the system. We live *in*, not *on*, the ahupua`a. There exists a mutual relationship. Food is a critical concept of the ahupua`a.

Ramsay concluded: “The ahupua`a is a concept of peoples who lived on an island. Until we adopt ways of perpetuating them, we will continue to fabricate them. That is what we are now doing.

“When we follow in the steps of ancestors, we create a rut. We need to have the courage to take the next step.”

### ***Maui Land & Pineapple Company, Inc.***

Maui Land & Pineapple Company, Inc. (ML&P) is dedicated to business activities that contribute to Maui’s economic diversity and self sufficiency. Its vision is to create and manage holistic communities that integrate agriculture, wise stewardship of natural resources and eco-effective design principles to build a sustainable future for Maui. The company’s values of equity, economy and ecology are guided by three interdependent values of equity, economy and ecology values, drawn from the Hawaiian traditions of:

- Ho`ohanohano - instructs the Company to conduct with distinction as a member of the larger community of Maui and the state of Hawaii.

- Po`okela – directs the Company to excel by providing best services and products to win recognition and respect in the marketplace.
- Malama`aina – guides the Company to carefully protect Maui’s agricultural and conservation lands. Each value is integrated into all aspects of ML&P’s business.

David Cole shared some of ML&P’s sustainable business involvements:

- Sustainable Living Institute of Maui (SLIM)  
SLIM is committed to optimizing Maui’s economy by helping people build skills that are compatible with the community’s cultural choices and economic aspirations; developing Maui as an exemplary and prosperous island; sharing eco-effective method with other communities throughout the world; and serving as a living laboratory and classroom for building and managing holistic communities. SLIM is guided by the values and principles of eco-effectiveness and sustainable living.

SLIM and the Ahupua`a model: Current thinking in this area suggests using a system of management in which soils and fresh and coastal water resources are collectively managed to sustain life. Such a system is not unlike the traditional Hawaiian land-management system known as the ahupua`a. This model, using the watershed as the central management framework is focused on the interdependence of land, sea and people, thereby maintaining the integrity of the ecosystem, as well as economic, social and cultural balance.

- Pulelehua  
Pulelehua offers affordable housing so badly needed in West Maui. The development provides housing to people who earn 50% and 140% of the median-family income on Maui. It is an example of wise and thoughtful planning and development.

**IV. Discussion of the Task Force’s Recommendations and Draft of its Report to the 2006 Legislature.** Bill Kaneko and Sharon Miyashiro presented a draft outline for the interim report to be presented to the 2006 Legislature. Discussion was opened to review the draft recommendations. The task force members recognized the importance of the following issues to be appropriately included in the report: sustainable education, sensitivity to host culture, technology forecasting, and emphasis on a futures approach. As part of community participation and involvement, they would like to include a summit with participation from “like-minded” organizations. Plan design recommendations should include a budget proposal for the implementation of the plan and education should be added to the focus areas. Bill Kaneko and Sharon Miyashiro agreed to implement the revisions to the draft outline. A draft copy of the interim report will be presented to the task force at the December 21 meeting.

**V. Plan for Future Meetings.** The next task force meeting is scheduled for Wednesday, December 21, 2005 at the Hawai`i State Capitol in Room 211 from 9:00 a.m. to 3:30 p.m. Chair Kokubun conveyed to the members the importance of attending the December 21<sup>st</sup> meeting stating that task force will discuss and adopt the draft report to be submitted to the 2006 Legislature and that a quorum is need to vote on the draft.

**VI. Adjourn.** The meeting was adjourned at 3:20 by Chair Kokubun.