



MAUI
VACATION RENTAL
ASSOCIATION



Who Are We?

MVRA is the leading advocacy organization supporting Maui's vacation rental industry. Our members include owners, managers, and small businesses that participate in the vibrant vacation rental industry on the island. We are dedicated to advancing responsible regulations and fostering economic opportunities for the benefit of the Maui community

Agenda

- Introduction
- Role of the Planning Commission
- Submission Guidelines for Testimony
- Tips for Effective Testimony
- Do's & Dont's
- Framework for Written & Oral Testimony

Introduction

It's essential to understand the role of the planning commission and how they operate in the decision-making process. Planning commission members are volunteer citizens appointed by the Mayor and confirmed by the County Council to serve as a voice of the community. They don't gain anything from their decisions. They are not the ultimate deciders of this issue but advise the Mayor, County Council, and Planning Director. Their recommendation goes to the 9 County Council members, who ultimately vote to pass, deny, or modify the measure. At this point, suggesting modifications to the proposal isn't beneficial. Respectfully ask for the Planning Commission to recommend denial.

Role of the Planning Commission

- Advises the Mayor, County Council, and Planning Director in matters concerning planning programs.
- The general plan and revisions thereof are reviewed by the Planning Director or at the request of the County Council. After public hearings, the reviewer transmits findings and recommendations to the County Council for consideration and action.
- Reviews other proposed land use ordinances and amendments prepared by the Planning Director or the County Council and, after public hearings, transmits findings and recommendations to the County Council for consideration and action.
- Acts as the authority in all matters relating to the Coastal Zone Management Law.
- Adopts rules pursuant to land use ordinances or law.

- **Planning Commissions:**

- First hearing: Planning Commission
June 25th
- Lanai & Moloka'i Planning Commission
(hearing): late June/early July
- Each Planning Commission will submit
their vote for recommendation to the
council: approve, approve with
amendments or recommend denial

- **County Council:**

- Maui County Council Meeting
(hearing): mid/late July (anticipated)
- Maui County Council Meeting #2
(hearing)
- Maui County Council Meeting #3
(hearing and final vote)
- The Council will vote at each hearing
to move the Bill forward. The final
hearing and vote will be the 3rd one
and then will be sent to the Mayor to
be signed into law

Timeline & Process

Who Should Testify?

- There are no residency requirements to submit testimony. ALL owners, industry professionals, etc. should submit written testimony
- If you choose to provide oral testimony please make sure to follow the guidelines set forth in this presentation and the materials provided
- Even if providing oral testimony you still need to send in written testimony
- It is important that people show up to testify in person on June 25th - this will include owners who reside on Maui as well as owners that are on island visiting
 - We do want to encourage locals to use their voice during this legislative process but all voices matter!

Submission Guidelines for Testimony

- **Agenda Announcement:** The agenda for the Planning Commission meeting will be announced 7 days prior to the meeting.
- **Written Testimony Submission:**
 - Email: Send your testimony to:
planning@mauicounty.gov
 - Deadline: Testimony is due no later than 12 pm one business day before the meeting (Monday, June 24th at 12 pm).
- **Oral Testimony (Virtual):**
 - Download WebEx App
 - Oral testimony will be limited to 1-3 minutes per person.
- **In-Person Testimony:**
 - Address: 200 S. High Street, 8th floor, Wailuku, HI 96793
 - The meeting will start at 9 a.m. Please plan to arrive by 8:00 a.m. to ensure you can get inside.

Tips for Effective Testimony

- Be concise
- Include supporting materials or detailed descriptions as attachments
- Prepare a written summary of your oral testimony
- Be respectful and courteous
- Offer solutions and provide facts
- Clearly state your position at the beginning and end of your testimony

Framework for Written Testimony

Make your testimony personal by incorporating details about yourself and how the proposed legislation will directly impact you, your family, and workers. See additional talking points below. Please tailor your testimony to your personal experience and focus on the points you find most impactful.

Introduction - Introduce yourself, note that you are an owner of a home in X complex, state your opposition to the bill

Main Points - cover your main talking points that resonate with you personally

Conclusion - reiterate your opposition to the bill, thank the commission for their time, Respectfully ask the council to reconsider and seek alternative solutions that protect the interests of all stakeholders.

[STR OWNER](#)

[STR INDUSTRY PROFESSIONAL](#)

Framework for Oral Testimony

****Identify Key Points****

- Review your written testimony and highlight the main points.

****Keep it Concise****

- Aim for a maximum of 300 words or 1 minute

****Structure Your Oral Testimony****

- Introduction: Briefly introduce yourself and state your position.
- Main Points: Select 1-2 key arguments.
- Conclusion: Summarize your main points and make a final appeal.

****Practice Your Delivery****

- Practice reading your testimony aloud.

Do's

- Focus on your personal experience, what the loss of STRs would mean to Maui residents
- Write your comment down, stick to the script
- Keep your oral comments short
- Be respectful, thank Council for the opportunity to speak

Dont's

- Deviate from prepared comment
- Respond to the opposition's message or argument
- Keep it short and to the point
- Use an impolite or disrespectful tone towards the Council

Important Note

- Please refrain from mentioning any financial impact on personal status.
- Avoid references to your "second home" or plans to retire in Maui.
- Do not use terms like "ohana," "āina," "Aloha spirit," or "Aloha culture" unless you are Kānaka Maoli.

Conclusion

- Summarize Key Points
- Emphasize respectful & well-prepared testimony
- Thank the commission for their time

Questions?

Mahalo for Joining Us!