


**Amy Luke**

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**From:** Windward Ahupua`a Alliance [info@waa-hawaii.org]  
**Sent:** Sunday, March 29, 2009 5:00 PM  
**To:** TCItestimony  
**Subject:** HCR 18/HR 20 - 9:40 am, March 30, TCI Hearing

**TESTIMONY SUBMITTED BY:**

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**COMMITTEE ON TOURISM, CULTURE & INTERNATIONAL AFFAIRS**

*Rep. Joey Manahan, Chair*  
*Rep. James Kunane Tokioka, Vice Chair*

**9:40 am**  
**Monday, March 30, 2009**  
**Conference Room 312**

**HCR 18/HR 20**

**REQUESTING THE HERITAGE TOURISM COMMUNITY TO COLLABORATIVELY TO WORK TO, AMONG OTHER THINGS, TO CREATE A HERITAGE MARKETING PLAN FOR USE BY THE HAWAII TOURISM AUTHORITY**

**SUPPORT WITH PROPOSED AMENDMENTS**

I'm Shannon Wood speaking on behalf of the *Windward Ahupua`a Alliance* speaking in support of **HCR18/HR 20** as well as to offer amendments.

*WAA* is committed to supporting the preservation & restoration of cultural and historical sites. As an organization, it is actively involved in two other non-profits which would fall under the scope of this resolution.

Furthermore, as an visitor-oriented former business owner, we first joined the *Hawai'i Ecotourism Association* shortly after its formation in late 1995. *HEA* has always included cultural and historical visitor businesses as part of its core membership.

The premise behind this resolution is solid and worthy of support. However, as a writer, editor and former English teacher, I urge that you re-draft the title. Here is what I suggest:

**REQUESTING THE HERITAGE TOURISM COMMUNITY SET UP A TASK FORCE TO CREATE A HERITAGE MARKETING PLAN FOR USE BY THE HAWAII TOURISM AUTHORITY**

I also suggest that you reduce the number of organizations listed in Lines 25 - 32 on Page 3 because there are many others which should be included, especially from the Neighbor Islands.

In fact, neither of the two groups I'm involved with nor any of our Ko`olaupoko partner groups nor *HEA* are listed.

By inserting the words *such as* before listing two or three groups, the implication is that all groups would be welcome to join the task force.

**BE IT FURTHER RESOLVED that members of the task force should *also* include representatives from organizations *such as* .....**

There's another set of resolutions working their way through the hearings process which might conflict with these two resolutions: **HCR 213/HR 183 REQUESTING HAWAII'S CONGRESSIONAL DELEGATION WITHDRAW ITS SUPPORT FOR THE HAWAII CAPITAL (sic) NATIONAL HERITAGE AREA** have been set for a hearing on Wednesday, April 1, at 9:30 am in Conference Room 329 before the **Committee on Hawaiian Affairs** chaired by *Rep.* Mele Carroll. The maker of the resolution is *Rep.* Sylvia Luke.

*Mahalo* for the opportunity to testify on **HCR 18/HR 20**.

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