

4133 Rooke Place
Princeville HI 96722
April 22, 2013

To
Kaua'i Workforce Investment Board
The Office of Economic
County of Kaua'i, Mo'ikiha Building
4444 Rice Street, Suite 200
Lihue HI 96766

Re: Community input sought on proposed KWIB plan
The Garden Island

Aloha,

As yet I have not received a copy of your plan so if you addressed these issues, congratulations. However, I wanted to be sure to meet your deadline of May 2 so I am providing my basic comments herewith.

A plan based upon tourism is necessarily inadequate. Tourism provides only lowest level jobs for the people on the island. All higher level jobs seem to be filled with people brought in from the continental United States rather than from our island population.

A plan that does not utilize the educated population who were brought up on Kauai is also inadequate. We send out young people to college and in order to find jobs they go to Honolulu or to the continental United States. A good economic plan will allow us to bring our educated sons and daughters home to fill jobs requiring their skills.

Any plan that involves hiring people who do not already have a home on Kauai is inadequate. Hiring people from outside of Kauai with family outside of Kauai puts pressure on available housing on the island. They tend to look for middle cost housing and cause the prices of these houses to rise even further. There is no low cost and little middle cost housing on Kauai so that families here, trying to stay together, have to live several families in one home. We desperately need more lower cost housing and do not need for existing housing to be taken up by people moving into Kauai.

A good plan must involve increasing employment for the currently unemployed construction industry and must involve providing lower cost housing for existing residents. OHA needs to be pressed to provide the required streets, sewers, electricity hookups in the land already awarded to Hawaiian families with suitable payoffs of the amounts extended included in the mortgages of those families who have already qualified for their land.

A good plan does not bring in German companies to develop growth forests on Hawaiian land, such forests to provide burnable trees for electrical production. A good plan will provide the structure for such development and allow the Hawaiians themselves to execute such a plan. A good plan will provide the blueprint for other such projects and enlist qualified people (we are here!!!) to execute them with employment provided to the people already living on the island.

A good plan will provide a blueprint for the development of processing facilities for farm products. We have many new farms opening in Waipa (Hanalei District), Moloa'a, and Kilauea. The problem in Waipa that grows 70% of the Tara (kalo) for Hawaii is that they do not have a suitable processing plant. They have plans for one but need to develop the financing for it. The previously existing papaya processing plant is being converted to other use. A plant to process papaya could encourage smaller farmers to bring their products to that market and sell it much as grain is sold in the Midwestern part of the United States. Other products are not being exported because we do not have suitable processing plants for them. Bananas, lichee, longon, mangoes, passion fruit, guava, avocados, starfruit, oranges, and grapefruit are all products which go to waste here on the north shore when they are ripe because of an inadequate chain through which they can be processed. Coffee, tea, and cotton grow well on the North and East Shores and could be expanded into greater production. Food is usually left over from the farmers' markets here.

A great need in my community is for persons to repair our home appliances: refrigerators, washing machines, dryers, dishwashers, and cooking appliances. To get Sears or one of the other repair places to come to repair one of these is usually a 3 week wait or longer and often appointments are not kept. We need a program at the local junior college to train people in this field. Their automobile training program produces many good mechanics; a program similar to this should be developed for our appliances as well as for the many new solar arrays that have recently been installed and may soon need maintenance.

These are just some of my main theses for an economic program for Kauai. I look forward to reading your proposed plan when it arrives.

Yours truly,

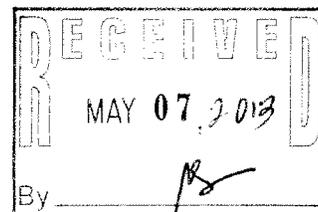


Marjorie Fitting Gifford, PhD, RTRP, EA
Princeville, HI 96722





Date: Thursday, April 25, 2013 5:16 PM
 From: mfitting@hawaii.rr.com *mf*
 To: Ka'eo Bradford <kbradford@kauai.gov>
 Subject: Re: 2nd phase of 4 year Local Plan



Aloha,

Thank you for sending me a copy of your 4 year plan. The data collected here is well done and complete and should lead the way to a plan of action. However, it is not in itself, a plan.

1. It would be interesting to know how many people on the island have Master's and/or PhD degrees and how many of them are actively working in a capacity which utilizes the degrees. It would also be interesting to note what skills are available among those who are not employed and who are not searching for work. The county should be encouraged to advertise and enlist the services of the better educated instead of bringing in consultants from off island.
2. It would also be interesting to have data that is newer than 2007 for many of the items. That is 6 years ago and we have had a census since then.
3. People create jobs. To create jobs people need to be motivated. Income tax credits are one possible motivation. However, most of the people I know who could create jobs do not need to work. The One Stop Center will only be functional when there are jobs available for workers. See item 9 below for suggestions on creating jobs. The reward for so doing needs to be more than just money and profits. Many of us have been there, done that; now we are into service, recognition, and fulfilling needs of society. I run the East Side program for the AARP Taxwise Foundation; we do tax preparation for low income people at no charge. I do it because I feel appreciated. My group did approximately 300 tax preparations in February and March of this year.
4. One area of employment that would be worth mentioning is the growing need for skilled repairmen. We need people who can repair our refrigerators, washers, dryers, dishwashers, photovoltaic systems, cook tops, and ovens. Too often these items are destined for the recycling areas because we cannot get someone at reasonable cost to service them. If the item is going to cost \$350 to repair, as with my last washing machine, I am going to buy a new one. Yet, that washing machine was only 3 years old. (It was a Sears machine under recall that Sears "fixed" by providing an interface between the electrical outlet in my wall and the plug of the machine. I went through 2 of these interfaces and the machine finally blew out the socket in my wall and a board in my machine.) The KCC program for Energy related curriculum is one step in the right direction. Why isn't the DLIR apprenticeship program effective?
5. How can plumbers charge me \$75 an hour (that is the cheapest one around) and electricians charge me \$120 an hour to do such minor jobs. If there was more competition we would do fewer of these jobs ourselves and have a safer result. What is another route for plumbers besides having to depend upon current journeymen who are reluctant to take on any trainees unless they are relatives. The trades are highly dominated by the families who already own the businesses here.
6. Certain types of workers: government clericals, hospital clericals, landscape maintenance, contractors for highway work, accountants, policemen, lifeguards, parks and recreation workers, are predominantly of one cultural group or another depending upon the kind of work. Sometimes it is because there is a scarcity of workers such as doctors (increasingly SE Asian), teachers (by school), lawyers, accountants. Sometimes it is because of a neighborhood predominance of one culture over another. Sometimes it is because the person in charge of the hiring is generally prejudiced against whites or Hawaiians (county government). It would be a help to have a minority quota evaluation of various types of positions.

7. One detriment to self-employed individuals is the fact that they must pay 4% of every dollar taken in to the State. I have done taxes for many self-employed individuals and it is like pulling teeth to get them to be honest about how much money they actually took in. I suspect I am getting only about 30% of it. At least 2 people aborted the tax preparation process at my office when I insisted that they report all of their income. I know of at least 2 people who quit their jobs because they were given 1099's at the end of the year and that would raise their monthly income so that they could not longer receive social services aid (food stamps or whatever.) We need to find a way to force the reporting of all income. I suspect at least 30% of the people here do not report all their income.

8. One of my fields is mathematics (M.A. in mathematics, University of Michigan, 1966). I have offered to teach classes in mathematics provided that I don't have to drive to Lihue. (I live in Princeville). Because of funding cuts at the community college level and in spite of Helen Cox's efforts to provide such courses at remote sites, the courses were never offered. This is one of the areas that is most lacking among workers. Funds for these remedial courses at the college level need to be made available. (Federal grants?)

9. Project planning capability is one of the most needed skills and those that have this capability are greatly underutilized. One thing the study can do is to define projects that will create jobs. Efforts can then be made to enlist those able to plan such projects and then to train people with basic abilities to carry out the projects. One such project is the provision of trees for burning and creation of electricity. It is being blocked in Anahola because it is being done by an outside firm and does not involve the Hawaiians who have a vested interest in the he land in Anahola. Clearly, with the right leadership, the project could be made to satisfy all parties involved (except maybe the German company who is trying to make money off of it.) We have leadership training on the island. Why can't we have project planning training! (Please not how the Rotary Club of Hanalei has managed to bring to fruition several important projects such as the Rescue Tube Foundation, the replacement of the Hanalei Pier structure, the building of the Water Safety Building in Hanalei, and the development of the Growing Our Own Teachers on Kauai Foundation. The skills are here. Let's use them.)

10. One way to get more accurate reporting of income would be to allow those hiring household workers (such as a masseuse, a gardener, a cleaning lady, a handyman, etc.) a credit on their income tax for reported employees. A special form listing the employees, their social security numbers, addresses, etc., and amount paid could be appended to the state income tax form with a credit (maybe only 25%) against income allowed on the Add/Sub statement. Alternately, a 10 or 15% credit against the tax could be provided. The trick is to make the miscellaneous income traceable on the state level so that the state can send bills to these people for their 4% tax on gross income or otherwise trace the reporting of that income on their individual income tax forms. Further, it would make the benefits program more responsive to actual income instead of only to that which is currently traceable. Still, some people will prefer not to work because they currently get more benefits that they would if they were working.

Sorry, I ran out of time for further review of your plan. Hopefully, I have provided a few ideas here that can help you with your revision.

Marjorie Fitting Gifford



4133 Rooke Place
Princeville, HI 96722
May 3, 2013

Aloha,

As I have been reading about the demise of the Coco Palms plans by the current owner and the potential for a public center on that property (aka Hawaiian Lands Trust), I can see a wonderful opportunity for economic development in such a project.

Visitors come to the island because it is not America, aka the United States or the "mainland". They do not expect to see Westlake Village, CA, with its suburban homes, golf courses, modern shopping malls, etc. They expect to see something uniquely Hawaiian. They are still influenced by memories of Elvis and BLUE HAWAII. They are interested in the Hawaiian culture and in Hawaiian history and in Hawaiians. Yet, many visitors who come never see a Hawaiian (aka kanaka maoli) and probably do not take time to visit the small Hawaiian exhibits at the Kauai museum or at the Waimea Technology Center (which has been closed the last 3 times I tried to visit it.)

The Filipino community is developing a Philippine Community Center. That is obviously not what visitors expect to see. We do not have a Hawaiian Community Center. Yet, we could have one that portrays not only their expectations of reviving memories but also caters to their interest in our original inhabitants.

I last visited Coco Palms before the fire and before the robbery of the two doors. Yet, what I remember besides the ruins of the lodging, was a fairly intact main building where registration once took place, with a wonderful old stairway and balconies that would be wonderfully adaptable to display of things uniquely Hawaiian. Hence, as a showplace to our visitors, a rejuvenation of the main hall of Coco Palms would be a wonderful addition that would bring past visitors back as well as to bring Hawaiian culture to those that come for the first time.

So, besides being a tourist attraction of the highest caliber, offering employment for those in the construction industry who are currently unemployed, and removing an eyesore, such a place could also serve as a gathering hall, a community center, for local kanaka. We have many woodcarvers on the island and to have a place to display their products would help to promote this skill among our youth.

There is any number of projects that could be offered in such a facility. I am NOT proposing that lodging be a part of the facility although one might reconstruct Elvis's abode and charge \$1200 or more a night to those who want to live the dream and this could offset some of the

cost of running the place. Wedding groups at Na Aina Kai must become members at \$2000 to \$5000 in order to have their wedding party at that facility. Similar charges could be made for weddings at Coco Palms.

I am only suggesting things that could be done quickly with small investments except for the purchase of the original property. However, such a purchase would clearly add to the economic revitalization of our island. I am sure many volunteers could be assembled for volunteer projects when it is safe to have them. I also suspect that, given the wonderful work the Rotary Club of Hanalei Bay did on restoring the Hanalei Pier, that the Rotary Clubs might be willing to spearhead some of the project were it given a stimulus from the County of Kauai Office of Economic Development.

Yours truly,

A handwritten signature in black ink that reads "Marjorie Fitting Gifford". The signature is written in a cursive, flowing style.

Marjorie Fitting Gifford