

**Program Testimonial Excerpts**  
**Reflecting the evolution and effectiveness of the local Program**

July 17, 1989

Mr. Bill Parrish, Director  
National Main Street Center

*“I wanted to let you at the National Main Street Center know about the transition and reorganization....for our statewide Main Street Program.” We looked at the program as a way to encourage the preservation of buildings in small towns throughout our state because of the declining sugar industry which had been our main economic force. We felt that the people had the ability to help themselves to find other economic alternatives for their towns. We are very pleased with the success of the (local) Main Street Program. “We are focusing again on our original intent,...providing services to the towns until such time as the towns themselves would be in a position of meeting their own needs and sharing their expertise with other towns. We are going to encourage the towns to guide and direct their own programs, set their own directions. ...This return to original intent, will build a stronger Main Street network within each county. We are starting the process to “graduate” towns; we are not lessening our commitment to the program rather redirecting it.”*

**—Phyllis Fox, President  
Historic Hawaii Foundation**

Results: Hilo & Wailuku received “graduate” status and recommended designation as the first two local Main Street Resource Centers for sharing Program theory and practical application. Program relocated first to the Department of Business and Economic Development and established the Hawaii Main Street Council. The Program eventually found its way back to the Department of Land & Natural Resources, where the state program found support in the existing State Historic Preservation Plan. The Hawaii Main Street Council formulated guidelines and a criterion for eligible (local) Main Street towns. Velma Santos served as its Chairperson until her death in 2000. Ms. Santos was largely responsible for the development of the local Main Street Program criteria and direction that included a provision for incorporating elements of the Hawaiian Value System.

1990

From: Office of State Planning

**To: Senator Mamoru Yamasaki, Chair, Ways & Means Committee, State Legislature**

*...“I believe the (local) Main Street Program offers real opportunities for making improvements in towns throughout the State.” “I have also seen significant successes achieved by Main Street towns, such as Hilo and Wailuku.” “We request your support so that the program can continue as the task force and Main Street towns take an active role in shaping the future program.”*

**—Murray E. Towill, Director  
State of Hawaii Business & Economic Development**

April 8, 1992

*“We strongly believe that the efforts of Wailuku Main Street Association has been instrumental in creating a climate that has brought Wailuku economic stability. As a merchant who has witnessed their efforts first-hand, we know they are hard at work promoting planning and implementing long-term strategies for economic revitalization.”*

**— Michael Emura  
Emura’s Jewelry and Gifts**

April 6, 1993

*“The common elements that bind all of these Main Street towns together are their size (small by today’s urban development standards), their age, and their historic fabric, particularly the visible remnants of a historic commercial core. Main Street’s “Modus Operandi”, so to speak, is grassroots mobilization; mobilization that involves all segments of a community and affords them a variety of processes in which to participate in discerning the underlying profile of a small town and in planning and designing a development plan that ensures the town’s economic viability and yet preserves its historic and cultural integrity. Community participation and consensus are the vital components of this mobilization process, with projects evolving from consensus building rather than being mandated by an authority. As you can see, Main Street programming is a process; a dynamic and viable process through which communities of people are empowered with decision-making, the effects of which gradually permeate a community and eventually impact upon the physical, social and economic stability of a township, a county or a state.”*

**—Velma McWayne Santos  
Former Maui County Councilwoman**

March 16, 1992

To: Howard Kihune, Council Chair & Maui County Council members

*Since August 1991, our Department has worked with the Hawaii Main Street Council. “Wailuku Main Street Association, as one of only two towns statewide to be nationally recognized as a graduate town is one of our primary guides in developing the Hawaii Main Street Program.” “Their proven expertise in the field is invaluable. “Wailuku Main Street Association is the inspiration, driving force and guiding light for other towns in Maui County.” “If not for Wailuku’s commitment, responsibility and willingness to train these towns, they could not develop a structural “self-help” program to address economic revitalization within the context of historic preservation”. “Wailuku Main Street Association has taken a strong leadership role within the statewide program and over the years has innovatively modified the national program to meet our local needs.” They have taken the initiative to expand the national program’s business orientation to include embracing concerns of the entire community. This is a major broadening of the initial Main Street Concept, which our office not only accepts, but applauds.” Their Executive Director has extensive program training and possesses vast knowledge and experience in the program. Wailuku Main Street Association/Tri-Isle Resource Center has a history of securing government grants since 1987 and has experienced no prior difficulties with reporting or relations with funding sources. The DLNR have found WMSA most cooperative and professional.*

**—William W. Patty, Chairperson  
State Department of Land & Natural Resources**

April 16, 1991  
County Council Meeting

*“The work, the knowledge, the expertise (of the local Main Street Program) has transcended across the island. They have spent untold number of hours and time on Wailuku. We have a successful program that we’ve watched develop. You on the Council have watched what’s happened in Wailuku, I know you have, and there’s a lot of good things there. They’re helping Makawao, Haiku, Paia and has been untold the number of hours and the number of meetings that they have come up and shared their knowledge and expertise to make our Maui a better Maui. And I’d just like to strongly urge you to please do whatever you can within your powers to see that this particular (Program) is funded so we can continue with the Maui that we all love.”*

**—Council Member Tom Morrow**

April 16, 1991

*“This association made up of volunteer community leaders in various professions and business sectors provides a very valuable service to Maui County. Executive Director, Jocelyn Perreira is providing strong dedicated and experienced leadership of the program. She along with officers of your Wailuku Main Street Association were instrumental in forming and guiding the Hawaii Main Street Council created in 1990, to help the Main Street towns in their transition to DLNR, and to provide future direction for the program. They deserve your strong support for this very important economic development program.”*

**—Robert L. Vieira, Chair  
Hawaii Main Street Council**

May 8, 1989

*“Words fail me to adequately express my thanks for the wonderful support you have shown to a total stranger. Meeting with the Mayor, with the attorneys and even the casual encounters with the council people while having breakfast was a treat and certainly something that would have never happened would we have not been in your company. I realize that and value it.”*

**—Nikolaus O. Klotz,  
Hotel Services International**

April 5, 1993

*“We have been able to bring valuable issues and concerns of the community to be addressed by this forum, which before was not possible. The projects being under taken by the Paia Main Street Association have been very beneficial to the town and its residents. Paia Main Street Association and other Main Street Associations can be the “eyes and ears” of their own town for the benefit of the Council Members. After all, who better knows their own community than those that live in it? Better said, “We can be known as the small town specialists”.*

**—Leilani Bronson-  
Paia Main Street Association Chair**

June 30, 1995

To Alice Lee, Chairperson, Maui County Council  
And County Council Members

*“The Wailuku Main Street Association’s Board and Executive Director have undergone extensive training under the National Main Street Program. The association is one of two in the state to successfully graduate from the national program. Its accomplishments have been recognized at the national level and have proven itself to be a leader in Hawaii’s statewide program.” As for Ms. Perreira, without a doubt, she is the most highly qualified person in the State of Hawaii with regard to the implementation of the Main Street program both in terms of experience and training.” “Her continued education in the field derive not only from countless National Main Street workshops, seminars and conferences, but also from rich and diverse educational opportunities offered by Keep America Beautiful, Tree City U.S.A, and innumerable other workshops on the development of small-town planning and downtown management strategies given by professionals with a variety of backgrounds.”....*

*Ms. Perreira’s training, coupled with her continuous community service and dedicated involvement in the program makes her the paramount expert in Hawaii for the preservation of small towns.” “The Department of Land and Natural Resources well appreciates the vast experience and knowledge Jocelyn brings to the Main Street Program, and has relied heavily upon her in evolving the statewide program. She was the first person in Hawaii to commence training others in this field resulting in the program growing from (4) small towns on four islands to (15) communities on six islands. Throughout this expansion, Jocelyn has been instrumental in providing training, advice and direction. Maui County is fortunate to have someone of her caliber and experience residing within its jurisdiction.”*

*Your deliberations on this zoning request have major implications as to the future character of Makawao. I urge you to consider the importance of this historic resource; there are precious few historic small towns remaining on Maui. The buildings, the people, the existing businesses and the community life style have put Makawao on the map, especially for those interested in heritage tourism. Makawao’s “sense of place” and its rich past are its future.*

**—State DLNR – Historic Preservation Division**

February 20, 1991

*“Group 70 wishes to express its appreciation for Wailuku Main Street Association (WMSA) assistance in the formulation of design guidelines for the Wailuku Redevelopment Area. The information and guidance provided by WMSA Executive Director Jocelyn Perreira, along with the Structure and Design Committee’s comments on the Design Guidelines were most helpful.”*

*“We consider WMSA’s links to the community a valuable resource for information on local issues and concerns. Your participation on this task has contributed toward creating a document which we believe will help shape the future of Wailuku.”*

**—Jeffrey H. Overton, AICP**

April 5, 1993

*“Makawao is a wonderful place to live and work because of its climate, natural beauty and the diversity of its people. However, Makawao faces many important challenges. In my experience, the Main Street organization is the best organization to meet these challenges. Main Street brings residents & business people together to work on present concerns and to plan for the orderly growth and development of our community. Using the Main Street guidelines we have worked very hard to make sure that we include a cross-section of the community and particularly the older residents whose memories are so valuable. Our volunteers are knowledgeable people who are donating their time for the good of their community. However, without the Main Street Resource Center and its staff a volunteer organization like ours would be much less effective. We need the advice of a Small Town Specialist in short; we need the support of the Wailuku Main Street Association’s Tri-Isle Resource Center and its staff. We urge you to please continue funding this most effective and worthwhile organization that is assisting us to plan a preferred future in Makawao.”*

**—Madelyn D’Enbeau. Chairperson  
Makawao Main Street Association, Inc.**

January, 1992

*“Since August, 1991, our department has worked with the Hawaii Main Street Council and has depended heavily upon the various participants to guide the statewide network formation. Wailuku Main Street Association, as one of only two towns statewide to be nationally recognized as a graduate town, is one of our primary guides in developing the Hawaii Main Street Program. Their proven expertise in the field is invaluable, not only to our office, but to the other towns participating in the program on a Statewide basis. Their Executive Director, has vast experience in the program, and is frequently called upon by the Hawaii main street Council to provide invaluable training to people both actively involved in the program and those new to it. In addition, Wailuku Main Street Association is the inspiration, driving force and guiding light for the nascent Main Street programs being developed in other towns in Maui County, most notably Paia, Kaunakakai, and Makawao. If not for Wailuku’s willingness to train these towns, no program would exist in them. The Wailuku Main Street Association has taken a strong leadership role within the Statewide program, and over the years has innovatively modified the national program to meet our local needs. In addition, they have taken the initiative to expand the national program’s business orientation to instead embrace the concerns of the entire community. This is a major broadening of the initial Main Street concept, which our office not only accepts, but applauds.”*

**—William W. Patty- Director  
Governor John Waihee  
State of Hawaii, Department of Land and Natural Resources**

June 12, 1996

*“Hawaii’s traditional small towns are the heart and soul of our island life. Efforts to revitalize these centers of community are important not only for economic development, but as a way to preserve our history and cherished traditions. (Our local) Main Street organizations have been leaders in maintaining the special attributes of our community while building a sound financial structure. Your vision and efforts to revitalize and preserve Hawaii’s communities benefit our entire State.”*

**— Joe Souki, Speaker  
State House of Representatives**

April 15, 1997

To: Maui County Council

*“Major changes transpired on Maui and throughout the state. If it were not for the efforts of the (local) Main Street program, many of Hawaii’s unique historic small towns would not have survived.” “Under the leadership and direction of WMSA the town of Wailuku has been economically stabilized and redeveloped. In other areas of Maui similar grassroot efforts organized by Main Street programs have resulted in such pioneering programs as public walking patrols in Paia and in mitigation of proposed commercial expansion in Makawao, thus saving the goose that lay the golden egg.” “The program has served Maui well. It is not only effective, but efficient by all standards. We found the monies to be handled in a prudent and efficient manner. We have never had reason to question the fiscal management nor had difficulties in seeing the myriad positive impacts to the community that resulted from the investment of public dollars.” “Jocelyn has been a leader in the program at a statewide level, freely sharing her expertise with others. Her depth of knowledge and vision has allowed the program to not only be a vehicle for historic preservation and economic development by also a means to instill in our small towns. I urge you to continue to support the efforts of this “most meaningful and worthy program”.*

**—State Historic Preservation Division Administrator  
State DLNR – Historic Preservation Division**

August 8, 1997

**To: Hawaii Main Street Council and the WMSA/Tri-Isle Main Street Resource Center**

*“Main Street USA programs have served as a catalyst for locally sensitive community revitalization in cities and towns throughout our nation. In Hawaii, we have seen many positive changes generated by the renewed sense of community that these programs create. (Local) Main Street programs have been successful in attracting the support of small businesses because the historical preservation and community orientation of these programs have helped bring people back to our town centers. I salute...every one of you for your efforts to preserve the history and character of your community and to find creative ways to promote economic development while protecting the special quality of life offered by our small towns.*

**—Congresswoman Patsy Takemoto Mink  
United States Congress**

March 1997

*“There is a continuing need and growing interest in small town revitalizations. We need to continue to provide these small towns with the tools and strategies to resolving problem areas confronting historic small towns, such as deteriorating buildings, the loss of business to new developments and superstores, but just as important, we need to maintain the cultural lifestyles and traditions that makes us unique. Wailuku Main Street Association/Tri-Isle Resource Center works to mobilizing the community grassroots volunteers, creating resident and business partnerships and community consensus-building. Thus empowering people to work together on plans of action to ensure economically healthy downtown business cores, which brings positive community images, creates new job opportunities, generating additional tax revenues and preserving our historic community resources. The public sector, the private sector and the residential communities must work together as partners. With our shrinking revenues, we must find ways to attract and to stimulate economic activities that will improve the economic conditions of our small towns. The Main Street program continues their efforts in assisting Wailuku and the many small towns of Maui County.”*

**—Keoki Maka Kamaka Ki’ili  
Solutions Unlimited**

April 8, 1996

*“The Tri-Isle Main Street program is so important because it involves expert resource people and materials with the specific understanding of the needs of historic business communities. As you know the visitors’ associations concentrate on promoting Maui to the outside world and the chamber of commerce focuses on the larger businesses, not the towns themselves. Who speaks for our small towns? Main Street. Finally the Main Street program greatly multiplies each public dollar invested because it can call on a large number of professional volunteers who donate hundreds of very high priced hour and because it involves old time community members who intimate knowledge of Maui’s towns is beyond price.”*

**—Madelyn D’Enbeau  
Maui Child Toys & Books**

August 7, 1998

**To: The Hawaii Main Street Council and WMSA/Tri-Isle Main Street Resource Center**

*“The Main Street philosophy of preserving traditional small town integrity while encouraging balanced “growth by design” has been successfully implemented in more than twelve hundred towns across the nation. It is encouraging to note that a significant number of our own Hawaii towns are part of this growing network. I commend WMSA/Tri-Isle Main Street Resource Center for its work in community revitalization and economic restoration in Maui County. Through its efforts, the unique history and multi-cultural lifestyles of our towns and neighborhoods will be preserved for present and future generations.”*

**—Governor Ben Cayetano**

July 9, 1998

**To: The Hawaii Main Street Council and WMSA/Tri-Isle Main Street Resource Center**

*Expressing congratulations to Hawaii Main Street Council and WMSA/Tri-Isle Main Street Resource Center for:*

*“...Your committed efforts and demonstrated leadership in working with and guiding the many small towns and small businesses throughout the State in coping with the monumental challenges of survival in a rapidly changing period...*

*..As communities and businesses come together in planning for its future, let the economic revitalization and the historic and cultural preservation, ensure that each small town’s unique and characteristic charm be forever preserved.”*

**—Council Chair Pat Kawano  
& Maui County Council Members**

August 7, 1998

*“Tri-Isle Main Street with its dedicated resource teams and devoted directors has worked to continue the Main Street mission despite tough economic times.” (Through their efforts) ...*

*“everyone can return to their communities with renewed energy and new concepts to utilize in facing the ever-growing challenges of your community and business. Again, thank you to WMSA Board, its Executive Director/Tri-Isle Main Street Program Coordinator for your critical role.”*

**—Michael D. Wilson, Chairperson  
State of Hawaii Board of Land & Natural Resources**

March 1, 2010

*“The revitalization model embraced by the National Main Street Program is a tool whose ultimate goal is the preservation of a small town’s historic architectural character by providing ways to enhance the economic viability of business operations housed in these buildings. From the outset, the program was envisioned as a private-public partnership. In Hawaii, one of the most powerful governmental tools used to support the preservation of historic and natural areas is the planning and permitting process. As a result, the programs in Hawaii were encouraged by the State Historic Preservation Division to work closely with their County Planning Departments. Hawaii’s Main Street towns quickly realized that the heart and soul of their towns was more than simply their commercial core, and expanded their range of activities to include endeavors which benefited the community as a whole and not merely the shop owners and operators. A strong sense of community is a strong foundation on which to build mechanisms to protect a town’s heritage and historic properties.”*

**—Don Hibbard, Former Administrator  
Hawaii State Historic Preservation Division**

February 24, 1999

*During these tough economic times, the Main Street organization was at the forefront and continues to advocate for small towns like Kaunakakai. We continue to commend Jocelyn Perreira and her staff for their continued support of our program. They provide us with invaluable expertise which aids us in enhancing our Molokai community...Please assist all Maui County Main Street Programs in their joint efforts to enhance our communities. Tri-Isle Main Street Resource Center is the glue that understands and provides a process for all to participate in small town revitalization.*

**—Charlene Aquino, Treasurer**

September 24, 1999

To: Hawaii Main Street Council & WMSA/Tri-Isle Main Street Resource Center

*“I commend the HMSC and the WMSA.... for discussing strategies for small town “grassroots” revitalization efforts. I have had a long association with the WMSA and know well how dedicated its staff and volunteers are to promoting economic development while protecting the unique character of our small towns.” Based in historic preservation, the Main Street approach was developed to save historic architecture and the heritage of local communities, but has become a powerful tool for economic development as well. Community involvement and planning are vital components of this approach. ...(Your work)...helps to get the message out.”*

**—Congresswoman Patsy T. Mink  
United States Congress**

October 27, 2001

To: Wailuku Main Street Association/Tri-Isle Main Street Resource Center

*“Smart Growth can be an important factor to revitalize our economy and society through informative presentations and discussions. ....I greatly appreciate the dedication and devotion that have been invested by those responsible for organizing this (“Small Towns are Smart Growth”) conference which provides us with a valuable opportunity to learn more about Smart Growth. By having the opportunity to work with your own Ms. Jocelyn Perreira through the state-wide Main Street program, I was able to expand my understanding of the role that the community can play in the revitalization of small towns in Hawaii.”*

**—Senator Russell S. Kokubun, Third Senatorial District**

Note: Senator Kokubun was previously with Hawaii County Yamashiro Administration and the Program Coordinator for the Hilo Main Street Program.

March 1, 1999

*“Tri-Isle Main Street Resource Center directly benefits Paia by funding projects forged in partnership involving town residents and merchants as well as State and County governments. We have been able to accomplish a great deal for our community that have spurred economic revitalization, civic pride and preservation of our rich historic past.”*

**—Mark Nagata, Chairperson  
Paia Main Street Association**

September, 2007

*“It is always a great pleasure to hear what you have to say about the current events, the economy and growth in Wailuku. The promise that the future has for the area appears to be very encouraging as well. I am glad to hear that there is still some hope for the construction of the multi-level parking garage. ...Thank you also for your willingness in the past many years to meet with us and share your informative knowledge about the past, present and the hopeful future of Wailuku.”*

**—Robert Bunker Representative for Gaylord Trust  
44 Market Street, Wailuku**

April 4, 2007

*“The Haiku Community Association has received tremendous assistance in furthering its goals of community conversation and discovery of a common sense of purpose and direction for Haiku Town from Tri-Isle Main Street Association. We support the continuation of its valuable efforts on our behalf.”*

**—Michael Gagne, President  
Haiku Community Association**

**Public Presentation....March 2000. “Main Street’s Role in Revitalization”**

*“The Hawaii Main Street Council and its member towns utilize, but are not limited to Main Street USA’s Four Point Approach....in developing strategies necessary to stimulate business activities which complement cultural traditions and lifestyles and which assure that the vitality, historic character and culture of these towns remain in tact for future generations to enjoy.*

*In Hawaii however, we have also adopted and use concepts encompassed by the Hawaiian Value System as a basis for community empowerment. Our Mission is to provide small town communities with opportunities and with assistance necessary to maximally utilize their own resources in developing effective, innovative and affordable solutions that improve the economic conditions of their towns and enhance their quality of life of their residents; that improve their physical and social environments; that recapture and perpetuate the visual character and heritage of their towns’ proud past; that revitalize their business districts, with particular focus on the small Mom & Pop stores that have traditionally made up the small towns of Hawaii.”*

*“Certainly, jobs are important and we must work to balance construction with housing, infrastructure improvements and appropriate commercial needs. But, the construction of too much retail space does not enlarge the economic pie. It simply reallocates the pie, with larger developments taking megabytes and small businesses eating the crumbs....Businesses, especially in small towns must reach out and become a part of the community in which they serve.....to strategically plan to retain that community’s “sense of place” through appropriate land use policies....*

*This “sense of place” of Maui County’s small towns that is a unique attraction...that doesn’t need to be designed or created because its already here....if we take care of them, they in turn will perpetuate the essence of Aloha that our residents enjoy and visitors come to see.”*

*“Community and place are inseparable. “Place” is the vessel with which the “spirit” of a community is stored; community is the catalyst that inspires or imbues a location with a sense of place. You cannot have community without place and a place without a community is only a location.”*

**—Velma McWayne Santos,  
Hawaii Main Street Council Chair**

March 23, 2006

*“The community of Haiku is fortunate to have become a participant in the Main Street Program, supported by the dedicated staff of the TIMSRC. This has brought together a broad and diverse group of grass-roots community volunteers, working hand in hand together under the guidance of the experienced professionalism of the Tri-Isle Main Street Resource Center and the expertise of its professional consultants. From individual outreach to community gatherings to hard working study groups, we are insured to create a strategic plan that represents the heart and soul of Haiku.”*

**—Marian Zajac  
Haiku Main Street Committee Chairperson**

March 24, 2010

*“The American Institute of Architects Maui Chapter strongly support the continued funding of the Wailuku Main Street Association, Inc./Tri-Isle Main Street Resource Center. The Wailuku Main Street Association/Tri-Isle Main Street Resource Center has continued to be an advocate and a true supporter of the preservation and growth, both architectural and economically for Maui County’s small towns. Small Towns here in Maui County are the true urban fabric which binds our island communities and provide a framework which instills respect for our island past and provides a window for our future. The Wailuku Main Street Association/Tri-Isle Main Street Resource Center has always served the many small towns here on Maui, including Paia, Makawao and Wailuku. It has also aided other small towns on Maui when it came to decisions which would affect the quality of life and economic success of those towns. WMSA has always worked closely with Maui County, private enterprise and design professionals to find viable and long range solutions for our small towns. The Maui County Plan is important to everyone on the island; WMSA provides realistic recommendations that strengthens and preserves our important small towns...one of Maui’s very best community-based economic programs, that seeks the preservation of our history, culture, economic viability and sense-of-place.”*

**—Durwin A. Kiyabu, AIA, President  
American Institute of Architects, Maui Chapter**

March 22, 2010

To County Council Chair Mateo, Council Budget Chair Pontinella and Councilmembers

*Aloha, I run five retail stores on Market Street between Main and Vineyard. I have been open for business on Market Street for the past thirty years and would not be without the help of the Wailuku Main Street Association and Jocelyn Perreira. I have watched Wailuku change its makeup many times over the thirty years. However, the core of Wailuku and the heart of Wailuku has been held by Wailuku Main Street Association and Jocelyn Perreira. They have been most responsible in keeping Wailuku growing and out of blight. Jocelyn is dedicated, passionate and dignified. I endorse the endeavors of the Wailuku Main Street Association, Inc.*

**—Richard Dan  
Wailuku Business Owner**

March 20, 2009

*The community of Haiku is proud of our participation in the Main Street program supported by the dedicated staff at Tri-Isle Main Street Resource Center. This effort has brought together a broadly diverse group of grass-roots community-oriented volunteers, working hand in hand with the experienced guidance of the TIMSRC and the expertise of its team of professional consultants. ...An important tool that will assist in these efforts include Haiku Design Guidelines, which will help capture the traditional aspects and unique characteristics of the town core and its surrounding villages.*

**—Sam Clark, HMSC Chairperson**

March 8, 2010

*It is very important to us that the historic aspects of the “olde plantation days” and the significant contributions to this legacy, made by our multi-ethnic workers and their families, be recognized, appreciated and celebrated.....*

*I have personally witnessed the value of this comprehensive, community-based program and its accomplishments in wisely utilizing government dollars and community resources to assure the preservation and economic vitality of Maui County’s small towns. Over the years, the Main Street organization has been a good steward of government and private section funding as is clearly indicated in its repeated clean audits, and has been highly successful in mobilizing a sizable corps of local professionals to volunteer their time, talent and expertise in service to the community through Main Street’s 501(c)(3) non-profit status. These professionals, working together as a team with Main Street’s small staff of qualified, dedicated personnel, have created the framework and methodology necessary for a successful program of economic revitalization and preservation activities and, like myself, believe that Maui County’s small towns are a sound and worthwhile investment. I believe that Main Street truly represents and stands up for the “grassroots” segment of our community.”*

**—Willie Kennison, Division Director  
ILWU Local 142, Maui Division**

April 19, 2010

*“ I have been associated with Jocelyn Perreira and WMSA for over twenty-five years in my capacity as former chair of the Maui Redevelopment Agency (MRA), community businessman, property owner and Commercial Real Estate Broker. This agency has been integral not only as a resource but also as a support entity to the small town business community. They have always been fiscally responsible and have managed to solicit top community leaders to work non gratis through volunteer board participation not to mention being a tremendous community resource on a shoe string budget. The Small Town Business community can continue to reap the benefits associated with their excellent work.”*

**—Grant E. Howe, CCIM  
Commercial Properties of Maui  
and Former Maui Redevelopment Agency Chair**

April, 2010

*“I’m Bill Tavares, member of this organization since 1989 and want to attest to the wonderful accomplishments o this organization and let you know that the County is getting an excellent return on their investment. I have worked on the front line of this organization and we have produced some significant projects that have kept Paia, Paia. These accomplishments are a direct result of the tenacity and professionalism of the Main Street Organization. It is a reflection of local planning for local people, and it is a champion of the people.”*

**— Bill Tavares  
Former Makawao School Principal**

March 25, 2010

To County Council Chair Mateo and Councilmembers

*“We thought it important to share with you what the local Main Street organization means to our Association. In our efforts to re-establish our Waihee Community Association, we have asked the WMSA/Tri-Isle Main Street Resource Center for assistance in rebuilding an organization structure that understands our local roots and seeks to be a voice to advocate for the entire region. They have provided professional guidance and resources that, is our lifeline in rebuilding a solid community organization that the Waihee Community Association (WCA) is today and what we envision it will be tomorrow.*

*Our organization is evolving into the pride of the people of Waihee. Our village has changed immensely in the past 100 years and trying to keep it as a little village that many of us remember has been challenging. Tri-Isle Main Street Resource Center has helped the community of Waihee maintain our identity and our roots.*

**— George Paresa Jr., President  
Waihee Community Association**

April 7, 2010

*“I have been involved with the Wailuku Main Street Association Inc./Tri-Isle Main Street Resource Center for nearly 20 years now. As Chair of the Wailuku Revitalization Committee, we have been able to assist with strategies to proactively assist with the long term revitalization of Wailuku Town.*

*The Committee with support from the Board and the Executive Director has made substantial progress responding to the challenges of Wailuku’s #1 concern...the lack of sufficient parking. Through a series of Economic Development Conferences, workshops and forums our group has developed a Conceptual Design for a multi-level parking structure in the heart of downtown Wailuku. With the help of numerous professionals and the talent of (WMSA Volunteer) architect August Percha, Main Street was able to articulate a design concept developed through a consensus derived from community input through Main Street’s on-going process and extensive research.*

*The design speaks to Wailuku’s unique character and sense of place along with identifying key design concepts. Volunteer professionals and community leaders generously donate “in-kind” goods and services to the Main Street organization to help realize vital community-based projects. These efforts save the County money.*

*I have witnessed first hand the excellent work and professionalism of the hard working Main Street staff and associates who are helping us to fulfill the vision of our grass roots community. The success Wailuku has achieved today is directly attributed to the efforts of the Wailuku Main Street Association. For 25 years the organization has worked along side its government partner and has supported the autonomy of the Maui Redevelopment Agency.”*

**—Glenn Kunitaki, President  
Hawaii National Bank**

November 29, 2010

*“Re: The Maui County General Plan and Community Plans. The role of small towns in rural areas such as Kula, and many other items is key to preserving the unique character of the Kula Community.” This letter expresses appreciation to the local Tri-Isle Main Street Program.*

**— Clayton Nishikawa, AIA**

March 31, 2010

*“Through the efforts of our local Tri-Isle Main Street Resource Center, its team of professionals working with Makawao Main Street Association and our fellow Makawao people we have maintained the quality of life and the ambiance of our beloved Makawao Town.”*

*“I have witnessed first hand the excellent work and professionalism of the hard working Main Street staff and associates who are helping us to fulfill the vision of our grass roots community. Without Main Street, Makawao would have been so commercialized.”*

*“The success that Makawao has today is directly attributed to the efforts of the Makawao Main Street Association, its partner Tri-Isle Main Street Resource Center and its extraordinary Executive Director who has exhibited grace under fire and solid leadership qualities as she continues to promote and protect this little town that we all love. She gives us a chance to shine and make the Program our own.”*

*“It is increasingly difficult to balance the needs of our residential business community. We seek a home town that all can still safely enjoy with those who are benefitting from proactive strategies that has put our town on the map and keeps our town economically viable. The balance that makes Makawao Town so attractive, its unique “sense of place” would be lost without the primary advocate and grassroots voice of Main Street.”*

**—Calvin Shibuya  
T. Komoda Store and Bakery**

March 18, 2010

*“The Executive Board of WCA requested assistance from the Wailuku Main Street/Tri-Isle Resource Center to help us with planning for our community in Waihe’e. The staff has worked with the WCA Board for hours to assist our residents with planning for our community. With more threat of over-development and the fear of losing our identity, we need to plan well. More than ever we rely on their professional guidance to facilitate our meetings with well thought out and reasonable approach to long range planning. I am grateful to Wailuku Main Street/Tri-Isle Main Street Resource Center for their help for the small towns.”*

**—Jan Yagi Buen  
Former Waihee Community Association Chair  
And former State Senator Hawaii State Legislature**

April 2010

*“I can tell you now that without the assistance, support and intelligent understanding from the Wailuku Main Street Association /Tri-Isle Main Street Resource Center I would most likely not have been able to open many of my businesses (in Paia or Makawao) nor properly maintain and repair these beautiful buildings, nor steer my way through an extremely tedious and extravagantly expensive process to permit new construction, all of which is beneficial to the town, the community, the County and myself.”*

*“Wailuku Main Street Association/Tri-Isle Main Street Resource Center offers the only real access and venue for our small town businesses and property owners to work out these issues with the County so that realistic solutions can be found. It also offers a venue for local community to have direct input on projects going on in their small towns.”*

**—Josh Stone  
Paia and Makawao  
Business & Property Owner**

March 15, 2010

*“We believe WMSA/TIMSRC and its director are uniquely suited to assist the diverse community groups and individuals in Maui County with establishing an organizational structure to represent themselves. WMSA/TIMSRC provides a bridge between the community, government, and professionals. We have seen first hand these relationships result in successful projects that bring long term improvements and jobs to small towns in Maui County. As professional Landscape Architects and Land Planners, it is our opinion that the WMSA/TIMSRC process of community representation has been invaluable in helping maintain the rural and small town character of Maui County.”*

**—Bill Mitchell, Vice President  
Chris Hart & Partners, Inc.**

May 2010

*“The Tri-Isle Main Street Resource Center is as a credible voice for the “little guy”.*

*“Recognized as championing the issues and improvements for small town communities for 25 years. We need Main Street now more than ever to help us finalize a good General Plan and to help us implement our Community Plans.”*

*“We need to keep the vision of the grassroots and Main Street understands who we are, what we need and helps to get us where we want to go. Main Street and its team of professionals are working pro-bono...it saves this County a tremendous amount of money.”*

**— Bryan Sarasin, Sr.-  
Waihee Property Owner**

**April 8, 1996**

*“The Tri-Isle Main Street program is so important because it involves expert resource people and materials with the specific understanding of the needs of historic business communities. As you know the visitors’ associations concentrate on promoting Maui to the outside world and the chamber of commerce focuses on the larger businesses, not the towns themselves. Who speaks for our small towns? Main Street. Finally the Main Street program greatly multiplies each public dollar invested because it can call on a large number of professional volunteers who donate hundreds of very high priced hour and because it involves old time community members who intimate knowledge of Maui’s towns is beyond price.”*

**—Madelyn D’Enbeau-  
Maui Child Toys & Books (Makawao)**

February 22, 2010

*“I want to say “Mahalo” to Tri-Isle Main Street Association for supporting our small towns here on Maui, and keeping us “we the people” informed and updated on our Maui General Planning.”*

**— Pualani Kamaunu Basbas  
Waihee Resident**

April 20, 2010

*“It has been our experience that this agency is a very valuable resource to the small town business community...this organization has demonstrated its fiscal responsibility and have managed to encourage top community leaders to serve on its volunteer boards.”*

**— Stacy A. Otomo, P.E.  
Otomo Engineering Inc**

March 1, 2007

“Our community, Paia Town and the North Shore Region, has been growing and changing at a robust rate for over twenty-five years. Having become a world-renowned destination for surfing, windsurfing, and kite surfing, Paia Town has attracted many influences from abroad. With the watchful eye and expertise for protecting the delicate fabric of small towns provided by PMSA and WMSA/TIMSRC, today’s Paia Town has become a healthy and valuable addition to Maui’s community for residents and visitors alike.

Its vitally important that there be a formal avenue for the volunteers of our town to review proposed projects and to express their views and concerns as well as to offer guidance in the planning stages for renovations, modifications and new projects. Together with the assistance of Tri-Isle Main Street professionals, project managers and that would not be congruent with our town’s guidelines.

Paia Main Street Association, as a program associate with WMSA/Tri-Isle Main Street Resource Center, led by Executive Director, Jocelyn Perreira, together with a small staff, provides important support services to the small towns’ affiliates. Ms. Perreira’s many years of experience with small town preservation is invaluable. The expertise and training of the structured guidelines of the local Main Street Program, which she generously shares with the affiliate Board and volunteers, have provided us with the tools to be effective with protecting our towns. Because of Ms. Perreira’s vigilant attention to and involvement with current issues at County, State and Federal levels we are provided with the helpful knowledge that prepares us to handle the challenges we are continually faced with.

— **Lisa Starr, Chairperson  
Paia Main Street Association**

March 27, 2006

*“As we all know the changes on Maui in recent years have been swift, dramatic, and far-reaching. While some growth is inevitable and necessary, many of us fondly remember a time when communities were closely knit and neighbors were an essential, or at least colorful, part of our lives.*

*The small towns of Maui County recall a different era and values that are in danger of being lost. They give us a sense of place and remind us of who we are. But these towns are not empty museum pieces. They are vibrant, viable, energetic, and important to the local economy.”*

— **Phillip Swatek, Chair  
Makawao Main Street Association  
and Olinda Resident**

March 21, 2008

*“The Main Street program is successful because we are able to draw on the talents and skills of members of the community who volunteer their time for this community service. Main Street serves the community as a whole, residents and businesses and is designed to bring the community together to focus on proactive solutions to community needs.*

**— Madelyn D’Enbeau, Chair  
Makawao Main Street Association**

February 28, 2005

*“Paia Town and the North Shore are on the cusp of changes that will highly impact our community. It is vitally important that there is a formal avenue for the volunteer’s of our town to review potential projects and express their thoughts and concerns early enough in the County processes to make a difference on any given project.*

*WMSA Tri-Isle Main Street program affiliates are led by Executive Director, Jocelyn Perreira, together with a small staff they provide important support services to the small towns. Jocelyn’s knowledge and training for preserving small communities is extensive. Likewise, her longevity, energy and sincere concern for those towns show through time and time again. We also need her leadership to connect our body of volunteers to the goings on at the County Planning Department, State and Federal levels regarding issues that affect our respective towns. Volunteer Board and committees are eager to undertake the work necessary to produce positive results.*

**— Debra Schonewill, Chairperson  
Paia Main Street Association**

October 21, 1999

*“We are confident that Maui County’s historic small towns can play a significant role in invigorating that economy. Consider the built-in resources already available in our small town organizations, ready to implement whatever long-term strategies are necessary to help revitalize the economy and yet retain each town’s unique “sense of place”. Consider our small historic towns as magnets for tourism and local retail trade, creating a valuable market niche for Mom and Pop entrepreneurs and generating permanent, meaningful jobs for their children and others for generations to come.*

*By investing in this tried and true Program, you will be taking an important step in signaling the County’s serious commitment to economic development and to encouraging private sector investment. We believe that your support will serve as a stimulus or rallying point for our resident ohana to share with newcomers their rich historical roots, adding a new dimension to the tourist experience. This renewed spirit of sharing will encourage active participation and generate a public-private partnership, well equipped to tackle the rigorous task of revitalization that will yield economic benefits for property owners, small businesses and taxpayers.*

**— Velma M. Santos  
Chairperson, WMSA/Tri-Isle Main Street Resource Center**

March 8, 2000

*“Over the years the Wailuku Main Street Association/Tri-Isle Resource Center has proven itself to be quite successful, and its clean audit record indicates a high level of fiscal responsibility. Maui County’s small towns have been able to retain their historic character, and build on that character to become centers of community activity, both commercially and socially. The program has not only increased the vitality of these towns, but also has given their residents a sense of control over their communal destiny. As a direct result of the program a number of historic buildings, including the Iao Theater, have been saved and rehabilitated, and their activities have catalyzed many current revitalization projects.”*

**— Don Hibbard, Administer  
State of Hawaii  
Department of Land and Natural Resources**

March 1, 1999

*“In Makawao the Main Street program the recognized “old time” leaders of the community to work together with the town’s new comers. The program unites us to work for the future of the Makawao that we all cherish. The Tri-Isle Main Street Resource Center is our mainstay as we seek to keep Makawao the thriving community that it is.”*

*“Touring visitors from all over the world are coming to see Makawao. I’m told that they make the trip up the mountain because Makawao is a unique local town and they want to see some of the real Maui. With the assistance of the Tri-Isle Resource Center we are formulating projects to retain the history of Makawao and record the evolution of each of our old building so that visitors and residents can better appreciate our history.”*

*The main Street program greatly multiples each public dollar invested because it can call on a large number of professional volunteers who donate hundreds of very high priced hours. These volunteers offer their time because they know that they can rely on the small town expertise of Tri-Isle Main Street Resource Center’s staff.”*

**— Michael J. Molina, Chairperson  
Makawao Main Street Association**

March 14, 2000

*“Maui County’s small towns are confronted by many challenges that serve as impediments to business creation, retention and expansion, and threaten their economic viability, physical integrity and quality of life. These challenges include the high incidence of drug trafficking, open alcohol consumption and vandalism after the close of the work day; the need to preserve and/or restore buildings of historic, cultural and architectural significance; the obsolescence and age of structures; incompatible land uses; high unemployment and under employment; low per-capita income levels; and disproportionate shares of the County’s low income families and subsidized housing units.”*

*“The Main Street Program is assisting these small towns undergoing transition and the impacts of slum and blight, significant growth, the phasing out of the sugar, pineapple and Agri-business industries and the onslaught of national discounters, forcing them to do business differently, to develop market niches, to attract compatible or location-neutral businesses and to educate the surrounding community of the importance of sustainable growth.”*

*“By providing education and technical assistance to Wailuku, Paia, Makawao, Molokai and other eligible small towns, Main Street has empowered these communities to undertake comprehensive revitalization strategies to counter the migration of business capital to industrial tracts and mega malls by attracting appropriate new businesses, revitalizing existing structures of historic or architectural significance and working to upgrade and improve business amenities, particularly parking. For the Wailuku Town core, promoting the adoption and implementation of the Wailuku Small Town Code and updated Redevelopment Plan is a priority strategy, essential in leveling the playing field for new business, desirous of locating in small town environs but confronted with the need to upgrade old commercial structures to meet current building, fire, zoning and parking requirements and inadequate and outdated off-site infrastructure.”*

*“It is critical to support our local Main Street Program for Maui County’s historic small towns. Thus revitalization is long overdue!”*

**Velma M. Santos**  
**Chairperson**  
**WMSA/Tri-Isle Main Street Resource Center**

February 23, 2010

*“We are very excited about the developing plans for a town square and a 3 ½ acre park in the heart of town that will provide a focal point for Makawao joining the old and the new. By assisting to facilitate with the implementation of our Makawao-Pukalani-Kula Community Plan, we have finalized a conceptual Safety, Restoration and Beautification Plan for Baldwin Avenue. This project is part of an overall Master Plan for the town and is the culmination of a comprehensive 3-phase project spanning 3 years. We are currently actively participating in the update of the General Plan providing comments and recommendations on both the County-wide policies and the Maui Island Plan.”*

***Morris Haole, Jr.  
Chairman of the Board  
Makawao Main Street Association***

March 24, 2010

*“A nonprofit organization called Main Street Association. They call ‘em Wailuku Main Street Association but they work with Wailuku, Paia, Haiku, Makawao, Lanai, and Molokai. This organization works on behalf of communities and maintain their integrity and help them to get through some of their problems. For instance in the widening and improvement of Makani and Makawao Street, they organized a meeting between Department of Public Works and the people of various areas they impacted by the encroachment of the road for the widening purposes and last time we met and we came to some kind of an agreement. How can this project go and be acceptable to the community? So that’s the kind of input and organization they provide. This is much needed. No other organization would have done that kind of work. So this is they feel a very unique position in our community so they must be maintained.*

***Ernest Rezens  
Makawao Resident***

2/11/11

*“Sitting in your meeting for the first time verifies my ability to confirm my support for an organization that takes care of the important issues pertaining to our small towns, businesses, and adjacent issues that could destroy cultural beliefs of all nationality. Your persistent ability to politically address the issues with our government officials makes me and my community of Lana'i confident that our issues will be challenged by (our local) Main Street organization. I commend you and all of the board members for a job well done, Know this that I have dedicated my full support of this organization and promise that I will help in anyway possible. Mahalo for allowing me to be an advisor to your organization. Hopefully I will be able to live up to your expectations and challenges for a better future.”*

***Matthew J.K. Mano  
Lanai Resident***

3/24/10

*“County support of the Main Street program is a good investment that has proven to be more than cost effective our dedicated staff and volunteers make best use of limited resources, and in addition to providing planning assistance directly, also provide the framework for a remarkable volunteer effort on the communities behalf. Without this framework, all the donations of time and independent community based analysis would be lost. If the architects, attorneys, engineers, bankers, the urban planners, the other professionals who volunteer on Main Street’s committees were to charge for their services, each meeting would cost hundreds and sometimes thousands of dollars. Support for this program has saved the County money and empowered the community.”*

*“Main Street assists the community in various ways that affect core County services. We often are able to report social service needs and the need for and justification for basic Capital Improvement Projects when a small improvement early on can frequently avert a much larger expense later. Main Street helps keep Maui County’s local economy healthy and vibrant by working effectively to help keep our small towns genuine, vivacious, and viable. Main Street works with property owners to make incremental improvements that raise property values, draw customers, and encourage additional reinvestment that retains and creates jobs. We have been doing this for almost 25 years now. A primary reason that Main Street receives the support of so many volunteers is that it is viewed as truly representing the wishes of the community as a whole. Main Street’s emphasis on the process of integrity, which enables and encourages participation. This community building is a core service that pays many dividends, both economically and socially. The funds will be well spent in leveraging the maximum benefit from our volunteers and providing the County with valuable community-based professional service that is, in practical terms, unavailable otherwise.”*

**Tom Cannon, AIA  
WMSA, Chairman of the Board**

3/24/10

*“I joined the Board because I feel that was very important that small towns exist, and we help the small towns. I know this is a very tough economic times, especially in our business. I think WMSA/Tri-Isle Main Street Resource Center is a very important program because it helps a lot of the small people and the small towns. I was very impressed when I got elected to be on their board there is a lot of prominent and very important people that serve our small town communities.”*

**Diane Sumida, Owner  
Wailuku McDonalds**

3/24/10

*“My name is August Percha, I am an architect I have been licensed in Hawaii for 20 years, I am also now a accredited LEED professional, something I’m quite proud of. I have lived in Wailuku for the last 10 years and have been a member of Wailuku Main Street, on the Board, and I also serve as a member of the Structure and Design Committee. We do a lot of good things parking is Wailuku’s biggest problem and there is a lot of confusion so I was asked to illustrate a conceptual drawing... (this conceptual drawing was utilized by the County of Maui in a presentation by Mayor Charmaine Tavares to help secure \$1.2 million in federal funding) and that’s how we are moving forward to help resolve Wailuku’s parking issues.”*

**August Percha  
Pacific Design Team**

3/24/10

*“I just want to give you a snap shot of how I got involved with the Wailuku Main Street Association/Tri-Isle Main Street Resource Center. A number of years ago I had my first project in Paia. I was aware of the local Main Street program so I thought I should go talk to them, you know, to see what was going on. I just wanted to get a feel, you know, as how I was going to fit in and basically renovate the old Kobayashi Garage on Baldwin Avenue. And, you know, in meeting with them, going around and meeting all the neighbors and people in the community kind of inspired me. In looking at the design guidelines for Paia to see how they were appropriate or integrated to the actual designs or with what you see in Paia. At that time I went through all Paia, took all kinds of pictures and sort of related how that related back to the design guidelines. I gave a presentation to the Planning Commission now they got a real thorough picture of not only what the design guidelines were, but how they related to Paia.”*

*“That’s something that wouldn’t have been there if it hadn’t been inspired by the local Main Street program and Tri-Isle Main Street Resource Center. So for a number of years now, I’ve been doing that and you know, I can tell you that it’s a very important, vital service to the community, because what Main Street does is to provide a link between government and the grassroots. And it’s very very very evident if it wasn’t for the local Main Street Program’s link between the grassroots and the local people in the small towns, development, business, and government a lot of things wouldn’t be happening the way they are today.”*

*“It’s not just understanding the value of our lifestyle in a small towns, and its not something you can just write down like a smart growth code, because that’s essential and we can look at it as a map; what it really means is that it’s something that comes from within and you have to know it. You know, its true that in the process of the Maui County Plan that the Tri-Isle Main Street program holds small town values in terms of growth and how that growth is established and that might be somewhat different than other entities may present it.”*

**George Rixey, AIA  
Artel Inc.**

3/24/10

*“One of my first experiences with the Wailuku Main Street/Tri-Isle Main Street Resource Center was a project that I was gratefully selected to help a mainland owner have a project right in the heart of Paia town called Paia Town Center. What is very important to note on that project was for the first year and a half I was able to help convince the landowner not to file applications right away that they wanted to do. Instead, we went to the local Main Street program and it was a very valuable experience. The grassroots comments that came out i.e., that we had a wonderful architect and some other professional engineers along with other comments we received via Paia Main Street through the Tri-Isle Main Street Resource Center really reshaped our plan and became a plan that I was proud to take through the process. In doing so, we were also able to have community buy in such that I believe we saved valuable time and money from the County’s perspective. We had testifiers providing positive input I believe for the County Council process it helped save time instead of what we see so many times battles fought on the floor of the Planning Commission or Council if we can solve problems ahead of time, its invaluable, and its hard to put a dollar amount on that. It’s sort of the right thing to do. When we talk about the experience that Tri-Isle Main Street Resource Center and their staff has brought to the table, I’m humbled to be a Board member. I did a quick calculation and there’s over 325 professional years that the Board alone represents that’s just the Board not counting the staff and committee volunteers. Over 325 years directly on Maui is extremely valuable!”*

*“It’s interesting that the client that I helped out is a very successful commercial business owner, he couldn’t believe what the local Main Street program was able to do for him. He was blown away he had no problem investing if you will into Paia Town because he was very confident in the long term survival attributed to the collective work done by Paia Main Street and Tri-Isle Main Street Resource Center. What was really interesting is they had done a market analysis of vacancies, and absorption rates of businesses and a survey of what the town merchants wanted to see for the future. How much growth they would want, and that was very instrumental in shaping the design of our project that... how much commercial building we should provide and how much we shouldn’t to maintain the balance to really enhance and stay consistent with the wonderful feeling of Paia. Yeah the Main Street organizations had a big influence on how this went I believe that helped the Planning Department because the staff planner was really amazed they didn’t have to spend time like they thought on an overwhelming battle.*

**Bill Frampton  
Frampton and Ward**

2/24/11

*Without a doubt the Wailuku Main Street Association, Inc/Tri-Isle Main Street Resource Center has gone above and beyond preserving Small Town Historic character. I commend Executive Director Jocelyn Perreira along with her staff for their continued hard work. As you all know small towns are a necessity not only in the state of Hawai'i but also in the USA, it attracts tourist from every port of life. What is Hawai'i's top industry? Yes, you are right TOURISM. Wailuku Main Street Association, Inc/Tri-Isle Main Street Resource Center is an organization with an atmosphere of openness, mutual respect and generosity that is committed to excellence through pride and hard work. Malama...Care, Ho'okipa...Serve, Ka'a'ike Pana'i...Communicate*

**Ron Haole**

2/27/11

*The local Main Street Association (Tri-Isle Main Street Resource Center) will go to bat for small businesses, small towns and local families.*

*When I was in the renewal process for the conditional use permit for my bed and breakfast, Jocelyn went the extra mile to help me in the successful conclusion. After the presentation of my historical registered property to the Makawao Main Street Board of Directors, the organization and Jocelyn stood up with me. I am not sure that I could have done it without her. She has the knowledge and perseverance to get the job done, protecting small towns while remaining vigilant with safety issues for our keiki and kupuna. Jocelyn takes it to heart and is committed to working for the community.*

**Cherie Attix**

**Hale Ho'okipa Inn Makawao**

4/6/11

*I am Mercer "Chubby" Vicens, President & Chairman of the Board for the Maui Native Hawaiian Chamber of Commerce representing nearly three hundred Maui County residents who are part Hawaiian and operate small business in Maui Nui.*

*These members come from all corners of Maui including the small towns of Makawao, Pukalani, Paia, Haiku, Central, South and West Maui. We also have members on Moloka'i and Lana'i.*

*The Wailuku Main Street Tri-Isle Main Street Organization under Ms. Jocelyn Perreira has been the "voice of the little guy" when dealing with various County Departments including the County Council and the Administration. This much needed "independent voice" reminds County departments of "what the small towns wants" versus what the Departments think we should have. On many occasions, Wailuku Main Street Association is the only voice defending the little guy".*

*Through Wailuku Main Street Association, small towns have developed growth strategies, strategic plans and input from members of each small town.*

*A strong sense of community is a strong foundation on which to build mechanisms to protect a town's heritage and historic properties.*

**M. "Chubby" Vicens**

**Maui Native Hawaiian Chamber of Commerce**