

# 2020 Hindsight / Recap

Hāna Business Council

# 2020 Activity Timeline



- ▶ Launch of [HanaMaui.com](https://hanamaui.com)\*\*

- ▶ *In partnership with Scott Crawford, Serve Aloha and Heidi Lea, Shenanigans Design*
- ▶ *Support from Hōlani Hana (Kauwila Hanchett & Gary Chow) as Fiscal Agent for OED Grant*
- ▶ [Clearinghouse for COVID-19 related business and government updates](#)
  - ▶ Support for East Maui Ready Leadership Team including community education and COVID-19 bulletins
- ▶ [Community Directory for East Maui businesses, services and non-profits](#)
- ▶ [Workforce Development Resources](#)
  - ▶ Working with the Maui County Office of Economic Development
    - ▶ *Linda Puppolo, Executive Director, Maui County Workforce Development Board*
    - ▶ *Ka'eo Ornellas, Agricultural Coordinator & Specialist*

## 2020 Activity Timeline ~ HFUU - Hana Chapter launches the Hāna Farmers Market with Online Ordering\*\*

**FARMERS  
MARKET**  
**Weekly on FRIDAYS**  
Winter Hours!  
Nov ~ Jan **2:45 - 4:30**  
**Kūpuna shopping 2:15**  
**Hāna Town Center**  
**Bring Your Own Bags!!**



**Support our local growers!**  
Shop Online for Market Pickup: [HanaFarmersMarket.org](https://HanaFarmersMarket.org)  
Email: [Info@HanaFarmersMarket.org](mailto:Info@HanaFarmersMarket.org)

- ▶ February 2020 - Established Friday markets on the pavilion next to the Ranch Restaurant, *working in partnership with the Hotel, Hana Ranch and Mahele Farm*
- ▶ April 2020 - Moved the Farmers Market ONLINE with distribution coordinated through the drive-through hotel front entrance as it was closed due to the pandemic and re-organization
- ▶ May 2020 - SNAP/EBT transactions available for market purchases
- ▶ June 2020 - Reestablished the Farmers Market on the property below the Ranch Restaurant implementing social distancing / mask wearing and other sanitization protocols for safe community distribution of food

# 2020 Activity Timeline

- ▶ More Hāna Farmers Market Goodness
  - ▶ July 2020 - *In partnership with Project Ho‘omana*, with support from County of Maui funding and other donation sources, begin programs: ‘Ohana Drop Food Distribution and FREE scrips for families to purchase food at Hana Farmers Market.

**'OHANA DROP**  
FOOD DISTRIBUTION

**JANUARY 26**  
3PM TO 5PM

*For The 'Ohana*  
LOCAL GROUND BEEF  
FRESH VEGETABLES  
EGGS & RICE  
& MORE

**PREREGISTRATION  
REQUIRED**  
DRIVE THRU  
AT THE CULTURAL CENTER  
FROM TOP OF KEANINI ST.

*For The Keiki*  
**FACE MASKS**  
GLOW IN THE DARK STARS  
STAR MAGNET CRAFT

**NO REGISTRATION  
REQUIRED**

ALOHA@HANAARTS.COM - (808) 248-7569

Paper Forms  
214-0362  
<https://tinyurl.com/y8weam7r>

County of Maui  
Hana Arts  
Maui Food Bank  
Helping the Hungry  
Project Ho'omana



# 2020 Activity Timeline

- ▶ August 2020 - Hutaff Ohana / Valley Isle Excursions begin to offer COVID-19 Assistance with a delivery service to Hāna with an online order service through Instacart
  - ▶ Download the Instacart app to your phone
  - ▶ Set the order pickup location to Valley Isle Excursions HQ at 466 East Ahuli'u Way, Wailuku, HI 96793
  - ▶ Once order is completed, set the delivery dates from selected stores to Friday between 11am and 1pm

## KAHULUI TO HANA

VOLUNTEER RELIEF DELIVERY SERVICE FOR E MAUI RESIDENTS

**COVID  
19  
ASSISTANCE**

COURTESY OF:  


**ORDER ON  
INSTACART**  


SET DELIVERY FOR  
**FRIDAY 11-1**  
TO: VALLEY ISLE HQ  
466 E AHULI'U WAY WAILUKU

**PICKUP  
ORDERS  
HANA  
FARMERS  
MARKET 4PM**

*In loving memory of*  
*Raymond Hutaff, who so loved Hana*  


# 2020 Activity Timeline

- ▶ AND More Hāna Farmers Market with Online Ordering\*\* Goodness >>>
  - ▶ September 2020 - With grant funding, Hāna Farmers Market purchased a van for the market
  - ▶ December 2020 - Hāna Arts joined as a vendor for local holiday crafts to be added, more arts/craft market presence being discussed for the future



# 2020 Activity Timeline

- ▶ Hana Highway closure to visitor traffic April through July 2020, affecting many businesses and services
- ▶ Along with Project Ho‘omana, Hana Health / Hana Fresh, Hana Youth Center, and Feed My Sheep organized food distributions and drive-through ordering for the Hana community
- ▶ Hana Mask Makers group quickly organized distributed FREE masks and educational materials along with local COVID-19 testing events
- ▶ Ke Ao Hāli‘i acquires Mokae land; currently Maka‘alae parcel next to Waiahonu/Waioka in escrow
- ▶ August 2020 - UHMC Maui Food Innovation Center - HFUU/Hana Chapter - Maui County OED - HBC ~ Food Tasting Event
  - ▶ Collaboration of East Maui community leaders to support agricultural entrepreneurialism, with representatives of the UHMC MFIC and County of Maui Office of Economic Development agricultural grant programs
  - ▶ Selection of 2 best product recipients for UHMC Food Production Course as a prize
  - ▶ Supporting the goal of assisting business development and safe food handling certification for local vendors



# 2020 Activity Timeline

- ▶ Hāna Bike Path Project\*\*
  - ▶ Hana Ranch begins clearing pathway on land that will be donated to this project
  - ▶ County of Maui Budget has allocated funds to assist with matching land donations for this project
  - ▶ Preliminary focus area for development will be across from the skateboard park to assist safe access to this park and the surrounding area for our keiki and 'ohana





# 2020 Activity Timeline

- ▶ Broadband access for East Maui rural communities underway - Hawaiian Tel installing fiber optic cable to be active mid-2021 ~ Digital Literacy Programs
- ▶ Hasegawa Store and Hana Coast Gallery updated websites including online shopping
- ▶ Hāna-Maui Resort management transitions for the hotel to be operated through Hyatt, welcoming a new General Manager, Jon Benson
- ▶ Kūpuna Hui established for East Maui community outreach to our elders
- ▶ The Maui County Department of Agriculture was enacted through charter amendment ballot measure passed in Nov. 2020 to assist our local farmers, food entrepreneurialism, and distribution
- ▶ Updated HBC “HanaMaui.com” sign by Ma Ka Hāna Ke ‘Ike at Hana Farms
- ▶ Ke‘anae community organization No Ke ‘Aupuni O Ko‘olau Hui takes over lease/management of former YMCA camp
- ▶ Kipahulu Ohana, Na Mamo O Mu‘olea, Ke Ao Hāli‘i, No Ke ‘Aupuni O Ko‘olau Hui, Hōlani Hāna and Hana Farmers Market hire workers under CARES Act projects



# 2020 Activity Timeline

- ▶ Maui Nui Makai Network publishes [Mālama I ke Kai Community Action Guide](#)
  - ▶ Available training for strategic planning around supporting developing policy for managing shoreline resources
  - ▶ Creation of a well-connected network for the exchange of ideas and expertise throughout Maui Nui, including Na Mamo O Mu'olea and Kipahulu Ohana
- ▶ Hanaside News relaunches\*\*
  - ▶ New owner/publisher, Amanda Mori
  - ▶ MEDB grant for small businesses to provide free communication advice with Mana Means Communication, [provided press release for Hanaside News relaunch](#)

# The roadmap ahead

- ▶ Establish HBC as a nonprofit organization. With this move we will be able to better join forces with existing educational, government, civic and philanthropic agencies to bridge services for assisting local businesses and nonprofit business development.
- ▶ Support our local culture and community with workforce development at the core for the creation of well-paying jobs for our local residents, with strong mentorship and leadership development for future generations.
- ▶ Continuously work to provide a better ‘curated’ visitor experience as we strengthen our business community and link together the road through East Maui with the services, businesses and environment along the way.
- ▶ Move through the pandemic to once again celebrate together with community gatherings where we can share in the abundant local food across the table with one another.



# HBC 2020-2021 Elected Board Representatives:

- ▶ Dawn Lono
- ▶ Eileen Comeaux
- ▶ Froyam Edel
- ▶ Gary Chow
- ▶ Heidi Lea
- ▶ Jerry Grigory
- ▶ Marni Aina
- ▶ Max Boese
- ▶ Randy Orozco
- ▶ Robert Frost
- ▶ Susie Pu