

M I N U T E S

Cameron Center, Wailuku, Hawaii
 May 19, 1976

The meeting of the MAUI COUNTY CHARTER COMMISSION was called to order by Chairman Edwina Bright at 3:35 PM.

Commissioners Present:

1. Margaret Cameron
2. Pete Agliam - Lanai
3. Hideo Abe
4. Ralph Murakami
5. Stephen Petro - Molokai
6. Allan Sparks
7. Dr. Sanae Moikeha
8. Joseph M. Souki
9. Lloyd Sodetani
10. Edwina U. Bright, Presiding.

Guest:

Miss Judy Jacob, Project Director,
 Survey Marketing and Services, Inc.

Staff:

Cecilia T. Marciel,
 Coordinator

Chairman Bright announced that on May 17, a group of commissioners were invited to pre-tape a discussion over radio station KNUI (Wailuku) entitled "ISSUES '76" hosted by Chuck Bourne. Commissioners Cameron, Sodetani, Sparks and Bright participated. Discussion centered on generalities concerning the Charter. She also stated that before today's meeting (5/19/76) Commissioners Petro, Sparks and Bright pre-taped two other programs on Station KMVI confined to the following topics:

1. Legislative Branch
2. Police, Liquor and Fire Departments.

Chairman Bright also requested that all commissioners stress positive aspects of all changes to the Charter so as to maintain an informational-educational type of program.

Miss Judy Jacob, Project Director of Survey Marketing and Services, Inc. representing Mr. L. Wiegler, Administrator of the Honolulu firm was introduced by Chairman Bright. Miss Jacob explained how the firm would conduct a survey regarding an educational program on the the proposed amendments to the Charter if the Commission feels such a survey is necessary: She outlined the following -

- 1) interviewing 500 people by telephone
- 2) 10 - 15 minute interviews, well-worded, fairly limited
- 3) this type of interview preferrable for response, interest and economy
- 4) would work with Commission on accurate wording in order to receive valid response
- 5) interviewers are trained - errors less than 5%
- 6) telephoning would be done from Oahu (to Maui) through Watts lines on evenings and weekends under supervision with 10% verification through call-back to insure call
- 7) questionnaire forms would be edited, then sent through data-processing through IBM machines with demographic characteristics
- 8) Commission would receive three copies of bound report which would include tables, figures - methodology indicating results
- 9) would prefer using computer generator samples, rather than registered voters list - this system reaches unlisted numbers
- 10) Miss Jacobs admitted price would be reduced by \$1000. if interview confined to 10 - 15 minutes; previous quotation of \$6700. was based on 20-minute questionnaire.

After some questions by various Commissioners, Miss Jacob was thanked by Chairman Bright and informed the Commission would take the matter under advisement.

HAND-OUTS, MINUTES:

Chairman Edwina Bright referred to hand-outs including Minutes of 5/4/76. Commissioner Margaret Cameron stated that:....."Total estimated cost: \$10,880 as presented by Miss Victoria Lawrence's proposal (Pg 1, Par 2, Minutes 5/4/76) is not a true figure; that in Miss Lawrence's proposal (refer MEMO P. 4 - "Newspaper Space", \$5580.00 should be subtracted from the overall figure of \$10,880." Chairman Bright said the

Commission did not vote to eliminate that cost; rather, discussion was centered around the possibility of doing so but no formal action was taken. It was agreed that in order to clarify the matter, a fifth listing should be added to the four already named by Miss Lawrence (Par 2, Pg 1, Minutes 5/4/76) to wit:.....

"5. Newspaper Space \$5580"
With this addition, Minutes of 5/4/76 were approved as amended, through addition.

OPINION - ATTORNEY GENERAL'S OFFICE:

Discussion followed on the pros and cons of obtaining opinions from the Attorney General's office on two specific points:

1. Legality of Miss Lawrence's proposal.
2. Legality of the marketing survey as presented
Miss Jacob.

It was MOVED by Commissioner Stephen Petro, duly SECONDED by Commissioner Margaret Cameron that Chairman Edwina Bright direct a letter to the Attorney General requesting opinions on Points 1 and 2, above. MOTION CARRIED.

<u>AYES</u>	9	<u>NOES</u>	1
Abe		Souki	
Agliam			
Cameron			
Moikeha			
Murakami			
Petro			
Sodetani			
Sparks			
Bright			

In speaking against the motion, Commissioner Joseph M. Souki felt that because of different methods of surveys and promotional programs, one could not get a general type of opinion; that each case would be different and settled on its own merits. He went on to say that the survey is a poll-taking type of thing; that Miss Lawrence's proposal is a specific presentation and cannot be used for any other.

It was noted that altho' there may have been others who may have been interested in presenting some form of educational-promotional program to the Commission, there are not now any interested parties other than the two aforementioned.

More informal discussion followed: Comm. Sodetani felt that these opinions may possibly instigate legal actions in the courts; Comm. Souki disagreed - he said any private citizen could file a suit if he wanted to but not based simply on an opinion - he said a suit could be initiated by "John Doe", not by County or State against its own Commission. Commissioner Sparks agreed.

Commission Chairman requested that all statements be directed to the Chair.

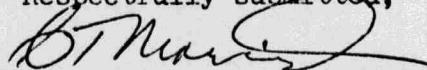
Reference was made by Chairman Bright to the Evaluation Sheets as revised and prepared by Comm. Al Sparks. It was recommended that these sheets be distributed at the beginning of all sessions where at Commissioners of the "Speakers Bureau" appear so as to obtain a true evaluation. It was MOVED by Comm. Sodetani, duly SECONDED by Comm. Moikeha that Evaluation Sheets be adopted and that the Commission's Report and official ballots which will be used at the General Election of 11/2/76 be distributed by Speakers. MOTION CARRIED UNANIMOUSLY.

The "Time Table of Events" was also accepted by the Commission.

There was nothing further - next meeting June 15, 1976.

FOR THE COMMISSION:

Respectfully submitted,



Cecilia T. Marciel
Adm. Coordinator

Apr 27, 1976

MEMO -

To : ALL COMMISSIONERS
From : C. T. Marciel *CTM*
Subject : PROMOTIONS - KAAHUMANU SHOPPING CENTER

Conferred with Roger Stillman, Promotions and Advertising chief at Kaahumanu Shopping Center regarding placing our large posters which we used at public hearings, in that closed-in area in the middle of the Center for educational and display purposes.

The spot in question is well protected and can be seen from four sides. I could xerox more copies of the "REPORT OF THE MAUI COUNTY CHARTER COMMISSION" and distribute them to the public.

Mr. Stillman was very enthusiastic over the proposal and said they would be glad to do this as a public service.

Although I have not yet explored the possibilities, we could probably move this to the Lahaina Shopping Center as well.

Please let me know your feelings.

Yes, I also spoke with Bob Carpenter, Promotions Manager, Maui Mall; however facilities there are not as desirable as at Kaahumanu.

Apr 30, 1976: Spoke with George Apo, Honokawai, today - he will be happy to assist us in informational-educational program in Lahaina. ctm