



June 30, 2005

Andy Bruckner, Ph.D.
NOAA Fisheries Federal Program Officer
Office of Habitat Conservation
1315 East-West Highway
Silver Spring, MD 20910

Dear Dr. Bruckner,

Hawai'i Wildlife Fund thanks you for the opportunity to submit a final performance report regarding our NOAA grant entitled "Community-Based Conservation of Coral Reef Resources in Maui, Hawaii." This final project status report details activities from October 1, 2003 through March 31, 2005 that reflect the grant objectives and goals.

Both Federal and matching funds were used during this reporting period to meet financial needs for the projects outlined in the grant award for NA03NMF4630335. As documented in the report, the programs begun within the terms of this grant award have succeeded and flourished, and the change in focus from Local Resource Councils to Makai Watch has produced strong community interest and involvement towards the protection of Ahihi Kina'u Natural Area Reserve.

Please feel free to contact me at (808) 385-5366 if you have any questions or if anything requires clarification. We greatly appreciate NOAA's support and thank you for all your assistance.

With sincerest aloha,


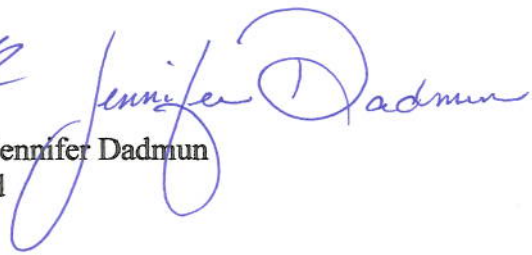


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PROJECT SUMMARY: October 1, 2003 - March 31, 2005

The overall goal of this project is to conserve coral reef ecosystems around Maui through a multi-pronged community involvement program. This program includes supporting communities in multi-stakeholder coral reef management efforts through the establishment of Makai Watch Programs, community involvement projects such as ReefWatcher and Project R.E.E.F., and creation of an independently funded Marine Conservation Fund supported by the marine tourism industry, educators and conservationists. During the grant period, between October 2003 and March 2005, the project components were successfully initiated and/or achieved through the establishment of Maui's first Coast Watch (renamed Makai Watch) Program at the Ahihi Kina'u Natural Area Reserve on Maui and evaluation and initiation of additional Makai Watch Programs (MWP) in Hana at Muolea Point, Kihei and Honolua; training and compilation of comprehensive surveys of Maui's nearshore reef ecosystems by involving community members in assessments and cleanups; and creating and launching a successful the Maui Reef Fund.

Although all of the Project Components have been successfully achieved and/or initiated, one Project Component was reconfigured from formation of Local Resource Councils to establishment of Makai Watch Programs. In the first six months of the program, we made significant progress toward establishing Local Resource Councils (LRCs) for Maui. At that time, however, we learned that the state's Department of Land & Natural Resources (DLNR) had retracted their support for any efforts toward the development of LRCs. In subsequent discussions, they agreed to alternatively endorse the development of Makai Watch Programs such as the one begun in Miloli'i, Hawai'i by The Nature Conservancy (TNC) and the DLNR's office of enforcement, DOCARE. Our work toward development of Local Resource Councils provided a solid foundation for the rest of our related Tasks, including the formation of the Makai Watch program on Maui.

The Makai Watch program has been described in detail in previous reports and is a community involvement program, based on a concept similar to the Neighborhood Watch Program in which community members act as the "eyes and ears" for the Police Department to help deter, identify, and report crimes. Not only is the Makai Watch program an excellent way to involve the communities in identifying threats to the marine environment and to participate in conservation efforts, much like a Local Resource Council would have done, it has also served to initiate strong partnerships between communities, local NGO's, Hawai'i Sea Grant, The Nature Conservancy, the Division of Aquatic Resources, DOCARE and others to assist in management of coral reef resources around Maui.

The outcomes of the project have been achieved:

- Identification of Key Community Members for Participation in Makai Watch Program on Maui
- Begin Process of Establishment of Makai Watch Program for the Island of Maui that Coordinate with Key Partners such as the State and other Agencies
- Begin to Plan and Implement Efforts to Protect Coral Reef Resources in their Area
- Initiate Strong Partnerships between communities, Local NGOs, Hawai'i Sea Grant, The Nature Conservancy, the Division of Aquatic Resources and others to Assist in Management of Coral Reef Resources around Maui
- Initiate Process of Developing Marine Resource Management Plans for Maui
- Capacity Building and Fostering Stewardship through training the Community to Monitor Coral Reef Conditions in their Area
- Communities will be Able to Identify Alien Algae Species and Algae Blooms and Other Changes and Report on their Occurrence to NAR Rangers/DLNR.
- Higher Rate of Compliance with Marine Resource Regulations

Hawai'i Wildlife Fund has collaborated with the following groups to identify key community members for participation in Makai Watch Programs, to assess sites and facilitate Makai Watch Programs, to begin to plan and implement efforts to protect coral reef resources in their areas, to initiate strong partnerships, to build capacity and foster stewardship of coral resources and to monitor coral reef conditions; has assisted in training communities to identify alien algae and algae blooms and has seen a higher rate of compliance with marine resource regulations at certain areas:

South Maui Community leaders Kimokeo Kapahulehua, Don Domingo and DLNR managers Randy Awo and Bill Evanson in the establishment of Makai Watch at Ahihi Kina'u Natural Area Reserve.

Members of the Muolea Point Committee empowered by the County of Maui and Eastside Maui Hui members and founders such as Kema Kanaka'ole and DLNR managers Randy Awo and biologists Russell Sparks and Skippy Hau in assessment of a Makai Watch Program at Muolea Point, Hana.

Maui Land & Pineapple Company managers, Project SEA Link and Randy Awo in establishment of a Makai Watch at Honolua Bay.

South Kihei Action Committee and Randy Awo to establish a Makai Watch near the Kihei Boat Ramp

Local NGOs such as Project SEA Link, *'Ao'ao O Na Loko I'a O Maui*, Hawai'i Sea Grant, The Nature Conservancy, the Division of Aquatic Resources, DOCARE and the Department of Forestry & Wildlife (DOFAW) in the formation of Makai Watch Programs, training and monitoring of coral reef ecosystems

DOFAW Rangers and Hawai'i Wildlife Fund Naturalists and volunteers at Ahihi Kina'u have assisted DOCARE in surveillance of illegal activities in the NAR such as poaching and have assisted in educating the public about marine regulations. Most encounters have resulted in increased compliance with these regulations.

Although this component:

- **Initiate Process of Developing Marine Resource Management Plans for Maui**

was designed to be achieved through the formation of Local Resource Councils, it may be indirectly initiated through focusing community efforts on Makai Watch Programs.

This **Community-Based Conservation of Coral Reef Resources** program consists of three components, associated tasks and objectives. **This final report documents the ultimate status of each of these components.**

PROJECT COMPONENTS

Component I. Helping Communities to Organize and Build Capacity for Coral Reef Management

Tasks:

1. Identification of key community members to form Local Resource Councils
Revised to: Coordinate Key Community Members in the Formation of a Makai Watch Program in Ahihi Kina'u Natural Area Reserve, Maui

Objectives:

- Supporting the Community to identify key locations and members for Makai Watch and begin to establish meetings
- Identification of the Local Community-based NGO to act as fiscal agent
- Supporting the Maui Makai Watch Program through Scheduling of Training Meetings and Volunteer Shifts
- Facilitating Exchange Program with Other Community-based Management Programs, Especially Makai Watch in Miloli'i
- Participate with DOCARE and Other Partners in the Development and Implementation of a Makai Watch Training Program

2. Interview key stakeholders to determine the perceived threats to Maui's nearshore waters and potential for solutions

Objectives:

- Hiring Consultant Team to Interview Stakeholders from Communities of Maui
- Identify Key Stakeholders and Conduct Interviews
- Summarize Findings and Formulate High Leverage Strategies to Mitigate Threats
- Assist in Identification of Makai Watch Members and Share Findings With Them

Component II. Establishing a Conservation Awareness and Involvement Program including Community Monitoring of Coral Reef Ecosystems and Alien Algae

Tasks:

1. Establish community-based monitoring of coral reefs through training in the R.E.E.F. Project

Objectives:

- Training community members in R.E.E.F. monitoring techniques
- Hosting Meetings where Results of Surveys are Shared with the Public

2. Organize a Conservation Involvement Program

Objectives:

- Recruit Reef Watchers from Interested Communities

- Organize and Train Reef Watchers including Coral Reef Monitoring and Alien Algae Identification and Reporting

Component III. Work with the Marine Tourism Industry to Initiate a Maui Marine Conservation Fund

Tasks:

1. Identify key members of the marine tourism industry on Maui to pilot a program to solicit funds toward a marine conservation program

Objectives:

- Identification of participants in a marine conservation fund generated by the marine tourism industry

2. Conduct a Willingness-to-Pay Survey

Objectives:

- Begin to conduct surveys on boats to determine willingness of passengers to pay for conservation
- Determination of appropriate amount of money that passengers are willing to pay for conservation of marine resources

STATUS OF TASKS AND OBJECTIVES BY COMPONENT

Component I: Helping Communities to Organize and Build Capacity for Coral Reef Management

Tasks:

1. Identification of key community members to form Local Resource Councils

STATUS

In late January 2004, Hawaii Wildlife Fund (HWF) representatives attended a Department of Land and Natural Resources (DLNR) public meeting on Maui that discussed the proposal to ban lay nets (gillnets) generally statewide. A variety of stakeholders from a range of interest groups were present, yet most stressed the importance of returning to "traditional" methods of marine management to sustain Maui's coastal and reef ecosystems and the fisheries upon which so many depend.

Reflecting this widespread interest, HWF invited community representatives from around the island to participate in LRC formation on Maui. The communities of Kahikinui, Keanae and Hana as well as individuals from other areas of Maui expressed immediate interest and HWF is actively organizing community meetings to establish LRCs within these areas. HWF shared the current results of the stakeholder interviews with them as the meetings occurred.

- In Spring 2004, Hannah Bernard traveled to the Big Island to observe a West Hawai'i Fishery (WHFC) meeting and spend a day with Sara Peck to learn more about the WHFC. Obtained files on WHFC background and application process to evaluate for use in Maui model.
- Last year, working under contract to TNC, HWF began the process of soliciting interest in Local Resource Councils from key community members of Maui. Dialogue continued with these individuals and others about the actions of the WHFC and establishment of the Coast Watch program. In the spring of 2004, they were invited to meetings held on Maui to familiarize local communities with the Big Island programs.
- Hosted 4 meetings on Maui in collaboration with CCN to introduce members of LRCs and the WHFC from Big Island to Maui residents and to spark interest in these programs. Meetings were held in Kihei, Ma'alaea, Keanae and Hana.
- In June 2004, learned that DLNR has decided not to support LRC development but is actively interested in Coast Watch (renamed Makai Watch).

- Discussed with NOAA grants program liaison the current status of this component and requested reallocation of LRC funds to Coast Watch.

1. (Program Revision) Coordinate Key Community Members in the Formation of a Makai Watch Program at Ahihi Kina'u Natural Area Reserve, Maui

- Initiated Maui Makai Watch in collaboration with DOCARE chief Randy Awo and Department of Forestry and Wildlife Manager, Bill Evanson at Ahihi Kina'u.
- Beginning in Fall 2004, HWF hosted and facilitated separate strategy meetings with the agency and key community cooperators and then held planning meetings with all.
- Created PowerPoint presentation for community training.
- HWF completed minutes from all preparation meetings and sent out to the Makai Watch Planning Group.
- Informational flyer about Makai Watch distributed to residents near and in the Ahihi Kina'u NAR.
- Keone'o'io Advisory Group members invited to February community training.
- Initial Maui Makai Watch training was held in collaboration with DOCARE, DOFAW and community leaders on February 28th, 2005 at the Whale Sanctuary in Kihei. 31 community members attended to hear presentations by Bill Evanson (on the NARS and surrounding target area), Stan Enomoto (DOCARE Agent) on Regulations, and Hannah and Jen on Naturalist teaching themes ("Think Island" campaign) and the goals of Makai Watch. More extensive trainings on regulations, reporting and possible night shifts have been scheduled. In addition, biological assessment and monitoring training has been conducted jointly by DLNR, Sea Grant, TNC, Community Conservation Network (CCN), and Hawai'i Wildlife Fund (HWF).
- Presently, Makai Watch volunteers are scheduled down at Ahihi Kina'u NARS in 2 and 4 hour sessions and are helping Think Island naturalists at the education station to learn more about the NARS and assist in answering visitor questions and observing behaviors. Feedback from the naturalists has been quite positive.

FINAL STATUS: One established Makai Watch site at Ahihi Kina'u on Maui. In negotiations with DOCARE and the Hana Community to establish and launch Makai Watch at Muolea Point on Maui.

2. Interview key stakeholders to determine the perceived threats to Maui's nearshore waters and potential for solutions

STATUS

Hannah Bernard and Ann Fielding were contracted to identify and interview key stakeholders in communities around Maui about local perceptions of threats to the nearshore waters and coastal lands and strategies to mitigate them. The approximately 40 Mauians with histories of cultural, fishing, scientific or conservation activities in the community interviewed unanimously agreed that Maui's nearshore waters and coastal lands have changed dramatically during the last two decades with an increasing human population, and recognized that Maui is at a turning point, teetering on the brink of costly decline. The need for a sweeping movement toward replenishment and restoration was uniformly established, punctuated by a desire for a cohesive education and awareness campaign.

The interviewers integrated recommendations for strategies to mitigate threats to Maui's nearshore lands and coastal waters into a rough timeline that prioritized implementation of tasks. Some of the strategies include:

- Launching a multi-pronged outreach education strategy for public awareness, education, mitigation and recovery called Think "Island"
- Establishing Local Resource Councils that represent stakeholder groups of major regions of Maui to manage and replenish their fishery resources and coastal lands and waters
- Protecting the host culture and nearshore lands and waters in areas that are still relatively undeveloped and comprised of mostly Hawaiian residents through a combination of community empowerment and action/ involvement programs
- Establishing minimum stream flow for all Maui streams and defining buffer zones
- Establishing a Marine Conservation/Replenishment Fund supported by Maui's marine tourism industry to assist in preservation and enhancement of nearshore marine life and mitigate threats

- In the first part of the grant period, The Nature Conservancy contractors Hannah Bernard and Ann Fielding identified and interviewed key stakeholders in communities around Maui about local perceptions of threats to the nearshore waters and coastal lands and strategies to mitigate them.

- Subsequently they identified strategies to mitigate threats to nearshore lands and waters, wrote an Executive Summary of findings and have begun to implement the strategies. Some examples:
 - Launched a multi-pronged outreach education strategy for public awareness, education, mitigation and recovery called "Think Island." This program is now well established at 'Ahihi Kina'u Natural Area Reserve in South Maui through a grant from the Hawai'i Tourism Authority to Hawai'i Wildlife Fund and administered by the Department of Land & Natural Resources. The

educators/naturalists and NARS Rangers provide valuable interface with the public and recently Makai Watch volunteers as well.

- Established a Marine Conservation/ Replenishment Fund supported by Maui's marine tourism industry to assist in preservation and enhancement of nearshore marine life.

- Identified key community members who wanted to participate in the Makai Watch Program and/or the Community Learning Network, a statewide effort through CCN, TNC, HWF and Sea Grant to connect local communities. Hosted two meetings to share findings and final report with them.

FINAL STATUS: Completed. Report submitted last year with Progress Report 1.

Component II. Establishing a Conservation Awareness and Involvement Program including Community Monitoring of Coral Reef Ecosystems and Alien Algae

Tasks:

1. Establish community-based monitoring of coral reefs through training in the R.E.E.F. Project

STATUS

In conjunction with Project SEA-Link and the Maui R.E.E.F. representative, Hawaii Wildlife Fund organized and implemented several R.E.E.F. trainings and site assessments in the nearshore waters of Maui over the grant period. The training program is administered by professional marine biologists, complete with videos, data sheets and color fish ID cards. Volunteer participation in the program has substantially increased and the number of sites being surveyed has multiplied, leading to an increasingly comprehensive baseline assessment of Maui's coral Reefs.

- On April 22, 2004, the trainings for R.E.E.F. and ReefWatcher programs culminated in a Dive In to Earth Day event, which successfully incorporated biological monitoring, human impact assessments and an underwater cleanup effort. Twenty-two participants snorkeled and SCUBA dove at an established R.E.E.F. assessment site, Makena Landing.
- In conjunction with Project SEA-Link and the Maui R.E.E.F. representative, Hawaii Wildlife Fund supported, organized and/or implemented several R.E.E.F. trainings and site assessments in the nearshore waters of Maui over the course of the grant period, including 2 national events: the Great American Fish Count and Dive Into Earth Day.

- Provided 15 R.E.E.F. trainings for volunteers at La Perouse Bay under a separate grant through the "Think Island" campaign.

FINAL STATUS: Trainings completed. Connected volunteers trained in R.E.E.F. by Project SEA-Link under this grant with survey of La Perouse Bay conducted by Cheryl Vann under CZM grant.

2. Organize a Conservation Involvement Program

STATUS

- ReefWatcher volunteers were recruited from interested communities from individuals previously expressing interest in marine conservation, snorkeling, diving, and/or participation in the R.E.E.F. program and Coral Reef Network.
- In mid-January 2004, Sara Peck, developer of the ReefWatchers program, conducted a training session and launched the program on Maui with the assistance of Hawaii Wildlife Fund. She trained approximately 15 volunteers about water safety, marine ecology, coral reef ecosystem monitoring techniques, the analysis of data, and reporting. They participated in laying transects, collecting information on specific fish species and "adopting" sites of their own for future assessments. Many volunteers have already established assessment sites and are collecting valuable data for the ReefWatchers program, including human impact evaluations at heavily used snorkel sites like Honolua Bay.
- In early April 2004, an Alien Algae educational workshop educated community members about environmental impacts, prevalence, and types of alien algae; trained them in species identification and removal techniques; and designed a hands-on outing to promote volunteer control efforts. Hawaii Wildlife Fund representatives attended and documented the information to use in launching community cleanups on Maui and intend on working with multiple local organizations to create a larger volunteer base.
- In Spring 2004, HWF and CCN hosted 2 weekend-long community reef monitoring training sessions to initiate a community involvement program in Kihei and Keanae.
- HWF distributed alien algae I.D. cards to communities and participants in the Maui Reef Fund.
- Hawai'i Wildlife Fund contractors, Scott Atkinson and Jason Phillipotte of CCN and Ann Fielding hosted a ReefWatchers training in Keanae in July, 2004.
- HWF partnered with Project SEA Link to foster education about coral reefs and support R.E.E.F.-sponsored coral ecosystem surveys and cleanups, such as Dive Into Earth Day held each Spring.

- Initiated Maui Makai Watch in collaboration with DOCARE chief Randy Awo. Hosted 8 meetings with Mr. Awo and key community leaders to formulate plans and goals for community involvement and training. Selected 2 communities and sites: the 'Ahihi Kina'u Natural Area Reserve and Muolea Point, Hana.
- Conducted initial community meeting for Kihei to assemble, evaluate and orient volunteers for 'Ahihi Kina'u Makai Watch. Since then, we have held multiple trainings for Makai Watch volunteers.
- Hannah Bernard represented HWF at the *E Malama I ke Kai* annual Ocean Awareness Festival in early April 2004 on Oahu, a day-long event celebrating the ocean through youth education, conservation presentations and hands-on activities designed to encourage stewardship and increase knowledge about the marine environment of the Hawaiian Islands.
- Supported O'ahu-based non-profit organization, Kai Makana, to bring 12 youths to Maui and Kaho'olawe to conduct marine debris clean-up at Kanapou Bay on Sept. 11, 2004.
- Supported the interfacing of the O'ahu youth group with a Maui youth group, called Konohiki. Both groups sailed to Kaho'olawe together and conducted a massive clean-up coordinated by Kaho'olawe Island Reserve Commission.
- Community Outreach continued with Keanae and Waihe'e kupuna/youth video project.
- Provided technical support to these youth and adults through the Pacific Voices program of O'ahu
- Assisted the Waihe'e community to work with the Hawaiian Canoe Club on a video project to interview fishermen.
- Hosted a public forum at Hawaiian Canoe Club Hale for all north shore communities featuring Dr. Gershon Cohen to speak on water quality issues.
- Continued to develop an outreach education program for Maui's youth called "Wild Hawai'i", connecting youth to the riparian and nearshore habitat and bringing kupuna to the schools.

Component III. Work with the Marine Tourism Industry to Initiate a Maui Marine Conservation Fund

Tasks:

- 1. Identify key members of the marine tourism industry on Maui to pilot a program to solicit funds toward a marine conservation program**

STATUS

Hannah Bernard of Hawaii Wildlife Fund and Scott Atkinson of Community Conservation Network identified and met with individuals in Maui's marine tourism industry and conservation community to ascertain where the needs of boat operators mesh with environmental plans for marine conservation practices. Many expressed frustration with the current efforts of the state to enforce and establish marine conservation measures, and were excited at the prospect of gaining a voice and being able to affect positive change.

Members chosen to pilot the program were invited to meet each other, and as a result of their common goal to enhance and protect the marine resources of Maui, successfully established the Maui Reef Fund. This program relies on funds generated by the marine tourism industry to finance conservation projects of interest to them while benefiting the Maui reef ecosystem as a whole for visitors and locals alike. Meetings have been consistently frequent (once every two weeks to once a month) and well-attended by the membership, with Hawaii Wildlife Fund, Community Conservation Network and The Nature Conservancy acting as facilitators.

The Council has been successful in establishing a consensus-based operational protocol, identifying non-profits to manage the funds, proposing and implementing various means to solicit donations, developing an informational brochure for donors and repairing existing mooring pins/ initiating the permit process for additional mooring pins at snorkel sites around the island as its First Year Project, something that has been much anticipated by the boating and conservation communities alike.

With a composition of 75% operators and 25% conservation representatives, the voting Council for Maui Reef Fund effectively takes into account the wants and needs of the tourism community while maintaining the integrity of the program to reflect conservation morals. At present, the membership of the Maui Reef Fund includes approximately 22 individuals creatively taking action to preserve the resources, and we anticipate substantial growth in membership in the near future.

- During the grant period, MRF hosted 20 meetings with members of the marine tourism industry and marine educators, conservationists and researchers. Its mission: "To protect and preserve the marine resources of Maui and promote an environmentally sustainable marine tourism industry."

- HWF successfully united disenfranchised members who were concerned about accountability of Fiscal Agents and persuaded them not to start their own, separate program.
- The Council has agreed on operational protocol established by consensus-based decisions of a voting Council, the establishment of a donation program, the usage of and priority of the funds, Hawai'i Wildlife Fund as fiscal agent, and a First Year action strategy for usage of the funds.
- MRF designed a stunning color brochure and logo through an in-kind donation by a local graphic designer
- In addition to a \$50 yearly membership due, most participants in the Maui Reef Fund have donated in excess of \$300.00 each, and in total have raised \$1,321.00 in monetary donations to the Maui Reef Fund.
- There are currently 22 participants in the Maui Reef Fund, 16 contributing. Bank account balance is: \$4,511.18.
- Councilmembers and their staff have willingly stepped up to contribute vast in-kind donations as well, including use of vessels, hardware, expertise, crew, and time in pursuing the Mooring Pin Project (totaling \$8,176.20).
- Crews have voluntarily assessed moorings around Maui County, 3 splicing parties have been held to ready new mooring line assemblies, and 3 in-field repairs and installations have resulted in entirely repairing Lana'i Island moorings, South Maui moorings at 2 sites and installation of new moorings at 2 sites.
- All members have begun to collect funds, and trainings were conducted with operators who requested assistance in teaching their crew how to solicit donations.

2. Conduct a Willingness-to-Pay Survey

- Completed data analysis and shared the results of the "Willingness to Pay" surveys with key marine tourism operators, including the executive director of the Activities and Attractions Association of Hawai'i (A3H), Toni Marie Davis. At Ms. Davis' suggestion, we agreed to share the survey results with her entire Maui membership and include them in our pitch to start a marine conservation fund. She lobbied for inclusivity of the Fund, rather than exclusivity.

FINAL STATUS: Completed. Final report, "Recreational Survey in Selected Marine Managed Areas in the Main Hawaiian Islands," was submitted last year with Progress Report 1.

Appendix 1.

Maui Reef Fund Financial Report
October 2003 - March 31, 2005

Maui Reef Fund (MRF) members began donating funds in May, 2004. Membership fees were agreed upon by the Reef Fund Council to be at least \$50/year for marine operators, although most operators donated twice that amount. During this reporting period, October 2003 through March 2005, MRF members donated \$3,121.00 in cash and \$8,176.00 of in-kind donations that include hardware for mooring pin repair, crew labor and vessel usage. Table 1 shows monetary donation by date and donor for this grant period. The in-kind donations resulted primarily from three working meetings to prep materials for mooring pin repairs (called splicing parties) and two separate days repairing 12 moorings. Table 2 shows in-kind donation by date and donor for 2004-2005.

Date	Donor	Amount
5/10/2004	Hawaii Wildlife Fund	\$100.00
5/28/2004	Ed Robinson Diving Adventures	\$100.00
7/13/2004	Prince Kuhio	\$100.00
7/13/2004	Octopus Garden Divers	\$50.00
7/13/2004	Maui Dive Shop	\$250.00
7/13/2004	Extended Horizons	\$100.00
7/17/2004	Lahaina Divers	\$50.00
7/28/2004	Maui Dreams Dive Co	\$500.00
8/11/2004	Atlantis Submarines	\$50.00
9/28/2004	Mike Severns Diving	\$100.00
9/29/2004	Ann Fielding Snorkeling	\$100.00
9/28/2004	Extended Horizons	\$300.00
11/23/2004	S. Atkinson - Wabi Sabi	\$200.00
12/2/2004	Kai Kanani	\$50.00
2/15/2005	Maui Dreams Dive Co	\$300.00
2/15/2005	Hawaii Wildlife Fund	\$5.00
2/23/2005	Kai Kanani (Jeff Becklund)	\$10.00
2/23/2005	Prince Kuhio (Katie Velasquez)	\$5.00
2/23/2005	Teri Stewart (MDDC)	\$200.00
3/17/2005	Octopus Reef	\$200.00
3/29/2005	Ed Robinson - Geoff Moore Donation	\$25.00
3/29/2005	Maui Dreams (Don) - G. Moore donation	\$25.00
3/29/2005	Octopus Reef	\$67.00
3/29/2005	Mike Severns Diving	\$234.00
	TOTAL MONETARY DONATIONS	\$3,121.00

Table 1. Date of donation, donor and amount of donation to Maui Reef Fund, 2004-2005.

In-Kind Donations		Amount
Date	Donor	

2/2/2005	Atlantis Submarines	\$1,000.00
2/2/2005	Maui Dive Shop	\$2,126.20
3/29/2005	Trilogy Excursions	\$4,750.00
3/29/2005	Maui Dreams Dive Co	\$300.00
	TOTAL In-kind donations 2005	\$8,176.20

Table 2. In-kind donations to Maui Reef Fund 2004-2005 for Mooring Pin repair project.

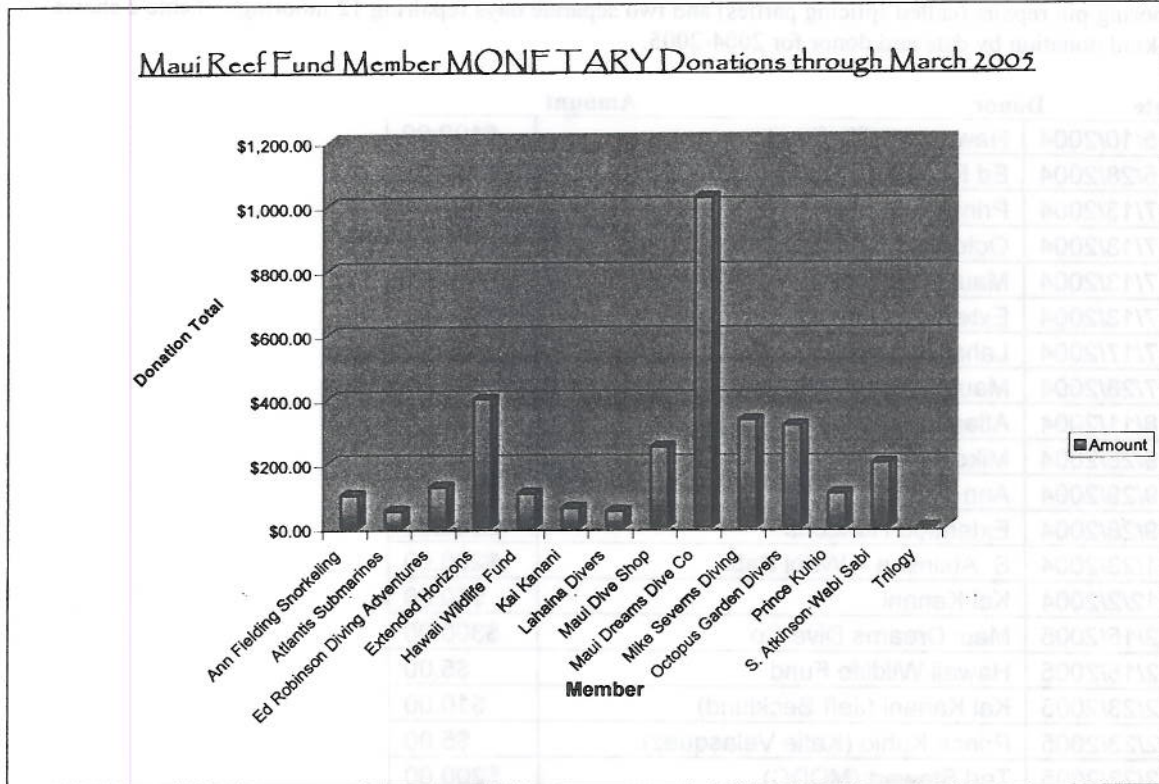


Figure 1. Monetary member donation total to the Maui Reef Fund through March, 2005.

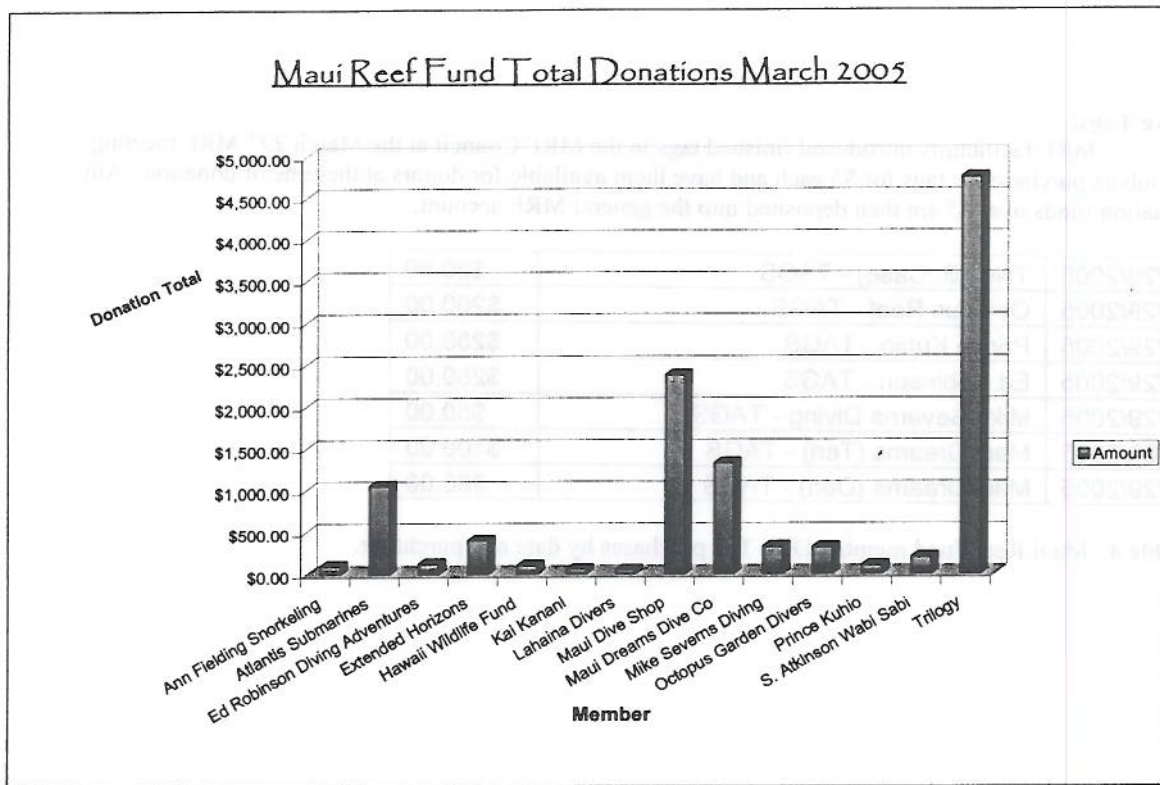


Figure 2. Total donations to the Maui Reef Fund, including in-kind contributions, through March, 2005.

Totals:
Monetary donations to the Maui Reef Fund through March 2005 total \$3,121.00.
Total in-kind donations to the Maui Reef Fund through March 2005 = \$8,176.20.
Total donations to the Maui Reef Fund through March 2005 = \$11,297.20.

Monetary Outflow:

Most costs incurred by Maui Reef Fund with the mooring pin project and member involvement have been donated as in-kind donations. Table 3 shows all outflow to date from the Maui Reef Fund account.

3/29/2005	Reimburse Hannah Bernard – for 16 thimbles for mooring pin repair	\$182.87
3/29/2005	Reimburse Jeff Strahn - thimbles and shackles for mooring pin repair	\$236.45
3/29/2005	Donation to Geoff Moore for brochure design	\$250.00

Table 3. Date of payment, recipient and amount of funds dispensed from Maui Reef Fund account through March, 2005.

Dive Tags:

MRF facilitators introduced finished tags to the MRF Council at the March 29th MRF meeting. Members purchase the tags for \$5 each and have them available for donors at the time of donation. Any donation funds over \$5 are then deposited into the general MRF account.

3/29/2005	TNC (S. Case) - TAGS	\$20.00
3/29/2005	Octopus Reef - TAGS	\$200.00
3/29/2005	Prince Kuhio - TAGS	\$250.00
3/29/2005	Ed Robinson - TAGS	\$250.00
3/29/2005	Mike Severns Diving - TAGS	\$50.00
3/29/2005	Maui Dreams (Teri) - TAGS	\$100.00
3/29/2005	Maui Dreams (Don) - TAGS	\$80.00

Table 4. Maui Reef Fund member Dive Tag purchases by date and purchaser.

Maui Reef Fund Council Decisions January 2004 through March 31, 2005

1/12/04

- Council composition shall consist of a small number of committed operators, educators and/or conservationists, expanding at some point in the future
- A3H agreed to design (with editorial input from Hawai'i Wildlife Fund) and implement a website button that allows donations online for A3H companies
- The Fiscal Agent will act as a recipient of funds only, with no control over the usage of funds
- Operators will decide how to "garnish" the funds
- Investigate DLNR's ability to levy fees on funds collected
- Determine the needs for starting a successful "Reef Fund":
 - The priorities of the Fund – mission statement, list of projects
 - Choose an administrator of the Fund who will represent the needs of both the operators and conservation groups - preferably, a local non-profit
 - Establish an accountant to maintain Fund receipts
 - Set standards for accountability and decision-making process
 - Decide a baseline for involvement and contribution to the program
 - Provide quarterly or monthly financial reports to the Council
 - Determine methods for donation and make it effortless (e.g., "Buck for the Beach" Jar at stores, a badge or medallion, website, lump sum donations)

1/20/04

- Develop a mission statement based on the intended purposes of the Fund
 - protection and preservation of the marine industry and environment,
 - education, research,
 - sustainable use,
 - taking action vs. pursuing legislation,
 - enhancing enforcement,
 - making the industry "look good by doing good"
- Establish a project priority list that includes (in no particular order):
 - Wrecks and underwater attractions
 - Mooring Pins
 - Pump-out stations
 - Education
 - Enhancing enforcement
- Keep DLNR and state agencies informed while maintaining the Fund as a private program, working together on a situational basis

2/3/04

Only 4 attendees plus 2 facilitators, so no decisions made
Facilitators distributed a draft protocol for guidelines of operating the Fund

2/17/04

- Fiscal agents: Both A3H and HWF will act as Fiscal Agents for the Fund as soon as A3H receives its 501(c)3 non-profit status. Each will create a separate, legally transparent account for these funds and all monies will go to the same cause
- The Fiscal Agents will sign an agreement not to take any percentage of the funds, and there will be an agreement between the operators and these fiscal agents
- Website link and button for donations can be used on any Fund member's website

- An unlimited number of groups may participate and donate to the Fund, but the voting Council should remain small (between 9-25 members)
- One representative from each group shall have a voting voice. A representative can send a voting replacement from their organization if they cannot attend the meeting.
- Voting will NOT be weighted by the size of donation or organization. One member per invited organization/ company will participate on the voting Council
- Facilitators distributed protocol guidelines based on group consensus process established by the federally-appointed Pacific Cetacean Take Reduction Team

3/11/04

- The Name of the Fund shall be Maui Reef Fund
- The mission statement for Maui Reef Fund is “To protect and preserve the marine resources of Maui and promote an environmentally sustainable marine industry”
- The term applied to voting members, “the Hui” shall be changed to the “Council,” while other participants or donors will be known as the “Members” or “Membership”
- A minimum of 9 Council members must be present to hold a meeting
- Giving proxy votes to other councilmembers was disallowed
- One voting representative from each organization or stakeholder group can apprise an alternate representative of the issues and designate this individual to represent their views if they must be absent, and this alternate may vote for that particular session

3/24/04

- the Fiscal Agent may not use the name or logo for marketing unless agreed upon by Council majority vote
- If the Fiscal Agent chosen is a statewide agency, the funds raised on Maui must remain on-island and be used on Maui projects
- The Council shall be comprised of a 75/25% ratio of boat operators to conservation/education resource people, respectively
- The Council will continue to strive for consensus as delineated in protocol guidelines - if consensus cannot be reached, an overwhelming 90% majority rule is sufficient to pass a vote for an issue by Council members present
- A letter to Peter Young be drafted to voice Council’s concerns regarding DLNR’s proposed highest bid process for permits at Molokini
- A minimum contribution of *one dollar per passenger* will be required from each company to ensure membership
- Those meeting or surpassing the minimum contribution will get the “stamp of approval” and be able to use the logo and concept of the Maui Reef Fund in marketing
- **A few Roles and Responsibilities of the Fiscal Agent:**
 - The funds are held and distributed by the Fiscal Agent through a separate account set up solely for the Maui Reef Fund
 - The Fiscal Agent shall not incorporate this project into a project of its own but rather act exclusively as the financial account holder

4/14/04

- For the first year, Maui Reef Fund’s priority will be to fix existing mooring pins while simultaneously researching the permitting process with ACOE for new mooring pins
- A cost analysis, estimate and timeline for this project will be established
- Private groups (hotels, cruise ships) and foundations will be asked to contribute private funds, which can then be used as matching funds in grant seeking from government agencies
- By unanimous vote, HWF is designated as Fiscal Agent at this time for any contributions to the Maui Reef Fund
- A Memorandum of Understanding will be signed between the fiscal agent and the Council, and quarterly financial reports will be produced for the Council

4/28/04

- Action Strategy for mooring pins: repair existing ones, evaluate the hiring of a liaison/ contact person, and obtaining new mooring pin permits
- The logo should be the same throughout the islands for all Reef Funds (Big Island and Maui presently)
- Councilmembers requested the opportunity to expand the Council (less than 25 representatives were typically present) by submitting names to the facilitators

5/12/04

- Operators will volunteer vessels, manpower, time, and funds for tackle if necessary to repair existing mooring pins
- Any boat would be able to utilize the moorings after repair or installment, and a system would be established to denote the load that each mooring could bear, such as different colored mooring balls
- The First Year strategy should include establishing GPS points for each mooring site as well as designing the above load-bearing notification system
- All Council members present and originally invited into the Fund hold a voting voice in the Council – no additional names were submitted
- A \$50.00 per company annual donation for membership in the Fund plus \$1.00 per passenger to be a member of the voting Council
- Membership is established through a \$50.00 annual fee, but to have the privilege of using the logo for advertising or marketing, a company will contribute \$1.00 per head
- Conservation/education representatives will not be required to pay an annual fee or be subject to continuous donations to be a voting member of the Council since they have no financial gain to contribute

5/24/04

- If funds for support personnel are released to a “point person” for the mooring pin project, the person should not be a voting Councilmember to avoid conflict of interest
- The mooring pin project will be the first year project of the Maui Reef Fund
- Maui Reef Fund will evaluate the needs of Terry O’Halloran in pursuing additional permits for more mooring pins

6/14/04

- The decision for a mandatory \$1.00 per head donation for a voting seat on the Council shall be reevaluated and discussed
- The First Year priority project to pursue mooring pin installation and permits be reevaluated and discussed to avoid duplicating efforts of Malama Kai
- Paying a “point person” for evaluating mooring pin status and coordinates will be evaluated, and operators could be interviewed instead to get this information
- The Council will review and approve previous meeting’s minutes at the beginning of each meeting
- A Reef Fund facilitator will do follow up calls after each meeting to ensure the receipt of meeting minutes and the next meeting’s agenda
- Maui Reef Fund meetings will be held once a month unless specified by the Council to increase the possibility that all Councilmembers can attend

7/13/04

- To maximize participation on important issues, any items requiring votes will be introduced as New Business and voting conducted at the next meeting
- Councilmembers unable to attend the next meeting (when the vote will be held) are entitled to vote via email up to **three days prior** to that next meeting date
- The \$50.00 minimum annual general membership donation for the Maui Reef Fund is in effect from this time forward

- A mandatory donation of \$1.00 per passenger will not be used to qualify as a voting member of the Council
- There will not be one set mandatory funding option to determine voting rights on the Council

8/11/04

- Much discussion but no votes taken on this day. Votes to be taken at next meeting:
 - Mooring Pin budget for First Year strategy
 - Options regarding a "Tag" and the qualifications needed
 - Minimum donation option

9/22/04

- Unanimous Vote to budget \$ 13,500 for Mooring Buoy project for the first year on Maui
- Jim Walsh will be the contact person between Malama Kai and the Maui Reef Fund.
- When money is drawn for Maui from Malama Kai, Jim Walsh has to be a signatory on this account, with four cosigners from the Council.
- Terry O'Halloran will give the Maui Reef Fund Council a proposal for his project. The Council will then decide whether/how to fund him from monies raised.
- Due to in-kind donations from various boating companies, the Council will not budget labor to help maintain the moorings in the next year.
- Subcommittees will pursue Website Donations and Brochure editing and present to the Council at the next meeting
- Volunteers will investigate options and price estimates of various alternative "prize" options, due to concern about marine debris and environmental issues surrounding plastic BC tags.
- The Council deferred voting on the minimum donation option and will revisit the issue in 3 months.

10/20/04

- Robin Newbold to approach Honolua Bay mooring donors to ask them to release \$1,000 in earmarked funds to use in repairing moorings around the island since Honolua Bay is currently in local political conversation.
- If agreed, Honolua donors would have the choice of freeing funds to be put into general Reef Fund monies or being used to pay Terry O'Halloran for assessing moorings, applying for ACOE permits and leading a year-round mooring pin maintenance program.
- A plastic tag is chosen as Maui Reef Fund's first "big donor" gift for donations of \$5 or more. The tag will have the MRF logo and fish engraved on it. All in Council agreed, as long as Maui Reef Fund Council implements a marine cleanup program to offset possible addition of plastic to the environment.

11/9/04

- Many discussions, but no decisions were made. Any items requiring votes are introduced as New Business and voted on at the next meeting to allow for full participation.

12/6/04

- A successful splicing party was held, targeting Lana'i Island moorings. This was an action meeting.

01/09/05

- Originally, Council agreed that **brochures would only be given out with a donation**, thus the inclusion of the Membership card. After discussion at this meeting, some felt that **brochures can be handed out more freely**, with not many repercussions if someone falsely "sports" a membership card. The donation amount and authorizing person are listed on the back of each card. Therefore, some are choosing to put the brochures on the counter in their stores or pass them out at meetings and have donors mail in their donations.
- Final Council approval of the **tag design** included reducing the size by removing "2005" and forgoing a serial number. This also decreases the pricing per tag, as it is size dependent. Instead, Council suggested that we change the color each year or with each batch so that repeat visitors can gather more in a year.
- Now that the mooring pin repair projects are well underway, the Reef Fund needs to prioritize the other projects:
- Education, Ma'alaea pump-out station, enhanced enforcement, and Underwater attractions, in no particular order.
- Council decided that education should be enfolded into all of our projects as it will help people to understand their importance. **LINK all projects with EDUCATION** – and make a strategic plan with each.

2/23/05

Meeting cancelled due to car crash involving facilitators

3/29/05

- Councilmembers suggested a donation of \$250 for Geoff Moore's work. The vote to donate \$200 passed unanimously with Ed Robinson and Don Domingo contributing the remainder.
- Maui Reef Fund will help form and participate in sharing a Hawaii-wide website and voted to designate funds to start and maintain the Reef Fund website.
- At this time, Councilmembers are "buying" tags for \$5/tag. For \$5 donations, they then provide donors with the tag up front. Any additional donation funds (over the \$5) will be deposited into the general MRF bank account.
- Facilitators will go out into the field each week or on an as-needed basis to replenish stock and gather donations.
- All members will email facilitators to schedule crew/staff trainings about the program
- MRF will participate in a workshop training with CORAL Alliance in May, concentrating on tourism issues, usage possibilities and concerns in Honolulu Bay. MRF Council is interested in being listed on CORAL's website as well, which will happen after attending the training/workshop.
- MRF Council coordinated an underwater cleanup with Trilogy Excursions and Kapalua Divers to celebrate Dive into Earth Day