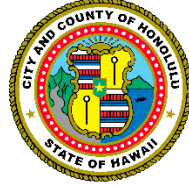


**OFFICE OF ECONOMIC REVITALIZATION
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CITY AND COUNTY OF HONOLULU**

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Economic Revitalization Commission

City and County of Honolulu
530 S. King Street, 3rd Floor Mayor's Conference Room
Honolulu, Hawaii 96813
Agenda – Third Meeting
Tuesday, April 25, 2023
4:30 p.m.

MEETING MINUTES

The meeting was called to order at 4:35 p.m.

Commissioners Present In-Person: Chair Olin Lagon, Reid Chung, Keoni Lee, 'Olu Campbell, Greg Kim, Meli James, and Deb Lui-Anderson

Commissioners Present Online: Vice-Chair Eliza Talbot

Commissioners Excused: Tony Mizuno

OER Staff Present In-Person: Amy Asselbaye and Patrick Williams.

Guests In-Person: Andrew Aoki, Laurie Au

1. **Call to Order**
2. **Approval of the Minutes** of the Meeting Held on February 25, 2023
3. **Review of Assignments** from the February 25, 2023 Meeting:
 1. [2022-2026 O'ahu Comprehensive Economic Development Strategy \(CEDS\)](#)
 - High cost of living
 - Improve workforce development
 - Return to native Hawaiian values
 2. [2022-2026 State of Hawaii CEDS](#)
 - Industry cluster approach including regenerative tourism, creative industries, and agriculture

- Opportunity: Build career opportunities to counter the high cost of living
 - Opportunity: Hawai'i's strengths align with global trends
 - How to leverage this plan into action?
3. [Aspen Institute Good Jobs](#)
- Good Jobs Definition: Economic Stability, Economic Mobility, Equity, Respect, and Voice
 - 10 components of a Good Job include pay, hours, job security, benefits, career advancement, enjoyment, dignity, purpose, and power
 - Increasing education does not guarantee a good job, although it increases from 35% with a good job out of high school to 57% with a doctoral degree, the level of those in "bad" jobs stays about the same on average 13% at each educational level
 - Having a good job increases from 26% of the workforce from 18 - 24 to 49% for those 65- 69 years old, with a dip to 38% in the 60-64 age category
4. [Aloha United Way ALICE Report 2022 Facts and Figures](#)
- ALICE is Asset Limited Income Constrained Employed
 - Half of Hawaii's keiki are below ALICE threshold
 - 75% of Hawaiian keiki are below the ALICE threshold
 - 10% keiki: no internet at home
 - Two adults working full-time at minimum wage would need six jobs total to cover basic household expenses
5. ['Āina Aloha Economic Futures](#)
- A different approach focused on policy because the report's conclusion is that today's economy is failing our society
 - Need different approaches to solve complex systematic problems
 - Set a shared vision and create a movement-building framework
 - Our strength is in our relationships with one another and building trust is key to systems change
 - Three ideas: *Ability to unite and convene across existing silos; We don't need to look outside Hawai'i for solutions, the solutions are already in communities; and What might become possible that is not possible today?*

6. [Hawai'i Tourism Authority's O'ahu Destination Management Action Plan](#)
 - i. DMAP for O'ahu aims to rebuild, redefine, and reset the direction of tourism over a three-year period.
 - ii. The focus is on stabilizing, recovering, and rebuilding each island's desired visitor industry.
 7. University of Hawai'i Studies: [Local Food](#); [COVID Business Impacts 2021](#); [Housing](#)

Local Food:

 - Visitors are willing to pay more for local food
 - The hospitality industry should support more opportunities for visitors to eat locally grown food and to engage with local food producers

Housing:

 - Lots of economic actors want a housing shortage because it increases prices
 - Regulatory restrictions come from political pressure and result in more profit for large developers
 - Affordability not income is driving people from Hawai'i

Business Impacts of COVID:

 - Mandates negatively impacted businesses
 - Lack of tourism was a positive for many residents
- 4. Other Business**
1. Commission will now lay out for OER economic recommendations to shape into a plan based on our understanding of OER and the current economic landscape
 2. O'ahu CEDS is OER's economic strategy, but the Commission can choose to focus on one or a few strategies to implement
 - i. An industry-based or silo approach misses the mark in terms of the opportunity to act in a relationship with others
- 5. Adjournment** at 6:42 p.m.