



EXECUTIVE CHAMBERS
HONOLULU

LINDA LINGLE
GOVERNOR

GOV. MSG. NO. 741

June 20, 2006

The Honorable Robert Bunda, President
and Members of the Senate
Twenty-Third State Legislature
State Capitol, Room 003
Honolulu, Hawaii 96813

Dear Mr. President and Members of the Senate:

This is to inform you that on June 20, 2006, the following bill was signed into law:

HB2806 HD1 SD2 CD1

A BILL FOR AN ACT RELATING TO
SUSTAINABILITY.
(ACT 211)

Sincerely,

A handwritten signature in black ink, appearing to read "James R. Aiona, Jr.", written over a horizontal line.

JAMES R. AIONA, JR.
Acting Governor

JAMES R. AIONA JR.

HOUSE OF REPRESENTATIVES
TWENTY-THIRD LEGISLATURE, 2006
STATE OF HAWAII

H.B. NO. 2806
H.D. 1
S.D. 2
C.D. 1

A BILL FOR AN ACT

RELATING TO SUSTAINABILITY.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. During the 2005 Special Session, the
2 legislature adopted Act 8, Special Session Laws of Hawaii 2005,
3 (Act 8), which created the Hawaii 2050 task force (task force)
4 to review the Hawaii state plan and the State's planning process
5 and required the office of the auditor to prepare the Hawaii
6 2050 Sustainability Plan.

7 Once all of the members of the task force were appointed,
8 the task force held several meetings during the fall of 2005.
9 The objectives of these meetings were to:

- 10 (1) Address and meet the requirements of Act 8; and
11 (2) Develop and approve a process to create the Hawaii
12 2050 Sustainability Plan.

13 Based on these objectives, the task force submitted a
14 report to the legislature outlining the process for creating the
15 plan and making additional recommendations.

16 In its recommendations, the task force noted that, after
17 reviewing the magnitude of the task of creating the



1 sustainability plan, it needed more time to perform necessary
2 research and community outreach.

3 The legislature also finds that establishing Hawaii as a
4 marketing brand beyond the tourism industry could prove to be
5 economically beneficial to the state in the long term. However,
6 prior to investing substantial state resources in such an
7 endeavor, the legislature believes that it is prudent to conduct
8 a comprehensive assessment of the feasibility and benefits of
9 establishing "Hawaii" as a brand name.

10 The purpose of the Act is to appropriate moneys to the
11 office of the auditor to:

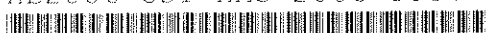
12 (1) Fund the continued activities of the Hawaii 2050 task
13 force; and

14 (2) Conduct a comprehensive assessment of the feasibility
15 and benefits of establishing "Hawaii" as a brand name.

16 SECTION 2. There is appropriated out of the general
17 revenues of the State of Hawaii the sum of \$650,000 or so much
18 thereof as may be necessary for fiscal year 2006-2007 to provide
19 additional funding for the Hawaii 2050 task force to:

20 (1) Conduct valuable policy analyses;

21 (2) Gather vital research and data;



1 (3) Conduct broad community outreach and solicit input
2 from all sectors; and

3 (4) Launch an effective public education and media
4 campaign to educate, engage, and inspire community
5 participation.

6 The sum appropriated shall be expended by the office of the
7 auditor for the purposes of this Act.

8 SECTION 3. There is appropriated out of the general
9 revenues of the State of Hawaii the sum of \$50,000 or so much
10 thereof as may be necessary for fiscal year 2006-2007 for the
11 Hawaii 2050 task force to make a comprehensive assessment of the
12 feasibility and benefits of establishing "Hawaii" as a brand
13 name with values that will support diverse products and services
14 other than tourism in the United States and foreign markets.

15 The sum appropriated shall be expended by the office of the
16 auditor for the purposes of this Act.

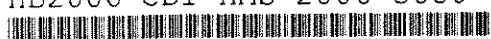
17 SECTION 4. This Act shall take effect on July 1, 2006.

APPROVED this 20 day of JUN, 2006



JAMES R. AIONA JR.

ACTING GOVERNOR
GOVERNOR OF THE STATE OF HAWAII

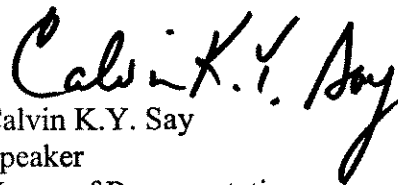


HB No. 2806 HD 1 SD 2 CD 1


THE HOUSE OF REPRESENTATIVES OF THE STATE OF HAWAII

Date: May 4, 2006
Honolulu, Hawaii

We hereby certify that the foregoing Bill on this day passed Final Reading in the House of Representatives of the Twenty-Third Legislature of the State of Hawaii, Regular Session of 2006.



Calvin K.Y. Say
Speaker
House of Representatives




Patricia Mau-Shimizu
Chief Clerk
House of Representatives


THE SENATE OF THE STATE OF HAWAII

Date: May 4, 2006
Honolulu, Hawaii

We hereby certify that the foregoing Bill on this day passed Final Reading in the Senate of the Twenty-Third Legislature of the State of Hawaii, Regular Session of 2006.



Robert Bunda
President of the Senate



Paul Kawaguchi
Clerk of the Senate