



TESTIMONY OF
CAROLINE ANDERSON
Interim President & CEO
Hawai'i Tourism Authority
before the
HOUSE COMMITTEE ON WATER & LAND

Thursday, April 16, 2026
9:00 a.m.
State Capitol, Conference Room 411 and Videoconference

In consideration of
SCR 103 SD1
**URGING THE DIVISION OF STATE PARKS OF THE DEPARTMENT OF LAND AND
NATURAL RESOURCES TO CONVENE A TASK FORCE TO IMPROVE STATE PARKS,
AND TO DEVELOP APPROPRIATE BRANDING AND NARRATIVES FOR PARKS,
LANDMARKS, AND OTHER SIGNIFICANT PLACES THROUGHOUT THE STATE.**

Aloha Chair Hashem, Vice Chair Morikawa, and Members of the Committee:

The Hawai'i Tourism Authority (HTA) **supports** SCR 103 SD1, which urges the Division of State Parks within the Department of Land and Natural Resources to convene a task force to improve state parks and develop appropriate branding and narratives for parks, landmarks, and other significant places throughout the State. The resolution also outlines proposed task force membership, including a representative from HTA, and requests a report to the Legislature prior to the 2027 Regular Session.

HTA recognizes the importance of Hawai'i's state parks as places that reflect the State's natural resources, cultural heritage, and sense of place. Place-based storytelling can help educate residents and visitors while encouraging stewardship and responsible use of these spaces.

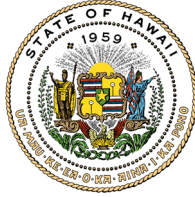
HTA's role, as established in Chapter 201B, Hawai'i Revised Statutes, includes statewide brand management, visitor education, and coordination with public and private partners to support destination management efforts. This includes promoting accurate representation of Hawaiian culture and supporting programs that foster respect for natural and cultural resources.

HTA appreciates that SCR 103 SD1 emphasizes the importance of ensuring that branding and narratives appropriately reflect cultural heritage, environmental character, and community identity. The inclusion of a cultural advisor and representation from relevant agencies and organizations will help support this intent.

Mahalo for the opportunity to provide comments in support of SCR 103 SD1.

JOSH GREEN, M.D.
GOVERNOR | KE KIA'ĀINA

SYLVIA LUKE
LIEUTENANT GOVERNOR | KA HOPE KIA'ĀINA



STATE OF HAWAII | KA MOKU'ĀINA 'O HAWAI'I
DEPARTMENT OF LAND AND NATURAL RESOURCES
KA 'OIHANA KUMUWAIWAI 'ĀINA

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Testimony of
RYAN K.P. KANAKA'OLE
Acting Chairperson

Before the House Committee on
WATER & LAND

Thursday, April 16, 2026
9:00 AM
State Capitol, Conference Room 411

In consideration of
SENATE CONCURRENT RESOLUTION 103, SENATE DRAFT 1

**URGING THE DIVISION OF STATE PARKS OF THE DEPARTMENT OF LAND AND
NATURAL RESOURCES TO CONVENE A TASK FORCE TO IMPROVE STATE PARKS, AND
TO DEVELOP APPROPRIATE BRANDING AND NARRATIVES FOR PARKS, LANDMARKS,
AND OTHER SIGNIFICANT PLACES THROUGHOUT THE STATE**

Senate Concurrent Resolution 103, Senate Draft 1, urges the Division of State Parks (State Parks) of the Department of Land and Natural Resources (Department) to convene a task force to improve state parks, and to develop appropriate branding and narratives for parks, landmarks, and other significant places throughout the State. **The Department supports the concept and provides the following comments.**

The Department appreciates the recognition that State Parks are critical to State's identity, history culture and economy. The State Parks Division has made important strides in recent years in revenue generation, branding, standards, community co-management and destination management, despite minimal staffing and capacity. A task force may assist in closing gaps in this capacity and contribute to an overall vision and path for continued growth in necessary staffing, and particularly in retail initiatives that have been challenging to implement.

We agree that such initiatives must respect and reflect cultural and natural history and be place-based, and also must not compromise any of our cherished resources with parks or the visitor experience.

The Department welcomes this support and appreciates the outline of requested members. We suggest that each member that consists of an individual assigned to a specific position, e.g., the

DAWN N.S. CHANG
CHAIRPERSON
BOARD OF LAND AND NATURAL RESOURCES
COMMISSION ON WATER RESOURCE
MANAGEMENT

RYAN K.P. KANAKA'OLE
FIRST DEPUTY

CIARA W.K. KAHAHANE
DEPUTY DIRECTOR - WATER

AQUATIC RESOURCES
BOATING AND OCEAN RECREATION
BUREAU OF CONVEYANCES
COMMISSION ON WATER RESOURCE
MANAGEMENT
CONSERVATION AND COASTAL LANDS
CONSERVATION AND RESOURCES
ENFORCEMENT
ENGINEERING
FORESTRY AND WILDLIFE
HISTORIC PRESERVATION
KAHOOLAWE ISLAND RESERVE COMMISSION
LAND
STATE PARK

Administrator of the Division of State Parks, be broadened to include “or their designee” to be certain that appropriate members from each requested agency may be appointed based on appropriate knowledge and capacity.

Mahalo for the opportunity to comment on this measure.

SCR-103-SD-1

Submitted on: 4/13/2026 7:16:33 PM

Testimony for WAL on 4/16/2026 9:00:00 AM

| Submitted By | Organization | Testifier Position | Testify |
|----------------------|---------------------|---------------------------|---------------------------|
| Johnnie-Mae L. Perry | Individual | Support | Written Testimony Only |

Comments:

I, Johnnie-Mae L. Perry, Support

103 SCR URGING THE DIVISION OF STATE PARKS OF THE DEPARTMENT OF LAND AND NATURAL RESOURCES TO CONVENE A TASK FORCE TO IMPROVE STATE PARKS, AND TO DEVELOP APPROPRIATE BRANDING AND NARRATIVES FOR PARKS, LANDMARKS, AND OTHER SIGNIFICANT PLACES THROUGHOUT THE STATE.