



MAUI NUI MARINE RESOURCE COUNCIL

2016

ANNUAL REPORT

Local Stewardship from Mauka to Makai



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The MNMRC Board of Directors are: Mike Fogarty (Treasurer); Michelle Griffoul; Robin Newbold (Chair); Rhiannon Chandler-'Iao; Lucienne deNaie (Secretary); Larry Stevens; and Helen Nielsen.

MESSAGE FROM THE BOARD

It is our pleasure to present the 2016 Annual Report of the Maui Nui Marine Resource Council (MNMRC). MNMRC made important progress toward its mission of bringing human actions into balance with ecological principles so that the health and abundance of Maui's nearshore waters can be restored and sustained for future generations.

Despite the many challenges that negatively impact the health of Maui's nearshore waters on a daily basis, our work with our volunteers, partners, and community supporters leaves us feeling more optimistic than ever that together, we can reverse the observed declines and improve the health and quality of our reefs, fish, and coastal waters.

We are particularly encouraged by the leadership shown during 2016 by Governor David Ige, who announced a new statewide initiative as part of the Aloha Plus Challenge aimed at effectively managing 30% of Hawaii's nearshore waters by 2030. This new commitment directly aligns with our mission, and we are excited to contribute our energies in the coming years toward achievement of this critically important goal. We believe strongly that Maui Nui can serve as a leader in this effort.

The annual progress and impact highlighted in this report would not have been possible without support from all of you. In particular, we would like to recognize and thank the generous time and effort that our volunteers, community supporters, and corporate, government and non-government partners invested. We also would like to recognize and thank our dedicated and talented staff, contractors, Council members, and advisors for all of their hard work and support throughout 2016.

As an efficient, community-focused not-for-profit organization, we are dependent on financial donations to do the work we do. We feel extremely grateful to report that during 2016 we successfully raised more funding than ever before in support of our mission. It is because of this generosity that the advancements reflected herein have been achieved. In this regard, our success is your success.

Recently we were delighted to welcome three new members to our Board: **Rhiannon Chandler-'Iao, Michelle Griffoul, and Helen Nielsen**. These three outstanding individuals represent some of the most remarkable and dedicated leaders in our community. With their presence on this leadership team, we feel empowered and emboldened as we move into the future.

We believe strongly in our approach of taking action based on the regular guidance and inputs provided by a diverse set of perspectives and voices. The notable progress that MNMRC has experienced to date is due in large part to our commitment to inviting and hearing from Maui Nui stakeholders throughout society, including residents, lineal descendants, local businesses, fishers, ocean recreation users, the visitor industry, developers, policy makers, and scientists. We know from firsthand experience that by genuinely respecting and deeply listening to one another, Maui Nui's future can be bright indeed.



OUR ACCOMPLISHMENTS

We are pleased to report that 2016 was a year of acceleration for MNMRC and resulted in important progress being made from mauka to makai in accordance with our Promise to Pae 'Āina, supporting the environmental mission of Hōkūle'a's Mālama Honua Worldwide Voyage.

In partnership with The Nature Conservancy, the West Maui Ridge to Reef Initiative, and the University of Hawai'i, our Hui o Ka Wai Ola program completed its first year of water quality monitoring at 18 sampling sites along the West Maui coastline from S-Turns to the Pali Tunnel. Regular testing of nutrients, turbidity, temperature, pH, and other parameters every 2–3 weeks by our 15 trained community volunteers allowed us to monitor chronic sources of pollution, detect new pollution sources, and share our findings with government agencies and the public via our Hui website. When alerted to worsening water quality in South Maui, we convened a "Saving Our Reefs: Pollution Solutions Workshop." Community members, coral reef experts, water quality researchers, and county officials came together to discuss the research findings, and generate recommendations for municipal wastewater entering coastal waters near Kihei. Out of the workshop, we produced a technical report of options for improving wastewater management in South Maui and shared it with Maui County and State agency decision makers.

Throughout 2016 MNMRC staff and volunteers continued our support of community-based management efforts at Polanui and Olowalu as priority reef recovery sites under our Maui Coral Reef Recovery Plan (MCRP). Monthly meetings and special workshops led by MNMRC member, Ekolu Lindsey, included guest speakers, fish surveys, and outreach programs designed to involve residents and visitors in the process of improving the community's coral reef habitat. We also provided regular support and guidance to the Maui Nui Makai Network of six community managed makai areas (CMMAs). We convened our Maui Coral Reef Recovery Team (MCRT) of scientists, fishers, planners and community members to help guide implementation of the MCRP and strategically prioritize our recovery efforts to reverse coral reef declines. MCRT meetings were facilitated by John Parks, Marine Management Solutions, and chaired by Dr. Robert Richmond, Research Professor at University of Hawaii Kewalo Marine Laboratory. We focused on raising local awareness through increased public outreach. We contracted with Lauren Blickley of Swell Consulting to coordinate public outreach campaigns

encouraging residents and visitors to take personal actions to support the health of Maui's coral reefs. In partnership with the Pride of Maui, we encouraged people to switch to "reef safe" sunscreens without harmful chemicals. We released and promoted the use of "*Be Reef Smart*" snorkeling and SCUBA diving best practices, and "*Maui's Reef Report Card*" highlighting the overall state of Maui's coral cover, water quality, and fish populations. These public outreach campaigns were supported through the update and re-launch of our website and monthly "Reef in Brief" newsletter to highlight our latest work and publicize Action Alerts and upcoming events. We expanded our online presence through social media by contracting with Wendy Harvey of Social Flutterby, a specialist in the field.



OUR IMPACT

We are proud of the impact we had during 2016 to reduce land-based pollution discharge to Maui's reefs. In addition to providing critical water quality data to Maui County and the State of Hawaii we successfully encouraged the adoption by Maui County of improved "best management practices" to control erosion and reduce land-based sources of pollution from construction projects on both West and South Maui.

Because shoreline hardening along Honoapi'ilani Highway is releasing sediment onto the reef, we helped organize community attendance and testimony at County hearings and public events to encourage officials to halt the proposed bouldering project and move the road inland for the well-being of both people and the reef. The Department of Transportation (DOT) finally listened. On September 20th, 2016 the DOT announced an indefinite halt to shoreline hardening along Olowalu. Instead DOT will re-stripe the highway and move existing lanes mauka. The bouldering project would have resulted in large boulders extending 900 feet along the shoreline and 40 feet into the water (*just south of the Awalua surf spot*). MNMRC and MCRT member, Dr. Mark Deakos, worked closely with Olowalu community members in this effort.

Along with our Hui O Ka Wai Ola (Hui) partners we worked with Hawaii State Department of Health (DOH) over the past 2 years to develop a Quality Assurance Project Plan (QAPP) for Maui to ensure that data collected by our volunteers trained under the QAPP will be useful to DOH. MNMRC member and Clean Water Committee Chair, Dana Reed led the pilot project for the Hui at 18 sites in West Maui beginning in June 2016. Since then, over 360 water quality samples have been collected by Hui volunteers and analyzed at the Lahainaluna High School laboratory and the University of Hawaii's analytical laboratory on Oahu. The results are quickly made available to both the DOH and the public on the Hui's website: huiokawaiola.com.





On the makai side, members of our MCRT presented their "Declining Trends" report to the Maui County Council, and provided additional briefings regarding Maui's declining coral reef health to Maui Mayor Alan M. Arakawa; U.S. Senator Brian Schatz (D-HI); State of Hawai'i Division of Aquatic Resources Director Bruce Anderson; University of Hawai'i Maui College; Maui's Community Managed Makai Area Network members; Maui Visitor's Bureau; and our volunteers and local supporters. Maui County is now supporting MNMRC's efforts to improve water quality in South Maui.

In September, MCRT Chairman, Dr. Bob Richmond, hosted the IUCN World Conservation Congress on behalf of the State of Hawaii. The Congress convened more than 10,000 global leaders from government, civil society, indigenous communities, the private sector, and academia to discuss how to address

major environmental challenges worldwide. In addition to attending and contributing to the Congress, MNMRC provided support for the expansion of the Papahānaumokuākea Marine National Monument announced by President Obama at the start of the Congress. Within the scientific community, MNMRC representatives led sessions and/or contributed to three important coral reef conferences: International Coral Reef Symposium; World Conservation Congress; and Hawai'i Conservation Congress.

MNMRC member and volunteer, George Burnette, began filming MNMRC's monthly meetings, which now air on Akaku TV, Maui's local television channel. The videos highlight our monthly guest speakers and current projects and make them available to a significantly wider audience.

OUR VOLUNTEERS, STAFF, AND COMMUNITY SUPPORT

The annual progress and impact highlighted in this report would not have been possible without support from our 453 amazing volunteers. These dedicated and tireless individuals represent a variety of Maui Nui stakeholders, including concerned residents, community leaders, local business, educators, scientific experts, government and non-government professionals who collectively contributed 5,441 total hours in support of MNMRC's activities.



Our Clean water team of volunteers who collected 360 water quality samples between June – December, 2016.

Volunteers include almost everyone involved with MNMRC except for our five expert contractors identified earlier, and our invaluable Operations and Programs Coordinator, Amy Hodges, who has been with MNMRC since 2013. We are very fortunate to have her.

While it's always difficult to identify only one of our outstanding volunteers as "MNMRC Volunteer of the Year" Dana Reed earned that award in 2015 and Dr. Mark Deakos was chosen in 2016.

We are deeply grateful for the commitment of time and talent donated by so many individuals. It is because of their generosity that the progress and impacts reflected in this report have been achieved.





We are also deeply grateful for the support of our corporate and community sponsors who have generously provided MNMRC with either in-kind or financial support during 2016.
— Mahalo nui loa.



LOOKING TOWARD THE FUTURE

2017 marks our 10-year anniversary since the launch of MNMRC in 2007. In celebrating this milestone, we affirm our strategy of taking a comprehensive, ecosystem-based approach to marine resource management in Maui Nui, from mauka to makai.

As part of this ridge-to-reef approach, we will continue our work to monitor and limit the discharge of land-based pollution onto Maui's coral reefs. This will include encouraging the adoption of improved best management practices and land development policies that reduce sediment runoff into nearshore waters.

In collaboration with our partners, we will continue to carry out our community-based water quality monitoring program. As the first volunteer-based water quality monitoring program in the State to attain DOH certification as an official source of relevant and defensible data, we plan to expand the program throughout Maui County. We believe that establishing critically needed water quality baselines, and continued monitoring into the future, will significantly contribute better informed State and County decision-making, to the benefit of all.

On the makai side, the MNMRC is excited to report that we are launching a new program initiative in 2017. During the opening ceremony of the 2016 IUCN World Conservation Congress, Governor Ige announced a new statewide commitment to effectively manage 30% of Hawaii's ocean waters by 2030. We recognize the importance of this "30 by 30" commitment. Scientific research indicates that at least 30% of nearshore habitat must be healthy in order to sustain the productivity of coral reef ecosystems. Through our Maui Coral Reef Recovery Plan, we look forward to supporting the Governor and the State of Hawai'i on their implementation of the "30 by 30" commitment around Maui Nui.

To do this, during 2017 we will be convening workshops with our Maui Coral Reef Recovery Team to initiate the first steps in support of this commitment. Throughout 2017 and beyond, we look forward to working with the State to ensure that Maui serves in a leadership role statewide under this historic initiative.

In addition, we will continue to support community-based marine management efforts in the Polanui, Olowalu, and Kahekili communities as priority reef recovery sites in West Maui.



Finally, off of the success of our public outreach campaigns during 2016, we commit to continue raising the local awareness of Maui's residents, visitors, businesses, and government officials regarding both the declining status and opportunities for improved management of Maui's coral reefs and reef fish. As part of this continued effort, we hope to expand on the public's awareness and engagement regarding how to build local resilience in the face of climate change, including sea level rise, warming sea temperatures, ocean acidification and increasing intensity and frequency of coastal storms and other hazards.

In 2014 MNMRC signed the Promise to Pae 'Āina, a commitment to make our island home a better place during the Hōkūle'a's Mālama Honua Worldwide Voyage. We are proud of our progress made during this time, and we commit to continuing to honor this promise for the benefit of future generations.



A CALL TO ACTION

While we look ahead ambitiously and with optimism, we remain grounded in our need to approach these challenges practically and logically. As we move forward, we invite you to join us in taking action. Below are a few specific suggestions on how to do so.

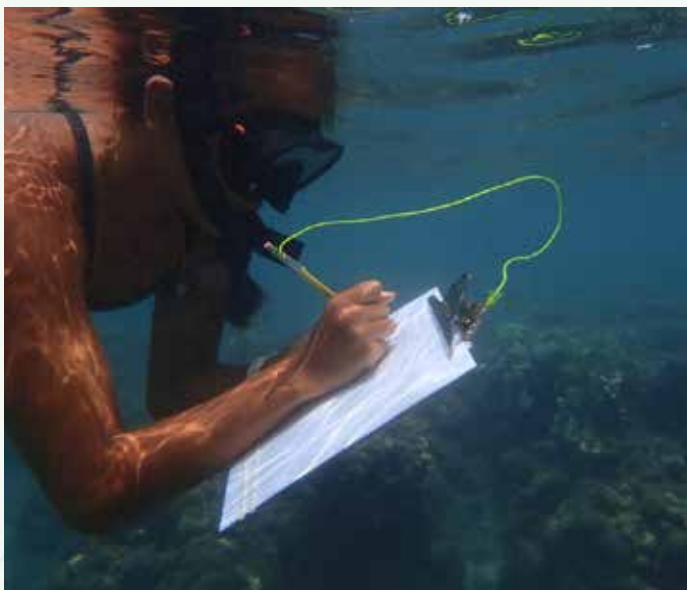
- Sign up to receive our newsletter.
- Come out and volunteer your expertise and skills in support of our site-based efforts.
- Join our Clean Ocean Team and become a citizen water quality monitor.
- Attend and participate in our monthly meetings.
- Provide a financial donation, either online or by mailing us a check.
- Follow us:

Facebook: MNMRC

Twitter: @MauiReefs

Instagram: @MauiReefs

- Become an ocean steward: follow proper reef etiquette, use reef safe sunscreen and adopt sustainable fishing practices.



Support Maui Nui Marine Resource Council with your donation

- MNMRC is qualified to receive cash donations, non-cash gifts, bequests and assets.
- We can help you establish an endowed fund that can make your influence last for generations. These funds can support MNMRC in perpetuity or over an extended period of time.

Join us as we move forward toward a more sustainable and prosperous future for Maui's reefs and people.

2016 FINANCIAL SUMMARY

CharityWatch considers a charity as highly efficient when calculations produce a Program percent of 75% or higher and a Cost to Raise \$100 of \$25 or less.

In 2016 MNMRC spent 78% of expenses on Program Services, equivalent to a CharityWatch grade of "Excellent." Our cost to raise \$100 in contributions was \$22.77.

MNMRC was founded in late 2007. From 2008 to June 1, 2015, MNMRC used a fiscal sponsor to manage contribution and grant income. MNMRC incorporated in the State of Hawaii on December 17, 2014. The IRS granted section 501(c)(3) status to MNMRC Inc. on May 4, 2015. All accounting and fiscal management responsibilities were assumed by MNMRC, Inc. effective June 1, 2015.

Copies of our audited 2016 financial statements are available upon request from MNMRC, Inc., PO Box 331204, Kahului, HI 96733 or email: info@mauireefs.org.

Volunteer time and in-kind donations provided a 114% match to MNMRC's 2016 program and support expenses. Professional volunteer rates for PhD scientists were in accordance with Bureau of Labor and Statistics average rate of \$38.08 for biological scientists engaged in program services. Hawaii standard 2016 volunteer rate of \$23.80 was used for non-professional volunteer time. In-kind donations of occupancy, materials/equipment, telecommunication services, print/media, food and travel are valued at fair market value at the time of donation.

CONTRIBUTION INCOME

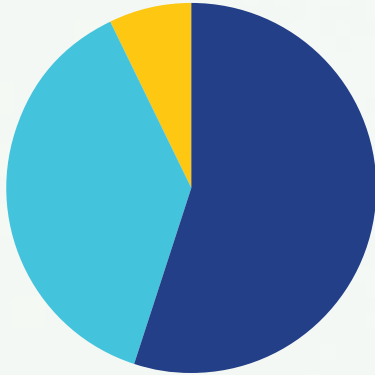
Donor Contributions	122,467
Grant Income	84,535
Private Foundation	15,000
Total Dollars	222,002
Volunteer + In-Kind	203,197
Total Including Volunteer + In-Kind	425,199

EXPENSES

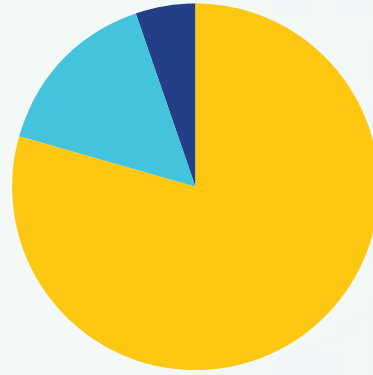
Program Services	137,160
Volunteer + In-Kind	145,997
Management + General	30,563
Volunteer + In-Kind	42,177
Fundraising + Development	9,750
Volunteer + In-Kind	15,023
Total Dollars	177,473
Total Including Volunteer + In-Kind	380,670

NET ASSETS

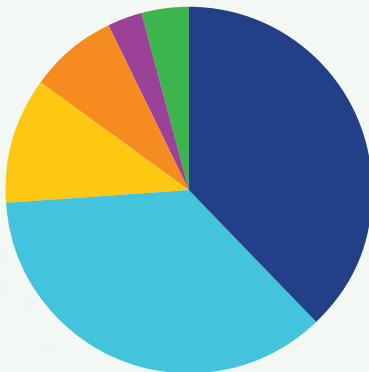
Change in Net Assets	44,529
Net Assets, Beginning of Year	134,997
Net Assets End of Year	179,526

CONTRIBUTION SOURCES

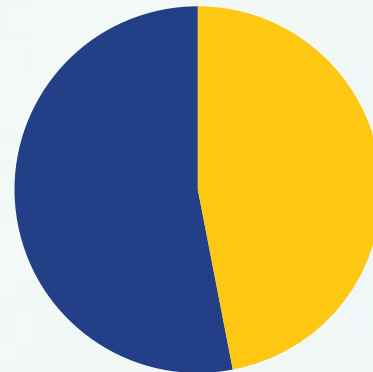
Donor Contributions	55%
Grant Income	38%
Private Foundation	7%

EXPENSE ALLOCATION

Program Services	78%
Management + General	17%
Fundraising + Development	5%

CATEGORY EXPENSES V. IN-KIND CATEGORY CONTRIBUTIONS

Total Program Services Expense	36%
Total In-Kind/Volunteer Program Services	38%
Total Management & General Expense	8%
Total In-Kind/Volunteer Management & General	11%
Total Fundraising Expense	3%
Total In-Kind/Volunteer Fundraising	4%

TOTAL IN-KIND CONTRIBUTIONS V. TOTAL EXPENSE

Total In-Kind Contributions	53%
Total Expenses	47%



MAHALO TO OUR SUPPORTERS

We are truly grateful to all of our supporters during the past year, including financial support from 54 businesses and individuals and a number of government and private donors. Their generous support made our annual achievements and impact possible.

INDIVIDUAL DONORS

Anonymous (1)
Thorne Abbott
David Ka'au Abraham
Lauren Blickley
Marge and Dale Bonar
Rich Brunner
George Burnette
Carol A. Clawson
Amanda Cording
Lucienne de Naie
Mark Deakos
Michael Duberstein
Dennis Fitzpatrick
Michael Fogarty
Amy Fonarow
Hugh and Elizabeth Fullerton
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Janice Marsters

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Robin Newbold
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Laurie S. Pottish
Nan Harter and Neil Rhoads
Heidi Roddenberry
Rose Royce
Marie and Terry Schroeder
Jim and Lynda Sheppard
Larry Stevens
Patricia Stillwell
Ananda Stone
Rob Weltman
Alana and Joe Yurkanin

CORPORATE SPONSORS

Blue Water Rafting
Hawaiian Paddle Sports
Maui Ocean Center

FOUNDATION GRANTS

Marisla Fund of the Hawai'i
Community Foundation

GOVERNMENT DONORS

County of Maui Office of
Economic Development
NOAA Hawaiian Islands Humpback
Whale National Marine Sanctuary
(hosting and office space)

SUPPORTING COMPANIES

Atlantis Submarines
Bayside Catering
Blue Water Rafting
Design Asylum

Hawaiian Paddle Sports
Krispy Kreme
Lahaina News
Marine Management Solutions
Maui Marketing — Dan Logtenberg
Maui News
Maui Ocean Center
Pacific Whale Foundation
Pizza Madness
Pride of Maui
Social Flutterby
Whole Foods Market

SUPPORTING ORGANIZATIONS

Conservation International Hawai'i
Coral Reef Alliance
Hawai'i Association for Marine
Education and Research
Hawaiian Islands Land Trust
Hawaii Community Foundation
Hawai'i Conservation Alliance
Hui Malama O Mo'omomi
Hui O Ka Wai Ola
International Society for Reef Studies
Kahekili Makai Watch
Kaunoa Senior Center
Kihei Community Association
Lahainaluna High School
Malama Maui Nui
Maui Cultural Lands
Maui Nui Makai Network
Maui Preparatory Academy
Maui Tomorrow Foundation
Maunalei CMMA
North Beach West Maui Benefit Fund
Polanui Hiu CMMA

Surfrider Foundation
 The Nature Conservancy of Hawai'i
 University of Hawai'i at Mānoa
 Kewalo Marine Laboratory
 University of Hawai'i Maui College
 Wailuku CMMMA
 Washington State University
 West Maui Kumuwai
 West Maui Mountains
 Watershed Partnership
 West Maui Ridge to Reef Initiative

GOVERNMENT PARTNERS

County of Maui
 Department of Planning
 County of Maui
 Department of Public Works
 Maui County Council
 State of Hawai'i
 Department of Health,
 Clean Water Branch
 State of Hawai'i
 Department of Land and
 Natural Resources,
 Division of Aquatic Resources
 US Environmental Protection Agency
 US Fish and Wildlife Service
 US Geological Survey
 US National Oceanic and
 Atmospheric Administration

SUPPORTING INDIVIDUALS

Staff & Directors

Amy Hodges (Staff)
 Rhiannon Chandler-Īao (Director)
 Lucienne de Naie (Director)
 Michael Fogarty (Director)
 Michelle Griffoul (Director)

Robin Newbold (Director, Chair)
 Helen Nielsen (Director)
 Larry Stevens (Director)

MCRT (not listed elsewhere)

Thorne Abbott
 Eric Brown, PhD
 Eric Conklin, PhD
 Mark Deakos, PhD
 Mike Field, PhD
 Emily Fielding
 Alan Friedlander, PhD
 John Gorman, PhD
 Elia Herman
 Ekolu Lindsey
 Manuel Mejia
 John Parks
 Tony Povilitis, PhD
 Dana Reed
 Bob Richmond, PhD (Chair)
 Russell Sparks
 Brad Tarr
 Darla White
 Wendy Wiltse, PhD

MNMRC Members (not listed elsewhere)

George Burnette
 Ka'au Abraham
 Rich Brunner
 Linda Nakagawa Castro
 Harry Hecht
 Sol Kaho'ohalahala
 Tara Owens
 Tamara Paltin
 Ananda Stone

MNMRC Advisors/Community Support

Lisa Agdeppa
 Richard Bayly

Hannah Bernard (Advisor)
 Lauren Blickley (former staff)
 Tova Callender (Advisor)
 Eric Co (Advisor)
 Jim Coon
 Wesley Crile
 Sofia de la Sota
 Fern Duval (Advisor)
 Kim Falinski
 Scott Fisher (Advisor)
 Ty Freiberg
 Paul Hanada (Advisor)
 Kit Harris
 Wendy Harvey
 Skippy Hau (Advisor)
 Kim Hum
 Brenda Jarmakani
 Mary Jorgensen (Advisor)
 Kale Ka'alekahi
 Jack Kittinger PhD (Advisor)
 Charlie Lindsey (Advisor)
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 Francois Seneca, PhD
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 Roxie Sylva
 Dean Tokishi (Advisor)
 Rob Toonen PhD (Advisor)
 John Voorhis
 Nell Woods
 Brian Yoshikawa (Advisor)
 Alana Yurkanin





— MAUI NUI — MARINE RESOURCE COUNCIL

Working together to restore clean water, healthy coral reefs and abundant native fish populations to the islands of Maui Nui.

The Maui Nui Marine Resource Council (MNMRC) is a nonprofit, nongovernmental organization founded to serve as a voice for improved marine resource management efforts across Maui County. Our mission is to bring human actions into balance with ecological principles through education, collaboration and advocacy so that our nearshore waters will be restored to health with abundant marine life and sustained for future generations.

We share a vision where the waters of Maui Nui are clean, our coral reefs healthy and our native fishes abundant. If you share this vision, we encourage you to get involved with us. Sign up to participate in one of our events or monthly meetings, subscribe to our newsletter, or make a donation online: mauireefs.org



PHOTO CREDITS

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