



LAHAINA

Town Action Committee

LahainaTown Action Committee

"The mission of the LahainaTown Action Committee is to promote, preserve, and encourage the historical, cultural, social, commercial and environmental vitality and significance of Lahaina Town."

648 Wharf Street
Lahaina, Hawaii 96761
808-667-9175
www.visitlahaina.com

LahainaTown Action Committee is a 501 (c)(4) non-profit organization

Newsletter January 2011

In this issue: • Get Involved • 2011 Events • Banyan Tree Lighting & Snow Festival
• Membership • LAC's New General Manager • 2011 Poster Winner

BECOME INVOLVED:

E kipa mai! We warmly welcome you to become part of the action and join the LahainaTown Action Committee in promoting and preserving the historic town of Lahaina. Lahaina has provided a home for many cultures over the centuries and has always welcomed visitors to its inviting shores. In this spirit, our commitment to you and our town is to continue to attract visitors to West Maui and maintain the vitality of Lahaina for business, culture and pleasure.

Historic Lahaina is your Town and our commitment. Here are just a few reasons to join the *action*:

- Promote Lahaina as a world-class destination
- Preserve the historic integrity of LahainaTown and its small town atmosphere
- Produce major annual events which showcase Lahaina's culture and diversity
- Participate in global and statewide marketing efforts
- Reach visitors prior to arrival via the website: www.VisitLahaina.com
- Provide information directly to visitors through the Lahaina Visitor Center
- Support Lahaina's rich history and culture in the Lahaina Heritage Museum
- Target your audience with sponsorship opportunities in events and ongoing promotions

- Partner with the County government and other nonprofit organizations to address the special needs of Lahaina Town and West Maui

2011 EVENTS:

February 4: Chinese New Year Celebration – Enjoy Front Street as Maui's Chinese New Year is celebrated with the performance of Lion Dancing.

February 11: LAC Annual Meeting – If you are already a member of LAC or are thinking about becoming a member then stop by the Pioneer Inn at 5:30 pm on February 11 for pupus and meet our current Board Members.

March 12-13: Whale & Ocean Arts Festival - Lahaina celebrates the annual migration of Pacific Humpback whales with the Whale & Ocean Arts Festival. On Saturday and Sunday from 9am to 5pm in Banyan Tree Park, artists display their best marine-themed art for sale with musicians playing both days. Enjoy a kids ocean art contest, whale photo displays, a marine touch pool exhibit by Maui Ocean Center as well as marine life educational displays and presentations.

April 23-24: Banyan Tree Birthday Party - Honoring the 138th birthday (planted April 24, 1873) of Lahaina Town's famous landmark, the Banyan Tree. This festival includes a birthday cake, keiki

Board of Directors:

John Brunold (President), Joan McKelvey (Vice President), Mac Lowson (Treasurer), Jill Holley (Secretary), George Paoa, Jamie Arnold, Sne Patel, Toddy Liliko'i

activities, nature artworks displays and live entertainment.

June 11: Na Kamehameha Pa`u Parade & Ho`olaule`a - A colorful floral parade through Lahaina Towns Front Street at 10 am features Pa`u riders on horses decorated with exotic island flowers representing each major island. The community parade includes marching bands, floats and more, all honoring King Kamehameha the Great's families. An awards ceremony and arts festival take place at Banyan Tree Park with island food and crafts, pa`u dressing and riding demonstrations, plus Hawaiian entertainment.

July 4 – 4th of July Fireworks - Stroll historic Lahaina and enjoy holiday specials in many ocean view restaurants and town shops. For an old-fashioned Independence Day celebration, listen to a variety of bands play in a free concert on the oceanfront Lahaina Library lawn starting at 5 pm. A fireworks display lighting the night sky over Lahaina's roadstead is scheduled for 8 pm, presented by Maui Chamber of Commerce. Fireworks can be viewed from charter boats in Lahaina Harbor and on land throughout LahainaTown.

October 31: Halloween Celebration – The LAC is in the initial stages of getting the fun back to Lahaina for this years Halloween. Keep posted for further developments.

December 4-5: Banyan Tree Lighting and Snow Festival - Lahaina's historic Banyan Tree is lit up with thousands of Christmas lights for the entire holiday season. Santa Claus makes an appearance and community choirs sing Christmas carols. See the World Culture Exchange Hula performances on stage. Kids are invited to play in real snow at the "snow zone" and families can take photos with a Hawaiian snowman. Enjoy a holiday arts and crafts fair along with Hawaiian musical entertainment. Tenants of the Old Lahaina Courthouse host children's holiday art activities and cookie decorating workshops.

MEMBERSHIP:

Join the mission! Help LAC promote and preserve Lahaina's historical, cultural, commercial, social and environmental vitality.

Being a member of the LahainaTown Action Committee has its benefits.

- Participate in the Community
- 20% discount on purchases at the Lahaina Visitors Center
- Sponsorship members can have their business logo on specific event banners

- Quarterly Newsletter
- Your community events will be added to our event hotline

Annual membership dues:

- 1) \$30 - Individual
- 2) \$50 - Family
- 3) \$100 - 1 to 50 employee's
- 4) \$200 - 51 employee's and up

Stop by the Visitors Center in the Courthouse located at 648 Wharf Street to pick up an application or visit www.visitlahaina.com to download an application.

LAC's NEW GENERAL MANAGER:

In October LAC hired Scott Forsythe as its new General Manager. Scott has lived in Lahaina since August 2009 when he moved here from South Lake Tahoe, CA. He has thirteen years of professional experience as a regional planner working on issues related to transportation planning, community development and administration. Stop by and meet him on the second floor of the Old Lahaina Courthouse and discuss what we're currently working on.

2011 POSTER WINNER:

Daryl Millard's piece titled, "Arrival of the Princess, Feast at Lele" is on display in the Lahaina Visitors Center and reproductions are now available for purchase at \$30.00. The Lahaina Visitor Center located at 648 Wharf Street has an assortment of gifts and artwork for sale. For more information call 808-667-9193 or www.visitlahaina.com.



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