

**WRITTEN TESTIMONY OF  
THE DEPARTMENT OF THE ATTORNEY GENERAL  
KA 'OIHANA O KA LOIO KUHINA  
THIRTY-SECOND LEGISLATURE, 2024**

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**ON THE FOLLOWING MEASURE:**

S.B. NO. 3197, S.D. 1, RELATING TO ADVERTISING.

**BEFORE THE:**

SENATE COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

**DATE:** Tuesday, February 27, 2024      **TIME:** 10:01 a.m.

**LOCATION:** State Capitol, Room 229 and Videoconference

**TESTIFIER(S):**      **WRITTEN TESTIMONY ONLY.**

(For more information, contact Kevin C. Tongg or Bryan C. Yee,  
Deputy Attorneys General, at 808-586-1180)

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Chair Keohokalole and Members of the Committee:

The Department of the Attorney General provides the following comments regarding this bill.

The purpose of this bill is to permit the Stadium Authority and the Hawaii Tourism Authority to sell or lease the naming rights of the stadium facility and the convention center facility, respectively, and, among other things, include billboards or outdoor advertising devices displayed within the stadium facility or in or on the convention center facility in the exceptions to the general prohibition against billboards and outdoor advertising devices under section 445-112, Hawaii Revised Statutes (HRS).

This bill's title is "RELATING TO ADVERTISING." Sections 1 and 2 of this bill add a new section to chapters 109 and 201B, HRS, that includes a subsection (a) providing that chapter 102, HRS, shall not apply to concessions within the stadium facility and in or on the convention center facility. While the term concessions in chapter 102, HRS, includes the grant of advertising privileges, it also includes the grant of other privileges that do not relate to advertising. Therefore, this bill may be subject to a legal challenge under article III, section 14, of the Hawaii State Constitution for having a subject in subsection (a) of the new sections proposed to be added by sections 1 and 2 of this bill that is not clearly expressed in its title.

To remedy this, we recommend amending subsection (a) of the new chapter 109 section proposed by section 1 of this bill on page 1, lines 4 through 6, as follows (shown in Ramseyer format for convenience):

(a) Notwithstanding any law to the contrary, chapter 102 shall not apply to [~~concessions~~] contracts to grant to a person the privilege to use space on public property to display advertising within the stadium facility.

We also recommend amending subsection (a) of the new chapter 201B section proposed by section 2 of this bill on page 1, lines 14 through 16, as follows (shown in Ramseyer format for convenience):

(a) Notwithstanding any law to the contrary, chapter 102 shall not apply to [~~concessions~~] contracts to grant to a person the privilege to use space on public property to display advertising in or on the convention center facility.

Additionally, proposed section 445-112(19) in section 4 of this bill provides that the stadium facility is established by section 206E-223, HRS, which is inaccurate. Rather, section 206E-223, HRS, establishes the stadium development district. To correct this reference, we recommend revising line 3 on page 9 (shown in Ramseyer format for convenience) as follows: “within the stadium facility located within the stadium development district established by section . . . .”

We also have a technical comment. This bill adds a new section to chapter 201B, HRS; but the statutes in that chapter are grouped into parts, so the bill must state which part the new section will be added to. This can be done by revising line 11 on page 1 as follows (shown in Ramseyer format for convenience): “amended by adding to part I a new section to be appropriately designated . . . .”

Thank you for the opportunity to provide comments.

**JOSH GREEN, M.D.**  
GOVERNOR

**SYLVIA LUKE**  
LT. GOVERNOR

**JAMES KUNANE TOKIOKA**  
DBEDT DIRECTOR

**DANE K. WICKER**  
DBEDT DEPUTY DIRECTOR



**BRENNON T. MORIOKA**  
CHAIR, STADIUM AUTHORITY

**RYAN G. ANDREWS**  
STADIUM MANAGER

**CHRIS J. SADAYASU**  
DEPUTY STADIUM MANAGER

*An Agency of the State of Hawaii*

TESTIMONY  
OF  
**RYAN G. ANDREWS, STADIUM MANAGER**  
STADIUM AUTHORITY  
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM  
Before the

**SENATE COMMITTEE ON  
COMMERCE AND CONSUMER PROTECTION**

February 27, 2024  
10:01 A.M.  
State Capitol, Conference Room 229

In consideration of  
**S.B. 3197, SD1**  
**RELATING TO ADVERTISING**

Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee on Commerce and Consumer Protection.

The Stadium Authority extends its support for Senate Bill 3197, SD1, which aims to grant an exemption to the Stadium Authority District from specific provisions of Section 445-112 of the Hawaii Revised Statutes.

Our vision for the New Aloha Stadium Entertainment District (NASED) is to create a vibrant, community-centric mixed-use area, anchored by a new sports and entertainment venue that celebrates Hawaii's culture and embodies the aloha spirit for the community and visitors alike. In line with this vision, the strategic use of digital signage in and around the stadium can enhance engagement and provide an immersive experience while also generating additional revenue for the development.

We respectfully offer the following comments:

We appreciate the inclusion of an exemption allowing the display of the name and brand of a public or private entity on the stadium exterior for naming rights purposes. This exemption is crucial to the financial viability of the project.

However, we propose a modification to Section 4 (19) of the bill, which currently limits outdoor advertising devices to the interior of the stadium. We suggest allowing digital signage on the exterior of the stadium, specifically at entry plazas, to display public service announcements, event messaging, and pedestrian-oriented advertising. We believe this can be implemented thoughtfully and strategically in collaboration with the community to ensure visual aesthetics and avoid negative impacts.

Our suggested language for Section 4 (19) is as follows:

(19) Any outdoor advertising device, displayed with the authorization of the stadium authority, within or on the stadium facility established by section 206E-223; provided that an outdoor advertising device displayed under this paragraph shall:

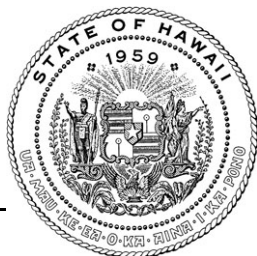
- (A) Not face toward any exterior roadway;
- (B) Be designed for pedestrians; and exterior signage limited to plaza entry areas of the stadium; and
- (C) Not be used solely for the purposes of commercial advertising.

The Stadium Authority is committed to addressing public concerns regarding visual clutter and ensuring that any signage is not visible from outside the district. We believe that a well-designed and thoughtful approach to signage will:

1. Enhance the branding and image of specific events and the district.
2. Facilitate public communication and event messaging at entry points to the Stadium.
3. Generate revenue through advertising, contributing to the creation of a higher quality stadium than would otherwise be possible.

This approach will help create a dynamic, modern, and appealing destination for both visitors and locals.

Thank you for the opportunity to testify.



**DEPARTMENT OF BUSINESS,  
ECONOMIC DEVELOPMENT & TOURISM**  
KA 'OIHANA HO'OMOHALA PĀ'OIHANA, 'IMI WAIWAI  
A HO'OMĀKA'IKĀ'I

**JOSH GREEN, M.D.**  
GOVERNOR

**SYLVIA LUKE**  
LT. GOVERNOR

**JAMES KUNANE TOKIOKA**  
DIRECTOR

**DANE K. WICKER**  
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Statement of  
**JAMES KUNANE TOKIOKA**  
**Director**  
Department of Business, Economic Development, and Tourism  
before the  
**SENATE COMMITTEE ON COMMERCE AND CONSUMER PROTECTION**

Tuesday, February 27, 2024  
10:01 AM  
State Capitol, Conference Room 229

In consideration of  
**SB3197, SD1**  
**RELATING TO ADVERTISING**

Chair Keohokalole, Vice Chair Fukunaga and members of the Committee.

The Department of Business, Economic Development and Tourism (DBEDT) supports SB3197, SD1, which exempts billboards and outdoor advertising devices displayed with authorization of the Stadium Authority within the stadium facility, including outdoor advertising devices for naming the stadium facility under certain conditions. This measure also exempts outdoor advertising devices displayed with authorization of the Hawai'i Tourism Authority in or on the Convention Center facility, including outdoor advertising devices for naming the Convention Center facility under certain conditions.

DBEDT is supportive of creating additional revenue opportunities for the stadium and convention center, so long as it is with authorization of the Stadium Authority or the Hawai'i Tourism Authority and is within the guardrails outlined in the measure. In addition to providing revenue, advertising can also contribute to the branding of the events and the overall experience for attendees and serve as a platform for public service announcements and community messaging.

Thank you for the opportunity to support this measure.



TESTIMONY OF DANIEL NĀHO'OPI'I  
INTERIM PRESIDENT & CEO, HAWAII TOURISM AUTHORITY  
BEFORE THE SENATE COMMITTEE ON COMMERCE AND CONSUMER PROTECTION  
Tuesday, February 27, 2024 10:01 a.m.  
In consideration of  
**SB 3197 SD 1**  
**RELATING TO ADVERTISING**

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee,

The Hawai'i Tourism Authority (HTA) appreciates the opportunity to offer our support for SB3197 SD1, which would enable the sale of naming rights by authorizing the sale of advertising on and in the state's new stadium facility as well as the Hawai'i Convention Center.

Over the quarter century that the Hawai'i Convention Center has been operating, it has hosted high-profile international convenings, national and local conferences and conventions, beloved festivals and events, athletic events attracting participants locally and from abroad, and served as an important hub for the state's response to emergencies.

Many prestigious venues across the U.S. have sold naming rights. An initial analysis was performed by ASM Global, one of the world's leading venue management companies, taking into account the market as well as volume of events and demographics of guests at our center. That analysis values the naming rights for the Hawai'i Convention Center at up to \$500,000 in the first year, escalating to a 20-year agreement value of over \$13 million.

This measure opens additional possibilities for funding to address the convention center's repair and maintenance needs into the future, and HTA appreciates the availability of these possibilities. We also understand the sensitivity to outdoor signage and its impacts on the visual environment, and commit to tasteful, sensible signage aligned with our brand for our world-class convention center. We will develop policies and procedures to ensure this.

We would like to clarify one part of Standing Committee Report No. 2556, filed by the committee on Energy, Economic Development, and Tourism on February 16. The second amendment to the measure as described in the report indicates that the Stadium Authority would be authorized to sell or lease the naming rights to the convention center. It is our understanding of the intent of this measure that HTA would be authorized to do so for the convention center, and our reading of the SD1 reflects that understanding.

We defer to our colleagues at the Stadium Authority on the specific implications of this measure to their area of kuleana. Mahalo for the opportunity to provide these comments in support of SB3197 SD1.



# Chamber of Commerce HAWAII

*The Voice of Business*

**Testimony to the Senate Committee on Commerce and Consumer Protection  
Tuesday, February 27, 2024 at 10:01AM  
Conference Room 229**

**RE: SB3197 SD1 Relating to Advertising**

Aloha Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee:

The Chamber of Commerce Hawaii ("The Chamber") supports SB3197 SD1, which exempts billboards and outdoor advertising devices within the Stadium Development District authorized by the Stadium Authority.

The Chamber values the amendment's consideration for retaining Hawaii's natural beauty while boosting economic prospects for state-operated entertainment venues. This exemption is crucial for securing naming rights for the Stadium and attracting potential investors. The projected economic benefits of the New Aloha Stadium Entertainment District (NASED) are substantial, aligning with The Chamber's advocacy for innovative economic growth.

This legislation supports various pillars vital to The Chamber, including workforce development, business climate improvement, and housing affordability. Monetizing NASED would benefit the local community, providing housing and sustainable revenue streams without reliance on frequent state appropriations.

The new Aloha Stadium will serve as a versatile facility, accommodating diverse events and fostering opportunities for local businesses. The NASED aims to benefit residents primarily, stimulating entrepreneurship and community engagement.

While recognizing Hawaii's history of banning billboards to preserve natural beauty, The Chamber advocates for adjustments to existing policies to foster economic growth within defined limits, such as the 98-acre Halawa site.

The Chamber is Hawaii's leading statewide business advocacy organization, representing about 2,000+ businesses. Approximately 80% of our members are small businesses with less than 20 employees. As the "Voice of Business" in Hawaii, the organization works on behalf of members and the entire business community to improve the state's economic climate and to foster positive action on issues of common concern.

Thank you for the opportunity to testify.



Cade Watanabe, Financial Secretary-Treasurer

Gemma G. Weinstein, President

Eric W. Gill, Senior Vice-President

February 23, 2024

Committee On Commerce And Consumer Protection  
Senator Jarrett Keohokalole, Chair  
Senator Carol Fukunaga, Vice Chair

### Testimony in opposition to SB3197 SD1

Chair Keohokalole, Vice Chair Fukunaga, and Members of the Committee,

UNITE HERE Local 5 represents 10,000 working people in the hotel, food service and health care industries across Hawaii. **We are opposed to SB3197 SD1 because it would allow the State to lease out concessions at the Hawaii Convention Center and the Stadium without competitive bidding.** The description of the bill fails to mention the new exemption from competitive bidding which appears in the SD1 draft, which is problematic for anyone who has not had time to study the bill closely. This bill takes language similar to SB3006 exempting the Convention Center concessions from competitive bidding and expands it to the Stadium.

The list of public properties exempt from competitive bidding continues to grow, but it is unclear if or how such exemptions have ever benefited the State. It certainly is not clear why the Convention Center and the Stadium should be added to that list. The list has already been expanded many times in recent years – a few examples include:

- 2014 Act 141<sup>i</sup>, which exempted some types of airport concessions;
- 2016 Act 121<sup>ii</sup>, which exempted operation of a natural energy laboratory of Hawaii authority;
- 2017 Act 138<sup>iii</sup>, which exempted all types of airport concessions;
- 2022 Act 163<sup>iv</sup>, which exempted ground transportation and parking lot operations at small boat harbors, and certain types of concessions at beach or ocean related recreational services, county zoos, botanical gardens and county parks. This act also extended the maximum terms of leases; and
- 2023 Act 72<sup>v</sup>, which exempted ground transportation and parking lot operations at state parks, as well as certain other concessions operations at state parks.

We feel this, like all measures to get around State procurement laws, is not in the public interest. It would remove transparency from the process by which our public facilities and lands are leased to corporations. It would remove the public from the process. Further, it is anti-competitive, and we do not understand how it would serve the best interests of the State to not analyze competing proposals - especially if concessions are meant to generate revenue for the State.

Please oppose this measure.

Thank you for your consideration.

<sup>i</sup> [https://www.capitol.hawaii.gov/slh/Years/SLH2014/SLH2014\\_Act141.pdf](https://www.capitol.hawaii.gov/slh/Years/SLH2014/SLH2014_Act141.pdf)

<sup>ii</sup> [https://www.capitol.hawaii.gov/slh/Years/SLH2016/SLH2016\\_Act121.pdf](https://www.capitol.hawaii.gov/slh/Years/SLH2016/SLH2016_Act121.pdf)

<sup>iii</sup> [https://www.capitol.hawaii.gov/slh/Years/SLH2017/SLH2017\\_Act138.pdf](https://www.capitol.hawaii.gov/slh/Years/SLH2017/SLH2017_Act138.pdf)

<sup>iv</sup> [https://www.capitol.hawaii.gov/slh/Years/SLH2022/SLH2022\\_Act163.pdf](https://www.capitol.hawaii.gov/slh/Years/SLH2022/SLH2022_Act163.pdf)

<sup>v</sup> [https://www.capitol.hawaii.gov/slh/Years/SLH2023/SLH2023\\_Act72.pdf](https://www.capitol.hawaii.gov/slh/Years/SLH2023/SLH2023_Act72.pdf)



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Helping to keep Hawai'i  
clean, green, beautiful,  
livable and sustainable  
since 1912



February 25, 2024

RE: The Outdoor Circle COMPLETE OPPOSITION to SB 3197 SD1

Dear Chair Keohokahole and Commerce and Consumer Protection Senate Committee Members,

The Outdoor Circle was founded 110 years ago in a campaign to rid the islands of ugly billboards and off-site advertising, replacing that ugliness with beauty, and preserving the natural and scenic splendor of our islands. The Outdoor Circle stands with the overwhelming majority of Hawai'i residents in total opposition to Senate Bill 3197 SD1, supporting our rich history of environmental stewardship with a steadfast commitment to protecting Hawai'i's scenic beauty and environment. Whether under the guise of offsetting costs in the form of "sponsorships" or "naming rights" or the like, it is imperative that we reject any efforts to weaken these laws which safeguard our landscapes from over-commercialization as they have vigilantly guarded Hawai'i for over a century.

The Outdoor Circle has been a stalwart defender of Hawai'i's environment for over a century. In the face of burgeoning industrialization and urbanization, we emerged as a beacon of advocacy, championing causes aimed at preserving the natural and scenic beauty of our islands. One of our most significant early victories came with the passage of legislation banning billboards throughout the Territory of Hawai'i, marking a pivotal moment in the fight against visual pollution and a first in the United States. The Outdoor Circle bought, and then immediately closed down, the last operating billboard company in Hawai'i in 1926.

Since then, we have remained at the forefront of environmental activism, tirelessly advocating for policies that promote conservation and protect Hawai'i's unique landscapes and built environment. From spearheading sign ordinances to advocating for the control of signage clutter, we continue to serve as a voice for communities across Hawai'i. We have branches all over the state, working in their communities on a wide-variety of areas important to local communities in line with our mission. Our organization exists exactly to preserve, protect and enhance Hawai'i's natural and scenic beauty, and our efforts are tireless due to unrelenting attacks to commercialize and despoil our view planes and beauty of the islands, as exemplified in SB 3197 SD1.

Notably, ***our views are overwhelmingly shared by the public*** because they benefit from these laws, and seen in the editorial in the Star Advertiser this month, noting that the public is absolutely against any weakening of our anti-billboard and offsite advertising laws. Letters to the Editor and subsequent mention in the newspaper of record of unanimous opposition to a weakening of our laws followed. Even the straw poll of the "Big Q" asking the question on this on January 29, 2024 had 586 votes, or 83% of those who actually called the paper answered with "No—No billboard ban exemption." This is also seen in the unanimous personal testimony to the Hawai'i Senate of individuals who opposed this bill in prior testimony in the last committee this bill was heard in this month, with at least 88 individuals counted testifying against this bill, and no one person in favor of this bill advancing.

It is with this rich history and collective understanding of laws that have so benefitted Hawai'i's residents and visitors that we must once again remind all of us what is at stake with

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this seemingly innocuous proposed legislation of SB 3197 SD1. It is dismaying and disappointing to see that we must still fight to preserve our unique and incredible landscape to be free of intrusive billboards, advertising and logos of corporations that would seek to divert our collective public minds and views from those of our beautiful state to views of corporate messages. It is shortsighted and unnecessary to contemplate selling Hawai'i's visual environment, forcing residents and visitors alike to be captive audiences to unwanted corporate branding, dangerously distracting motorists and marring our vistas, while weakening existing laws protecting Hawai'i and its residents and visitors alike, setting dangerous precedents for the future.

**Hawai'i has knowingly rejected for over a century** the money that might come from these sorts of ghastly displays, understanding that the potential tradeoff of cheapening and degrading our public good in the collective visual space is a very poor bargain. We understand, and courts have found, that our residents and visitors greatly value a Hawai'i free of this unfettered type of visual pollution and over-commercialization of our islands, and that it is in our economic best interest to protect our laws regarding this. We know that the benefits to our well-being, including, ultimately our financial well-being, by NOT having these billboards, off-site advertisements and logos, increases, because visitors come to see the splendor of islands not spoiled by such things. **Our value and our coffers are increased, not decreased, by our strict anti-billboard and signage laws.**

Senate Bill 3197 SD1 poses a major existential and practical threat to Hawai'i's environmental heritage by seeking to introduce exemptions to our laws, which ban obtrusive visual pollution in the form of billboards, offsite advertising, and logos—the same which are exactly proposed in the Aloha Stadium Development District and the Hawai'i Convention Center in SB 3197 SD1. This proposed legislation not only undermines the hard-won victories made over the course of over a century of many protective laws and supporting lawsuits, but would also set a dangerous precedent for future exemptions. If SB 3197 SD1 were allowed to pass, it would open the floodgates for similar demands across Hawai'i, paving the way for the proliferation of visual blight and over-commercialization of our collective consciousness and views, and irreversibly alter the character of our communities that we have vigilantly protected for a century.

Hawai'i is not just a collection of islands in the Pacific. It is a unique sanctuary, a refuge for all who seek solace in its beauty. Any billboard, off-site advertisement or branded logo would be a huge blemish on the canvas of our paradise, a reminder of the unnecessary over-commercialization that would further to erode the soul of our beloved home. From exacerbating visual pollution to compromising traffic safety and diminishing property values, the presence of billboards, offsite advertising and logos would cast a terrible shadow over the very essence of Hawai'i's natural beauty and unique commercial environment.

At its core, SB 3197 SD1 represents a direct assault on the principles of protecting our residents and visitors from over-commercialization in our state. Can we agree to keep our public views, public and quasi-public properties and consciousness commercial-free? Can we at least agree to absolutely and solemnly protect and preserve our residents and visitors from advertisements and logos in the public sphere that would otherwise mar the beauty of Hawai'i and force us all to consume whatever message is displayed? Surely, we have that right.

If we do not uphold our commitments to these premises, we only look towards the other benefits we accrue by our strict signage laws for reasons our laws must not be weakened.

There are many other benefits we have by NOT having billboards, off-site advertisements and logos. A major one is safety hazards, because they are exactly and specifically designed to distract motorists' and pedestrians' attention, resulting in increased dangers on our roads—is this something we wish to foster? We think not.

An exhaustive compendium of over 40 separate studies carried out worldwide on billboards and advertisements visible from roads advertising commissioned by the California Department of Transportation Legal Department in 2020 reflects what we know, and we offer their conclusions and ask that you visit these reports for a definitive reference on the clear and unequivocal matter of dangers presented by these hazards to motorists and pedestrians:

<https://www.scenic.org/wp-content/uploads/2021/10/Billboard-Safety-Study-Compendium-10-16-2020.pdf>

<https://www.scenic.org/wp-content/uploads/2019/09/billboard-safety-study-compendium-updated-february-2018.pdf>

*“While employing a broad array of approaches and methodologies, the common theme clearly indicates that the more that commercial digital signs succeed in attracting the attention of motorists that render them a worthwhile investment for owners and advertisers, the more they represent a threat to safety along our busiest streets and highways, where these signs tend to be located.”*

These clearly-know, well-studied and documented safety hazards is absolutely enough on its own to ever consider a weakening of our laws.

And while safety concerns are enough to stop any diminishment of our laws, we also know that there are specific other benefits, including economic benefits that accrue to the state being a haven from visual pollution of this sort.

The ban on billboards and outdoor advertising in Hawai‘i has long been recognized as a vital component of our state's efforts to promote the public good and support economic growth. By preserving our scenic vistas and preventing visual clutter, anti-billboard laws enhance the quality of life for residents and visitors alike and contribute to Hawai‘i's economic vitality by attracting tourists drawn to our pristine landscapes. SB 3197 SD1 jeopardizes these benefits by prioritizing the limited interests of billboard companies and specific limited corporate interests over those of our communities, undermining the very foundation of our collective environmental and economic prosperity.

Our courts have recognized this as well. The opinion of the US 9th Circuit Court in 2006 on a similar ruling in a case supported by The Outdoor Circle, where there was a lawsuit involving an intrusion into our scenic view plane. The opinion was clear in its reasoning and we can imagine that such a ruling would be upheld in the future as well for any similar intrusions.

From the ruling in favor of our laws protecting our visual space:

*“The Ordinance fulfills several legitimate needs, including preserving the economically vital scenic beauty of Honolulu and minimizing traffic safety hazards for motorists and pedestrians. Although both of these goals are surely legitimate, preservation of the visual beauty of Honolulu’s coastal and scenic areas is of paramount importance. The district court succinctly emphasized this point:*

*To say that the ordinance is designed to mitigate “aesthetic harm” is misleading in Hawai‘i. In actuality, the ordinance is designed to protect what is perhaps the state's most valuable and fragile economic asset—the natural beauty upon which Hawai‘i's tourism economy relies. Revenue generated by tourism accounts for almost one quarter of Hawai‘i's gross domestic product, and almost one third of the state's employment. Studies, and common sense, indicate that the scenic beauty of Hawai‘i is one of the primary factors weighed by potential visitors when determining whether to spend their vacation dollars in Hawai‘i or*

*another locale. More than half a billion dollars have been spent in the past five years on improvements to public areas in Waikiki, and a large proportion of these expenditures were for primarily aesthetic enhancements.*

*.... The district court properly granted Honolulu's motion for summary judgment. Federal law does not preempt the Ordinance. Nor does the Ordinance violate the First Amendment or the Equal Protection Clause of the Fourteenth Amendment."*

<https://caselaw.findlaw.com/court/us-9th-circuit/1255050.html>

Other issues that merit attention of why these specific laws help include issues of dark skies for our telescopes, issues with migratory birds becoming disoriented in lights, and health of humans and animals in general from excessive artificial lights. We will not take the time to explore those ideas here, but suffice it to say, there is much literature and studies on these matters and a cursory search will reveal many salient results.

Furthermore, we should not be contemplating selling naming rights to our public assets and facilities owned or controlled by the people of Hawai'i. We do not need to have the name of a corporation and its logo screaming out its forced, intrusive message and unwanted corporate branding on the front of the Stadium or Convention Center — this is simply an offsite ad and has been prohibited by law for a century. If any name is needed for a facility, it should be one that reflects and honors Hawai'i's unique environment, not a corporation's. This might be in the form of something like "Honu Stadium" if the shape is built with a covering as one resembling a turtle, or "Volcano Stadium" if built to imagine a stylized volcano, or the "Kolea Hawai'i Convention Center," perhaps with imaginative displays representing the graceful birds of Hawai'i with air and light.

Rather than reverting to outdated advertising methods that involve mass visual pollution and desecration of our landscapes, the proposed Aloha Stadium Development District and the Hawaii Convention Center should explore innovative and sustainable marketing strategies that respect our state's natural beauty and our traditions restricting ads. With advancements in digital technology and targeted advertising, there are more than ample opportunities to reach audiences effectively without compromising our visual environment. Handheld mobile devices offer a platform that is not only more engaging to modern consumers, but also more adaptable to changing market trends. Instead of pursuing exemptions to the ban on billboards, the proposed Aloha Stadium Development District and the Hawaii Convention Center should explore alternative advertising solutions that align with Hawai'i's values of environmental stewardship and community preservation. By embracing these alternatives, we can still promote economic growth while preserving Hawai'i's natural and scenic landscapes and demonstrate its commitment to responsible advertising practices.

The beauty of Hawai'i and its public assets, as well as its residents must be protected from this sort of unnecessary and unwanted intrusion of our public visual and mental spaces from over-commercialization, as we have done for a century. We must not despoil Hawai'i's unique beauty, supported by our signage laws, which are a source of pride for Hawaii and a role model for the world. We are special, and must respect and honor our uniqueness.

In conclusion, The Outdoor Circle urges you to stand with the people of Hawai'i and reject SB 3197 SB1. Let us uphold the legacy of generations of Hawai'i's residents and lawmakers to protect what is unique, and robustly uphold our state's ban on billboards, offsite advertising and branded logos on buildings under the guise of "sponsorship or naming rights" for whatever reasons proffered. Stand with the overwhelming majority of Hawai'i residents to ensure that Hawai'i remains a beacon of environmental stewardship, free from over-commercialization, preserving our scenic and natural beauty. Together, we can protect our

precious landscapes and preserve the unique character of our islands for future generations by never, ever considering weakening of these laws as proposed in SB 3197 SD 1.

Thank you for your unwavering dedication to serving our community and your thoughtful consideration of this matter in firmly rejecting SB 3197 SD1.



Winston Welch  
Executive Director  
The Outdoor Circle

**SB-3197-SD-1**

Submitted on: 2/24/2024 6:53:12 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Henry Q Curtis	Testifying for Life of the Land	Oppose	Written Testimony Only

Comments:

Please hold this very bad bill. This bill begins moving Hawaii down a dangerous path

**SB-3197-SD-1**

Submitted on: 2/24/2024 9:56:55 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Diane Harding	Testifying for Lani-Kailua Outdoor Circle	Oppose	Written Testimony Only

Comments:

Aloha Senators,

Hawaii’s billboard and outdoor advertising signage laws are the envy of the nation.

Our streets, highways, scenic landscapes, business districts and neighborhoods ACROSS THE STATE are free of such visual clutter. Residents and visitors alike have overwhelmingly expressed their appreciation of the fact that Hawai’i has such exemplary outdoor signage laws that protect Hawaii’s view planes and natural beauty.

SB 3197 SD1 to allow billboards and private branding logos at Oahu’s Aloha Stadium and the Hawaii Convention Center would irreparably weaken our signage laws, set a dangerous precedent for future incursions, and destroy years of vigilant efforts to ensure that all of Hawai’i remains billboard free.

I strongly urge you to vote AGAINST SB 3197 SD1 and NOT let it move forward.

Sincerely,

Diane Harding

President, the Lani-Kailua Outdoor Circle

**SB-3197-SD-1**

Submitted on: 2/26/2024 5:50:05 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Sanford Okura	Testifying for Okura & Associates Realty Corp.	Oppose	Written Testimony Only

Comments:

This bill is absolutely ridiculous! Have those who propose this bill have no sense of what makes Hawaii so beautiful and unique?

Passage of this bill would lead to erosion of anti-billboard laws and destruction of Hawaii's scenic beauty. It would greatly reduce Hawaii's attractiveness to tourists, damaging our economy. It would reduce each individual's enjoyment of Hawaii.

I strongly oppose this bill.



**SB-3197-SD-1**

Submitted on: 2/26/2024 9:54:22 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Gordon Aoyagi	Testifying for Manoa Outdoor Circle	Oppose	Written Testimony Only

Comments:

Subject: Oppose SB 3197 SD1

Dear Senators

I am President of Manoa Outdoor Circle. i urge you to oppose SB 3197 SD 1. Please preserve and protect the scenic beauty of our island home.

We oppose SB 3197 SD 1 for the following reasons:

1. The ban on outdoor advertising provides a public good and has proven economic benefits. Providing an exemption for a special district by state legislation sets a precedence allowing for the future proliferation of visual blight and threatens harm to the public and economy.
2. The ban on outdoor advertising in Hawaii has been in place for over 100 years and is settled law. The ban has been tested legally and is settled law. Providing an exemption for a special district opens Pandora’s box not only on the conditions allowing for additional exemptions but also for its ensuing litigation involving the public good vs commercial interests. Other local and state entities involved in outdoor advertising find themselves in court over free speech issues. This is a needless and avoidable use of public resources. Stop SB 3197 SD1 now.
3. Outdoor advertising is outdated and untargeted marketing. Alternatives using technology platforms that appeal to targeted markets need to be more fully explored. New technology platforms using social media are more likely to produce a more robust income stream and be responsive to changing and dynamic markets than using outdated static outdoor billboards.
4. Existing laws allow for advertising within the stadium. No additional laws are needed to allow for interior advertising.
5. Do not allow for commercial interests to name the stadium with their corporate logo. There will be no other stadium on this island so distinguishing it with a large corporate sign, which violates local sign ordinances is unnecessary.

Thank you for your consideration.

Gordon Aoyagi

President, Manoa Outdoor Circle

**LATE**

**SB-3197-SD-1**

Submitted on: 2/26/2024 6:24:57 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Teri Orton	Testifying for Hawaii Convention Center	Support	Written Testimony Only

Comments:

ON THE FOLLOWING MEASURE: S.B. NO. 3197, S.D. 1, RELATING TO ADVERTISING.

BEFORE THE: SENATE COMMITTEE ON COMMERCE AND CONSUMER PROTECTION

DATE: Tuesday, February 27, 2024 TIME: 10:01 a.m.

LOCATION: State Capitol, Room 229 and Videoconference TESTIFIER(S): WRITTEN TESTIMONY ONLY

Chair Keohokalole and Members of the Committee:

The Hawaii Convention Center is in support of SB3197 - Exempts outdoor advertising devices displayed with authorization of the Hawai'i Tourism Authority in or on the Convention Center facility, including outdoor advertising devices for naming the Convention Center facility under certain conditions.

Exempts outdoor advertising devices for the Convention Center facility from regulation by the counties, including outdoor advertising devices for naming the Convention Center facility.

Mahalo,

Teri Orton

General Manager

Hawaii Convention Center



**LATE**

Testimony of Mufi Hannemann, President & CEO  
Hawai'i Lodging & Tourism Association

Senate Committee on Commerce and Consumer Protection  
SB3197 SD1 RELATING ADVERTISING  
Tuesday, February 27, 2024  
Position: SUPPORT

Chair Keohokalole and members of the Committee,

On behalf of the Hawai'i Lodging & Tourism Association, the oldest and largest private sector tourism organization in the state, we express our support for SB3197 SD1 RELATING TO ADVERTISING. This bill proposes exemptions for outdoor advertising devices authorized by the Hawai'i Tourism Authority within or around the Convention Center facility, including those used for naming the facility under specific conditions. It also suggests exemptions for billboards and outdoor advertising devices authorized by the Stadium Authority within the stadium facility, including those for naming the stadium under certain conditions. Additionally, it exempts outdoor advertising devices for both the stadium and Convention Center facilities from county regulation, including those used for naming purposes.

In regard to the Hawai'i Convention Center, naming rights agreements offer myriad benefits that extend to our tourism industry and communities, providing vital funds for maintaining, upgrading, and operating the center to uphold its competitiveness as a premier gathering destination. These agreements also cultivate partnerships with local businesses, granting access to additional resources, expertise, and promotional avenues, thereby fostering innovation, attracting new events, and enriching experiences for both visitors and kama'āina.

Furthermore, such agreements have the potential to enhance the allure of our state, making it more appealing for attracting Meetings, Incentives, Conferences, and Exhibitions (MICE) travel. Strengthening partnerships with recognizable brands or companies in this manner could significantly boost business travel, known for its substantial spending impact on local businesses and minimal strain on our natural resources.

Mahalo for considering our testimony.



**HAWAII MASONS' AND PLASTERERS' UNIONS HAWAII INDUSTRY  
STABILIZATION COMMITTEE**

2251 North School Street | Honolulu, Hawaii 96819

Phone: (808) 452-0350 | Fax: (808) 452-1063



**LATE**

**LATE**

Uploaded via Website

**TO: THE HAWAII STATE SENATE COMMITTEE ON COMMERCE AND  
CONSUMER PROTECTION**

**SUBJECT: Testimony in STRONG SUPPORT of SB3197 which exempts billboards and  
outdoor advertising devices displayed with authorization of the Stadium Authority  
within the Stadium Development District.**

**DATE: Tuesday, February 27, 2024**

**TIME: 1:01 PM**

Aloha Chair Keohokalole, Vice-Chair Fukunaga , and members of the Committee:

The Hawaii Masons' and Plasterers' Unions Stabilization Fund is a labor- management partnership between the cement finisher members of OPCMIA Local 630, the cement finisher members of IUBAC Local 1 and the over 250 construction companies from the General Contractors Labor Association and the Building Industry Labor Association. We are proud to represent our members in all matters related to the construction industry and, to that end, are in **STRONG SUPPORT** of SB3197 which exempts billboards and outdoor advertising devices displayed with authorization of the Stadium Authority within the Stadium Development District.

SB3197 will allow for advertising on the sides of buildings within the New Aloha Stadium Entertainment District and will be perfectly aligned with the current RFP for a Master Developer. Allowing for this kind of signage will increase revenue for the district without taking away from the beauty of the site and, as such, we are in **STRONG SUPPORT**.

Thank you for the opportunity to share our support.

Michael R. Yadao  
Executive Director  
Hawaii Masons' and Plasterers' Unions Hawaii Industry Stabilization Committee

**SB-3197-SD-1**

Submitted on: 2/23/2024 7:13:13 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Ben Robinson	Individual	Oppose	Written Testimony Only

Comments:

OPPOSE

**SB-3197-SD-1**

Submitted on: 2/23/2024 4:12:51 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Carol Kwan	Individual	Oppose	Written Testimony Only

Comments:

I strongly oppose SB 3197. We should not allow billboards or advertising of any sort outside anywhere in the State of Hawaii. Tourism is our #1 industry. We must maintain the beauty of our outdoor spaces. In addition, those of us who live here don't want to look at ugly advertising! If you want to allow advertising inside of spaces, like inside of the stadium or convention center, fine, but don't allow any advertising outside beyond what is already allowed by law.

Carol Kwan

**SB-3197-SD-1**

Submitted on: 2/23/2024 6:22:54 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lois Crozer	Individual	Oppose	Written Testimony Only

Comments:

I don't understand now why we are thinking of allowing billboards. Nobody wants this. Please do not let this happen. They are an eyesore, and we live here because we love and appreciate beauty.



**SB-3197-SD-1**

Submitted on: 2/23/2024 7:32:42 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Mark Bogart	Individual	Oppose	Written Testimony Only

Comments:

Dear Senators,

I stand with the overwhelming majority of residents who do not wish to be forced to view billboards, corporate logos emblazoned on public/quasi-private buildings, offsite ads in the form of naming rights. Naming rights is advertising when they are attached to public or quasi-public property: i.e. "Safeco Field" or "Allianz Arena," "AT&T Stadium."

The public has, time and time again, firmly rejected the sale of our public views, our unique scenic environment and our right to exist without being subject to corporate identities intruding in our public spaces under naming rights or sponsorships. Prior personal testimony on this bill was unanimous in its opposition, joined in opposition by the StarAdvertiser editorial board, letters to the editor, and backed by a legacy of a century of protection through our groundbreaking laws establishing a tradition and now heritage of protection universally respected and admired.

Please reject this bill.

**SB-3197-SD-1**

Submitted on: 2/24/2024 6:53:37 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Sidney Lynch	Individual	Oppose	Written Testimony Only

Comments:

I strongly oppose advertising signage on either the Aloha Stadium or Hawaii Convention Center.

Hawaii is one of the few places in the world where we are not bombarded with advertisements from wealthy consumer brand advertising. Please stay strong to keep Hawaii special and do not be seduced by the corporate dollars.

**SB-3197-SD-1**

Submitted on: 2/24/2024 8:38:56 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Marsha Schweitzer	Individual	Oppose	Written Testimony Only

Comments:

**PLEASE OPPOSE SB 3197 SD1**

Businesses have their own advertising networks and media. They do not need government assistance. If the government wants more revenue from businesses, it should come through taxation, land leases, or other such established vehicles, not through advertising. Branding a public building with a particular company's name or logo shows favoritism toward that business and puts other businesses at a disadvantage. This should not happen in the public sector. Government is meant to serve ALL the people fairly and equitably.

**SB-3197-SD-1**

Submitted on: 2/24/2024 9:24:20 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

Submitted By	Organization	Testifier Position	Testify
Samantha Berberich	Individual	Oppose	Written Testimony Only

Comments:

Dear Senators,

I stand with the overwhelming majority of residents who do not wish to be forced to view billboards, corporate logos emblazoned on public/quasi-private buildings, offsite ads in the form of naming rights. Naming rights is advertising when they are attached to public or quasi-public property: i.e. "Safeco Field" or "Allianz Arena," "AT&T Stadium."

The public has, time and time again, firmly rejected the sale of our public views, our unique scenic environment and our right to exist without being subject to corporate identities intruding in our public spaces under naming rights or sponsorships. Prior personal testimony on this bill was unanimous in its opposition, joined in opposition by the StarAdvertiser editorial board, letters to the editor, and backed by a legacy of a century of protection through our groundbreaking laws establishing a tradition and now heritage of protection universally respected and admired.

Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards, logos, offsite ads and commodification of public spaces for over a century and we must never weaken our laws on this. Indeed it is part of what makes Hawai'i such a beautiful place to live and visit. Our "brand" for 100 years has been a state with "no brands" marring our view planes, vistas and cityscapes. Indeed, the US 9th Circuit Court has strongly affirmed in a recent ruling that our very economic well-being is integral to our state and its residents in upholding our strict signage and advertising laws, making us unique and proudly so.

We should not sell naming rights to our public assets and facilities owned or controlled by the people of Hawai'i. We do not need Aloha Stadium to have the name of a large corporation and its logo screaming out on the front of the stadium — this is simply an offsite ad and has been prohibited by law for a century. If any name is needed for a facility, it should be one that reflects Hawai'i's unique environment, not a corporation. This might be in the form of something like

Honu Stadium if the shape is built with a covering as one resembling a turtle, or Volcano Stadium if built to imagine a volcano, or the Kolea Convention Center, representing the graceful birds of Hawai'i.

It is shortsighted to contemplate degrading and cheapening Hawai'i's visual environment, forcing residents and visitors alike to be captive audiences to unnecessary corporate branding under the guise of "sponsorships," dangerously distracting motorists and marring our vistas, while weakening existing laws protecting Hawai'i and its residents and visitors alike, setting dangerous precedents for the future.

**We thank you as we work together to keep Hawai'i Clean, Green and Beautiful!**

Please ensure that SB 3197 SB1 does not advance and that other bills like this are never considered in the future.

Thank you for doing what is right for Hawai'i by opposing this bill.

Aloha,

Sam Berberich

**SB-3197-SD-1**

Submitted on: 2/24/2024 8:50:46 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Peter Morimoto	Individual	Oppose	Written Testimony Only

Comments:

Please do not pass this bill. We don't need billboards in Hawaii.

**SB-3197-SD-1**

Submitted on: 2/24/2024 9:47:59 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
lynne matusow	Individual	Oppose	Written Testimony Only

Comments:

This testimony is in strong opposition. This bill is a DISGRACE. Billboards are not allowed now. One exception opens the door to a floodgate. We do not need to pollute the visual environment by making Hawaii the next Times Square. This is unnecessary. Please come to your senses and defer this bill.

**SB-3197-SD-1**

Submitted on: 2/24/2024 10:07:37 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Sharon McKellar	Individual	Oppose	Written Testimony Only

Comments:

Dear Senators,

I stand with the overwhelming majority of residents who do not wish to be forced to view billboards, corporate logos emblazoned on public/quasi-private buildings, offsite ads in the form of naming rights.

The private citizens of Hawaii have time and time again over the last decades firmly rejected the sale of our public views. When I fly to the mainland, the first thing I notice as I leave the airports are the distracting and ugly billboards demanding attention and distracting drivers.

Please be sure that SB 3197 SB1 does not advance.

Sincerely,

Sharon A. McKellar, Former DOE teacher, former VP of Certified Management, now called Associa.61 year resident of Hawaii



**SB-3197-SD-1**

Submitted on: 2/24/2024 10:46:19 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
thalya demott	Individual	Oppose	Written Testimony Only

Comments:

Dear Senators and Legislators;

Our state has benefited from billboard-banning laws since 1912. These laws have served to keep Hawai'i free from visual pollution, protected our scenic views and preserved our islands from oversized commercial signage.

Senate Bill 3197 SD1 would unquestionably open up the door for further weakening of our long-established precedent and endanger our existing century-old anti-billboard laws.

Corporate branding is advertising, and does not belong on Hawaii's buildings. Please vote against SB3197.

Mahalo, Thalya DeMott

**SB-3197-SD-1**

Submitted on: 2/24/2024 10:50:45 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Marianne R Bickett	Individual	Oppose	Written Testimony Only

Comments:

Aloha, I am a retired teacher and grandmother with two very young grandsons. We've lost so much here in Hawai'i in terms of ecosystem balance, native plants and animals, especially birds, etc. etc. So much has given way to greedy consumerism and disregard for the environment. One needs to look no farther than the sifted sand on our beaches to see the remnants of plastic pollution. There is much work to be done focusing on the health of our island habitats, not adding more blight.

The environment includes visual beauty. Hawai'i has such natural beauty and atmosphere. The billboards that I can envision here would probably advertise unhealthy things like alcohol, smoking, greedy businesses selling stuff we don't need, etc etc. Why would we want that here?

What kind of world do we want our children and grandchildren to inherit? One that respects our beautiful islands or one that sells out to profits and greed? We've done fine without billboards and life will go on just fine without them. This is NOT a necessity that will enhance our communities. It is visual litter/trash to have billboards.

Please keep Hawai'i beautiful. Mahalo Nui. Rethink considering to undo what wise people set up years ago to protect our islands from such ugliness.

**SB-3197-SD-1**

Submitted on: 2/24/2024 10:53:48 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
jerry lam	Individual	Oppose	Written Testimony Only

Comments:

I am Jeremy Lam, past president of the Manoa Branch of The Outdoor Circle. SB3917 will allow open advertising in the Aloha Stadium district.. The ads may be permitted outside the stadium, This would lead to advertising on fences, benches, garbage bins, parks and other places. IT will set a precedent for other districts in the future. It is a money generating bill that will deface the beauty of our island environment. The laack of advertising signage is paramount to Hawaii's natural environment. The intended visual blight is contrary to this. This bill will affect all residents who walk, drive, ride around the Aloha Stadium. What agency would set guidelines for deciding appropriate size, content, placement and even the message in the parks. Who will enforce sensitive political signage dealing with drugs, alcohol, elections? Will the signage be renewed in perpetuity for a fee? Will the Corporation Council be willing to take on lawsuits (as in San Francisco) involving ethical sponsorships and handle freedom of speech lawsuits? We are selling our island's soul just to make a buck. Our magnificent natural environment is Hawaii's most valuable asset. Should the bill apply just to inside the Aloha Stadium? I an strongly against this proposed bill and I hope you will vote in opposition! Thank you.

**SB-3197-SD-1**

Submitted on: 2/24/2024 11:41:36 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Marcia Kemble	Individual	Oppose	Written Testimony Only

Comments:

Aloha senators,

I am writing to strongly OPPOSE SB3197 SD1. Our billboard law has helped keep Hawaii beautiful for so many years -- please don't weaken it by allowing corporate naming rights and signage!! We need to do everything we can to protect the beauty of our community.

Thank you for listening.

Marcia Kemble

**SB-3197-SD-1**

Submitted on: 2/24/2024 12:50:32 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

Submitted By	Organization	Testifier Position	Testify
Patty Kaliher	Individual	Oppose	Written Testimony Only

Comments:

**RE: PLEASE OPPOSE SB 3197 SD1**

Dear Senators,

I stand with the overwhelming majority of residents who do not wish to be forced to view billboards, or corporate logos emblazoned on public/quasi-private buildings.

The public has, time and time again, firmly rejected the sale of our public views, our unique scenic environment. We wish to exist without being subject to corporate identities intruding in our public spaces under naming rights or sponsorships. Prior personal testimony on this bill was unanimous in its opposition and backed by a legacy of a century of protection through our groundbreaking laws establishing a tradition and now heritage of protection universally respected and admired.

Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards, logos, and offsite ads for over a century and we must never weaken our laws on this. Indeed it is part of what makes Hawai'i such a beautiful place to live and visit. Our "brand" for 100 years has been a state with "no brands" marring our views and vistas. Indeed, the US 9th Circuit Court has strongly affirmed in a recent ruling that our very economic well-being is integral to our state and its residents in upholding our strict signage and advertising laws, making us unique and proudly so.

If any name is needed for a facility, it should be one that reflects Hawai'i's unique environment, not a corporation. This might be in the form of something like Honu Stadium if the shape is built

with a covering as resembling a turtle, or Volcano Stadium if built to imagine a volcano, or the Kolea Convention Center, representing the graceful birds of Hawai'i.

It is shortsighted to contemplate degrading and cheapening Hawai'i's visual environment, forcing residents and visitors alike to be captive audiences to unnecessary corporate branding under the guise of "sponsorships," dangerously distracting motorists and marring our vistas.

**We thank you as we work together to keep Hawai'i Clean, Green and Beautiful!**

Please ensure that SB 3197 SB1 does not advance and that other bills like this are never considered in the future.

Thank you for doing what is right for Hawai'i by opposing this bill.

**SB-3197-SD-1**

Submitted on: 2/24/2024 12:58:25 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

Submitted By	Organization	Testifier Position	Testify
Scott Whiting	Individual	Oppose	Written Testimony Only

Comments:

**PLEASE OPPOSE SB 3197 SD1**

Dear Senators,

I stand with the overwhelming majority of residents who do not wish to be forced to view billboards, corporate logos emblazoned on public/quasi-private buildings, offsite ads in the form of naming rights. Naming rights is advertising when they are attached to public or quasi-public property: i.e. "Safeco Field" or "Allianz Arena," "AT&T Stadium."

The public has, time and time again, firmly rejected the sale of our public views, our unique scenic environment and our right to exist without being subject to corporate identities intruding in our public spaces under naming rights or sponsorships. Prior personal testimony on this bill was unanimous in its opposition, joined in opposition by the StarAdvertiser editorial board, letters to the editor, and backed by a legacy of a century of protection through our groundbreaking laws establishing a tradition and now heritage of protection universally respected and admired.

Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards, logos, offsite ads and commodification of public spaces for over a century and we must never weaken our laws on this. Indeed it is part of what makes Hawai'i such a beautiful place to live and visit. Our "brand" for 100 years has been a state with "no brands" marring our view planes, vistas and cityscapes. Indeed, the US 9th Circuit Court has strongly affirmed in a recent ruling that our very economic well-being is integral to our state and its residents in upholding our strict signage and advertising laws, making us unique and proudly so.

We should not sell naming rights to our public assets and facilities owned or controlled by the people of Hawai'i. We do not need Aloha Stadium to have the name of a large corporation and its logo screaming out on the front of the stadium — this is simply an offsite ad and has been prohibited by law for a century. If any name is needed for a facility, it should be one that reflects Hawai'i's unique environment, not a corporation. This might be in the form of something like Honu Stadium if the shape is built with a covering as one resembling a turtle, or Volcano Stadium if built to imagine a volcano, or the Kolea Convention Center, representing the graceful birds of Hawai'i.

It is shortsighted to contemplate degrading and cheapening Hawai'i's visual environment, forcing residents and visitors alike to be captive audiences to unnecessary corporate branding under the guise of "sponsorships," dangerously distracting motorists and marring our vistas, while weakening existing laws protecting Hawai'i and its residents and visitors alike, setting dangerous precedents for the future.

**We thank you as we work together to keep Hawai'i Clean, Green and Beautiful!**

Please ensure that SB 3197 SB1 does not advance and that other bills like this are never considered in the future.

Thank you for doing what is right for Hawai'i by opposing this bill.

Sincerely,



**SB-3197-SD-1**

Submitted on: 2/22/2024 5:29:09 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
tony frascarelli	Individual	Oppose	Written Testimony Only

Comments:

I am strongly opposed to this bill. Hawaii does not need billboards or other outdoor ad media. We need to keep the islands ad free. The area around the Honolulu Convention Center is so congested with pedestrians and vehicles that any outdoor signs will just be distracting and a safety issue. Why does it always have to be about the money? Vote no on this bill. Thank you.

**SB-3197-SD-1**

Submitted on: 2/24/2024 1:20:45 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

Submitted By	Organization	Testifier Position	Testify
anne zellinger	Individual	Oppose	Written Testimony Only

Comments:

**Aloha,**

**I oppose any effort to weaken Hawai'i's laws for billboards and signage as is proposed in SB 3197 SD1 or in any form** at the proposed Aloha Stadium Development District and the Hawaii Convention Center.

I Grew up in the Midwest and sign pollution was and still is rampant. Obscuring Hawaii's natural beauty with a For Sale sign is the antithesis of why we live here and why others come to experience. We all need to protect the spiritual harmony and peacefulness this special place on the planet offers free of charge.

Thank you for all you do,

Anne Zellinger, Retired Kahuku High and Intermediate Teacher

**SB-3197-SD-1**

Submitted on: 2/24/2024 1:28:58 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Susan Bond	Individual	Oppose	Written Testimony Only

Comments:

Gentlefolk

I am appalled that you would even consider allowing billboards in Hawaii.

I was born and raised here and remember the first trip I took to the mainland. To say that billboards are an eyesore is an understatement. I was so proud of our state for NOT allowing those ugly eyesores here. Why would you want our beautiful landscape to be mar by this ugliness. PLEASE, PLEASE, PLEASE do NOT allow them.

It is bad enough as we enter another election season to see all these "temporary" billboards and banners appear everywhere. People have already pushed the envelope with banners and alleged temporary signs that never seem to go away. Maybe a bill to crack down on enforcement of the current rules would be more appropriate.

I am a registered voter and have voted in every election since I turned 18.

Mahalo for your attention

Susan Bond

**SB-3197-SD-1**

Submitted on: 2/24/2024 1:31:38 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

Submitted By	Organization	Testifier Position	Testify
P Noel Bobilin	Individual	Oppose	Written Testimony Only

Comments:

**Dear Senators,**

**I grew up here and my mother was always so proud that our state did not have billboards or other large obnoxious advertising to taint out beautiful Hawaii, do go ruin it now! I stand with the overwhelming majority of residents who do not wish to be forced to view billboards, corporate logos emblazoned on public/quasi-private buildings, offsite ads in the form of naming rights. Naming rights is advertising when they are attached to public or quasi-public property: i.e. "Safeco Field" or "Allianz Arena," "AT&T Stadium."**

**The public has, time and time again, firmly rejected the sale of our public views, our unique scenic environment and our right to exist without being subject to corporate identities intruding in our public spaces under naming rights or sponsorships.**

**Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards, logos, offsite ads and commodification of public spaces for over a century and we must never weaken our laws on this. Indeed it is part of what makes Hawai'i such a beautiful place to live and visit. Our "brand" for 100 years has been a state with "no brands" marring our view planes, vistas and cityscapes. Indeed, the US 9th Circuit Court has strongly affirmed in a recent ruling that our very economic well-being is integral to our state and its residents in upholding our strict signage and advertising laws, making us unique and proudly so.**

**We should not sell naming rights to our public assets and facilities owned or controlled by the people of Hawai'i. We do not need Aloha Stadium to have the name of a large corporation and its logo screaming out on the front of the stadium — this is simply an offsite ad and has been prohibited by law for a century. If any name is needed for a facility, it should be one that reflects Hawai'i's unique environment, not a corporation. This might be in the form of something like Honu Stadium if the shape is built with a covering as one resembling a turtle, or Volcano Stadium if built to imagine a volcano, or the Kolea Convention Center, representing the graceful birds of Hawai'i.**

**It is shortsighted to contemplate degrading and cheapening Hawai'i's visual environment, forcing residents and visitors alike to be captive audiences to unnecessary corporate branding under the guise of "sponsorships," dangerously distracting motorists and**

**marring our vistas, while weakening existing laws protecting Hawai'i and its residents and visitors alike, setting dangerous precedents for the future.**

**We thank you as we work together to keep Hawai'i Clean, Green and Beautiful!**

**Please ensure that SB 3197 SB1 does not advance and that other bills like this are never considered in the future.**

**Thank you for doing what is right for Hawai'i by opposing this bill.**

**Sincerely,**

**Noel Bobilin**

**Volcano Hawaii**

**SB-3197-SD-1**

Submitted on: 2/24/2024 1:38:47 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

Submitted By	Organization	Testifier Position	Testify
Lori Lloyd	Individual	Oppose	Written Testimony Only

Comments:

PLEASE OPPOSE SB 3197 SD1

Dear Senators,

As a 3rd generation, keiki o ka 'aina and active community clean up and tree planting volunteer on the Windward side of Oahu, I along with everyone I know who live in Hawaii, do not approve of billboards and corporate logos on public/quasi-private buildings, offsite ads in the form of naming rights. Naming rights is advertising when they are attached to public or quasi-public property and visible to the public.

We residents of Hawaii continue to reject the sale of our public views, our unique scenic environment and our right to exist without being subject to corporate identities intruding in our public spaces under naming rights or sponsorships. In Hawaii we have of a century of strong protection and leadership in the nation with our groundbreaking laws protecting open, natural view planes.

We all must continue to protect our state from the visual pollution of billboards, logos, offsite ads in public spaces. We must never weaken our laws on this. Our scenic beauty is what we are proud of and is one of the unique reasons others visit her from all over the world. I am confident our State's economic well-being is supported by our strict signage and advertising laws.

As an over 40 year tax paying, voting citizen of Hawaii I do not approve of selling naming rights to our public assets and facilities owned or controlled by the people of Hawai'i. We do not need Aloha Stadium to have the name of a large corporation on the front of the stadium, the structure speaks for itself and public displays of corporate naming that have been prohibited by law for a century will add no value to the people of Hawaii and our visitors.

Any publicly visible corporate signage will only weaken existing laws protecting Hawai'i setting dangerous precedents for the future.

Please ensure that SB 3197 SB1 does not advance and that other bills like this are never considered in the future in order to continue preserving Hawaii's natural beauty.

Mahalo in advance for opposing this bill.

Aloha, Lori Lloyd

**SB-3197-SD-1**

Submitted on: 2/24/2024 1:46:38 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Terri Yoshinaga	Individual	Oppose	Written Testimony Only

Comments:

i OPPOSE THIS BILL!



**SB-3197-SD-1**

Submitted on: 2/24/2024 2:14:07 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Brett Kurashige	Individual	Oppose	Written Testimony Only

Comments:

Dear Senators,

I continue to stand with the overwhelming majority of local residents (including the 88 residents who previously submitted their testimony OPPOSING SB 3197) who do not wish to be forced to view billboards, corporate logos emblazoned on public/quasi-private buildings, offsite ads in the form of naming rights.

**HAWAII IS NOT FOR SALE.** The public has, time and time again, firmly rejected the sale of our public views, our unique scenic environment and our right to exist without being subject to corporate identities intruding in our public spaces under naming rights or sponsorships. Prior personal testimony on this bill was unanimous in its opposition, joined in opposition by the StarAdvertiser editorial board, letters to the editor, and backed by a legacy of a century of protection through our groundbreaking laws establishing a tradition and now heritage of protection universally respected and admired.

**PROTECT HAWAII'S SACRED SCENIC BEAUTY.** Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards, logos, offsite ads and commodification of public spaces for over a century and we must never weaken our laws on this. Indeed it is part of what makes Hawai'i such a beautiful place to live and visit. Our "brand" for 100 years has been a state with "no brands" marring our view planes, vistas and cityscapes. Indeed, the US 9th Circuit Court has strongly affirmed in a recent ruling that our very economic well-being is integral to our state and its residents in upholding our strict signage and advertising laws, making us unique and proudly so.

**WHAT'S NEXT? SELLING "NAMING RIGHTS" TO OUR STATE CAPITOL BUILDING, DIAMOND HEAD, WAIMEA BAY, HAWI TOWN?** We should not sell naming rights to our public assets and facilities owned or controlled by the people of Hawai'i. We do not need Aloha Stadium to have the name of a large corporation and its logo screaming out on the front of the stadium — this is simply an offsite ad and has been prohibited by law for a century. If any name is needed for a facility, it should be one that reflects Hawai'i's unique environment, not a corporation.

**VISUAL BLIGHT IS NOT RIGHT.** It is extremely shortsighted to contemplate degrading and cheapening Hawai'i's visual environment, forcing residents and visitors alike to be captive

audiences to unnecessary corporate branding under the guise of "sponsorships," dangerously distracting motorists and marring our vistas, while weakening existing laws protecting Hawai'i and its residents and visitors alike, setting dangerous precedents for the future.

**Thank you as we work together to keep Hawai'i Clean, Green and Beautiful.**

Please ensure SB 3197 SB1 does not advance further. MAHALO!

**SB-3197-SD-1**

Submitted on: 2/24/2024 2:59:16 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

Submitted By	Organization	Testifier Position	Testify
Marilyn Mick	Individual	Oppose	Written Testimony Only

Comments:

**RE: PLEASE OPPOSE SB 3197 SD1**

Dear Senators,

I stand with the overwhelming majority of residents who do not wish to be forced to view billboards, corporate logos emblazoned on public/quasi-private buildings, offsite ads in the form of naming rights. Naming rights is advertising when they are attached to public or quasi-public property: i.e. "Safeco Field" or "Allianz Arena," "AT&T Stadium."

The public has, time and time again, firmly rejected the sale of our public views, our unique scenic environment and our right to exist without being subject to corporate identities intruding in our public spaces under naming rights or sponsorships. Prior personal testimony on this bill was unanimous in its opposition, joined in opposition by the StarAdvertiser editorial board, letters to the editor, and backed by a legacy of a century of protection through our groundbreaking laws establishing a tradition and now heritage of protection universally respected and admired.

Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards, logos, offsite ads and commodification of public spaces for over a century and we must never weaken our laws on this. Indeed it is part of what makes Hawai'i such a beautiful place to live and visit. Our "brand" for 100 years has been a state with "no brands" marring our view planes, vistas and cityscapes. Indeed, the US 9th Circuit Court has strongly affirmed in a recent ruling that our very economic well-being is integral to our state and its residents in upholding our strict signage and advertising laws, making us unique and proudly so.

We should not sell naming rights to our public assets and facilities owned or controlled by the people of Hawai'i. We do not need Aloha Stadium to have the name of a large corporation and its logo screaming out on the front of the stadium — this is simply an offsite ad and has been prohibited by law for a century. If any name is needed for a facility, it should be one that reflects Hawai'i's unique environment, not a corporation. This might be in the form of something like Honu Stadium if the shape is built with a covering as one resembling a turtle, or Volcano Stadium if built to imagine a volcano, or the Kolea Convention Center, representing the graceful birds of Hawai'i.

It is shortsighted to contemplate degrading and cheapening Hawai'i's visual environment, forcing residents and visitors alike to be captive audiences to unnecessary corporate branding under the guise of "sponsorships," dangerously distracting motorists and marring our vistas, while weakening existing laws protecting Hawai'i and its residents and visitors alike, setting dangerous precedents for the future.

**We thank you as we work together to keep Hawai'i Clean, Green and Beautiful!**

Please ensure that SB 3197 SB1 does not advance and that other bills like this are never considered in the future.

Thank you for doing what is right for Hawai'i by opposing this bill.

Marilyn Mick, Honolulu

**SB-3197-SD-1**

Submitted on: 2/24/2024 3:19:52 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lili Bryan-Conant	Individual	Oppose	Written Testimony Only

Comments:

Dear Senators,

I stand with the overwhelming majority of residents who do not wish to be forced to view billboards, corporate logos emblazoned on public/quasi-private buildings, offsite ads in the form of naming rights. Naming rights is advertising when they are attached to public or quasi-public property: i.e. "Safeco Field" or "Allianz Arena," "AT&T Stadium."

The public has, time and time again, firmly rejected the sale of our public views, our unique scenic environment and our right to exist without being subject to corporate identities intruding in our public spaces under naming rights or sponsorships. Prior personal testimony on this bill was unanimous in its opposition, joined in opposition by the StarAdvertiser editorial board, letters to the editor, and backed by a legacy of a century of protection through our groundbreaking laws establishing a tradition and now heritage of protection universally respected and admired.

Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards, logos, offsite ads and commodification of public spaces for over a century and we must never weaken our laws on this. Indeed it is part of what makes Hawai'i such a beautiful place to live and visit. Our "brand" for 100 years has been a state with "no brands" marring our view planes, vistas and cityscapes. Indeed, the US 9th Circuit Court has strongly affirmed in a recent ruling that our very economic well-being is integral to our state and its residents in upholding our strict signage and advertising laws, making us unique and proudly so.

We should not sell naming rights to our public assets and facilities owned or controlled by the people of Hawai'i. We do not need Aloha Stadium to have the name of a large corporation and its logo screaming out on the front of the stadium — this is simply an offsite ad and has been

prohibited by law for a century. If any name is needed for a facility, it should be one that reflects Hawai'i's unique environment, not a corporation. This might be in the form of something like Honu Stadium if the shape is built with a covering as one resembling a turtle, or Volcano Stadium if built to imagine a volcano, or the Kolea Convention Center, representing the graceful birds of Hawai'i.

It is shortsighted to contemplate degrading and cheapening Hawai'i's visual environment, forcing residents and visitors alike to be captive audiences to unnecessary corporate branding under the guise of "sponsorships," dangerously distracting motorists and marring our vistas, while weakening existing laws protecting Hawai'i and its residents and visitors alike, setting dangerous precedents for the future.

**We thank you as we work together to keep Hawai'i Clean, Green and Beautiful!**

Please ensure that SB 3197 SB1 does not advance and that other bills like this are never considered in the future.

Thank you for doing what is right for Hawai'i by opposing this bill.

Sincerely,

Lili Bryan-Conant

**SB-3197-SD-1**

Submitted on: 2/24/2024 3:30:47 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Glenn Otaguro	Individual	Oppose	Written Testimony Only

Comments:

I completely oppose SB 3197 allowing billboards in Hawaii. It is distracting and dangerous for drivers on the roads. It's going to promote more grafitti in public.

**SB-3197-SD-1**

Submitted on: 2/24/2024 4:22:19 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Vernelle Oku	Individual	Oppose	Written Testimony Only

Comments:

I oppose this bill.

Billboards and advertising will Jin the beauty of the islands.

Thank you for listening to the voices of the people.



**SB-3197-SD-1**

Submitted on: 2/24/2024 4:45:41 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Mary Mitsuda	Individual	Oppose	Written Testimony Only

Comments:

I OPPOSE SB 3197. Keep Hawaii's outdoor spaces free of ads and commercial junk. Their visual noise and clutter would blight Hawaii's natural beauty and rob our islands of the breath of visual fresh air that residents and visitors alike want and deserve.

Aloha,

Mary Mitsuda

**SB-3197-SD-1**

Submitted on: 2/24/2024 6:05:18 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Alan Mitchell	Individual	Oppose	Written Testimony Only

Comments:

Aloha Senators,

We have been Winter Visitors for nearly 20 years because we could count on a positive Hawaii experience - the Hawaii 'Brand'. Over the years, we have paid a great deal of Lodging Taxes.

Protecting Hawaii's unique scenic environment means a lot to us. We are sure it will mean even more to the generations that follow.

We extremely disappointed Hawaii is considering weakening the protection of its public views.

Do we need to remind you the local expression "Keep the Country Country!" has been around for years & years ??

Please do the right thing and do NOT support SB3197.

Mahalo for listening.

Alan and Brenda Mitchell

Winter Visitors

Vancouver-WA

**SB-3197-SD-1**

Submitted on: 2/24/2024 8:59:51 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

Submitted By	Organization	Testifier Position	Testify
Adele Wilson	Individual	Oppose	Written Testimony Only

Comments:

**PLEASE OPPOSE SB 3197 SD1**

Dear Senators,

I stand with the overwhelming majority of residents who do not wish to be forced to view billboards, corporate logos emblazoned on public/quasi-private buildings, offsite ads in the form of naming rights. Naming rights is advertising when they are attached to public or quasi-public property: i.e. "Safeco Field" or "Allianz Arena," "AT&T Stadium."

The public has, time and time again, firmly rejected the sale of our public views, our unique scenic environment and our right to exist without being subject to corporate identities intruding in our public spaces under naming rights or sponsorships. Prior personal testimony on this bill was unanimous in its opposition, joined in opposition by the StarAdvertiser editorial board, letters to the editor, and backed by a legacy of a century of protection through our groundbreaking laws establishing a tradition and now heritage of protection universally respected and admired.

Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards, logos, offsite ads and commodification of public spaces for over a century and we must never weaken our laws on this. Indeed it is part of what makes Hawai'i such a beautiful place to live and visit. Our "brand" for 100 years has been a state with "no brands" marring our view planes, vistas and cityscapes. Indeed, the US 9th Circuit Court has strongly affirmed in a recent ruling that our very economic well-being is integral to our state and its residents in upholding our strict signage and advertising laws, making us unique and proudly so.

We should not sell naming rights to our public assets and facilities owned or controlled by the people of Hawai‘i. We do not need Aloha Stadium to have the name of a large corporation and its logo screaming out on the front of the stadium — this is simply an offsite ad and has been prohibited by law for a century. If any name is needed for a facility, it should be one that reflects Hawai‘i's unique environment, not a corporation. This might be in the form of something like Honu Stadium if the shape is built with a covering as one resembling a turtle, or Volcano Stadium if built to imagine a volcano, or the Kolea Convention Center, representing the graceful birds of Hawai‘i.

It is shortsighted to contemplate degrading and cheapening Hawai‘i's visual environment, forcing residents and visitors alike to be captive audiences to unnecessary corporate branding under the guise of "sponsorships," dangerously distracting motorists and marring our vistas, while weakening existing laws protecting Hawai‘i and its residents and visitors alike, setting dangerous precedents for the future.

**We thank you as we work together to keep Hawai‘i Clean, Green and Beautiful!**

Please ensure that SB 3197 SB1 does not advance and that other bills like this are never considered in the future.

Thank you for doing what is right for Hawai‘i by opposing this bill.

Sincerely,

Adele Wilson

**SB-3197-SD-1**

Submitted on: 2/25/2024 5:47:51 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
veneeta acson	Individual	Oppose	Written Testimony Only

Comments:

I am stongly opposed to this bill: no advertising, no billboards. Continue outdoor Circle's work:  
Keep hawaii beautiful.

**SB-3197-SD-1**

Submitted on: 2/25/2024 6:48:25 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Patti Cook	Individual	Oppose	Written Testimony Only

Comments:

Aloha Senators:

Be heroic: Do not move SB3197 SD1 out of the Hawai'i State Senate Committee on Commerce and Consumer Protection. The proposed exemptions would chip away at Hawai'i's 100+ years of vigilance to protect and preserve our islands' natural beauty by permitting ugly outdoor, possibly lighted signage.

The people of Hawai'i get a taste of the blight of outdoor signage each election season and even those of us actively involved in campaigns breathe a welcome sigh of relief when elections are over and signs removed.

Please do not open the door to allow outdoor advertising, even though restricted to the Stadium Development District. It's an unwanted, unneeded door-opener. Vote NO to protect the beauty of Hawai'i.

Mahalo, Patti Cook

Waimea, Island of Hawai'i

**SB-3197-SD-1**

Submitted on: 2/25/2024 8:20:57 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
devon geis	Individual	Oppose	Written Testimony Only

Comments:

Please Oppose this bill and Follow The Overwhelming Desire of The People: Of The People, By The People and FOR The People!

**SB-3197-SD-1**

Submitted on: 2/25/2024 10:30:59 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lea Albert	Individual	Oppose	Written Testimony Only

Comments:

I am utterly opposed to SB3197 and would advise the Senate and those who would weaken these laws which guard against billboards to find photos of Honolulu before the anti-billboard laws existed. I cannot imagine billboards anywhere in Hawai'i or on Oahu. I have no understanding as to why anyone would submit such a bill. My feeling is that the state is having a difficult time enforcing the current law. Well, there are other eyes and hands to help. We live in a place that is already cluttered with tourists. Is this bill designed to help businesses and hotels advertise their wares? Enough already! Is this bill to weaken the current anti-billboard laws to further entice tourists because it will not entice local residents who are thankful for the lack of additional signage clutter. Why would anyone want to pass legislation that further blights beautiful Hawai'i. It is difficult at my age to understand why anyone would want any kind of billboards in Hawai'i. I remain vehemently opposed to SB 3197.



**SB-3197-SD-1**

Submitted on: 2/25/2024 11:21:08 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Janyce Mitchell	Individual	Oppose	Written Testimony Only

Comments:

Dear Legislators,

Please, please oppose this measure. Hawaii is blessed with great natural beauty. It is something residents enjoy and visitors come to experience. Effectively suspending the billboard ban at the Convention Center and the stadium is a terrible idea. They are both places that visitors are likely to go to or pass by (on their way to Waikiki or Ala Moana or on their way to/from Pearl Harbor). Locals will also be exposed to the ads on their way to shop or during their commute. No amount of advertising dollars are worth it. This also opens the door to even more large ads. Please preserve our state's natural beauty and vote against this measure.

Thank you four your time and consideration.

**SB-3197-SD-1**

Submitted on: 2/25/2024 12:42:21 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

Submitted By	Organization	Testifier Position	Testify
Vera S Williams	Individual	Oppose	Written Testimony Only

Comments:

**RE: PLEASE OPPOSE SB 3197 SD1**

Dear Senators,

I stand with the overwhelming majority of residents who do not wish to be forced to view billboards, corporate logos emblazoned on public/quasi-private buildings, offsite ads in the form of naming rights. Naming rights is advertising when they are attached to public or quasi-public property: i.e. "Safeco Field" or "Allianz Arena," "AT&T Stadium."

The public has, time and time again, firmly rejected the sale of our public views, our unique scenic environment and our right to exist without being subject to corporate identities intruding in our public spaces under naming rights or sponsorships. Prior personal testimony on this bill was unanimous in its opposition, joined in opposition by the StarAdvertiser editorial board, letters to the editor, and backed by a legacy of a century of protection through our groundbreaking laws establishing a tradition and now heritage of protection universally respected and admired.

Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards, logos, offsite ads and commodification of public spaces for over a century and we must never weaken our laws on this. Indeed it is part of what makes Hawai'i such a beautiful place to live and visit. Our "brand" for 100 years has been a state with "no brands" marring our view planes, vistas and cityscapes. Indeed, the US 9th Circuit Court has strongly affirmed in a recent ruling that our very economic well-being is integral to our state and its residents in upholding our strict signage and advertising laws, making us unique and proudly so.

We should not sell naming rights to our public assets and facilities owned or controlled by the people of Hawai'i. We do not need Aloha Stadium to have the name of a large corporation and its logo screaming out on the front of the stadium — this is simply an offsite ad and has been prohibited by law for a century. If any name is needed for a facility, it should be one that reflects Hawai'i's unique environment, not a corporation. This might be in the form of something like Honu Stadium if the shape is built with a covering as one resembling a turtle, or Volcano

Stadium if built to imagine a volcano, or the Kolea Convention Center, representing the graceful birds of Hawai'i.

It is shortsighted to contemplate degrading and cheapening Hawai'i's visual environment, forcing residents and visitors alike to be captive audiences to unnecessary corporate branding under the guise of "sponsorships," dangerously distracting motorists and marring our vistas, while weakening existing laws protecting Hawai'i and its residents and visitors alike, setting dangerous precedents for the future.

**We thank you as we work together to keep Hawai'i Clean, Green and Beautiful!**

Please ensure that SB 3197 SB1 does not advance and that other bills like this are never considered in the future.

Thank you for doing what is right for Hawai'i by opposing this bill.

Sincerely,

Vera S. Williams

**SB-3197-SD-1**

Submitted on: 2/25/2024 12:52:15 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Vanessa Distajo	Individual	Oppose	Written Testimony Only

Comments:

Aloha e Chair Keohokalole, Vice Chair Fukunaga, and Senators of the Committee on Commerce and Consumer Protection,

I am in staunch opposition to SB 3197 SD1. Both the Sadium and the Convention Center should not have billboards for marketing and advertising. First, these types of signs are a visual blight that erode the essence and character of our island state. Secondly, when people attend functions and divert attention away from the main event, it's usually to check their phones or other devices. Thus, marketing and advertising would be more effective and befitting for the modern world if they are exclusively digital. Lastly, if tourists really wanted to see these types of signs, they would travel to other destinations like Las Vegas, Los Angeles, New York, Hong Kong, or Tokyo.

Please preserve the character of our beautiful state by opposing this bill!

Mahalo nui loa,

Vanessa Distajo

**SB-3197-SD-1**

Submitted on: 2/25/2024 2:32:07 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Kate Paine	Individual	Oppose	Written Testimony Only

Comments:

More exposure for wealthy and state prostitution of lands to get money. Do not fruther compromise landscape

**SB-3197-SD-1**

Submitted on: 2/25/2024 3:22:06 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

Submitted By	Organization	Testifier Position	Testify
Jacqueline Wah	Individual	Oppose	Written Testimony Only

Comments:

Dear Members of the CPN,

Please vote **AGAINST SB 3197 SD1**.

It is shocking to me that **SB 3197 SD1** has continued to advance considering it **has no support from private citizens across our communities**. I have not spoken to one person who is in favor of allowing billboards or naming rights at the Aloha Stadium Development complex or the Hawai'i Convention Center.

I understand why it would be supported by the Stadium Authority, HTA, unions, etc. but **I would hate to think that lawmakers would give more weight to their opinions over the will of the people who are totally opposed to it**, those of us who will have to live with the consequences of the decisions this committee will make.

We are bombarded, on a daily basis, by advertising coming from all directions so please do not compromise the quality of life we enjoy here. Passing this bill would override legislation passed over a century ago, legislation that has protected Hawai'i from unwanted large-scale advertising, and would be slap in the face of those who had the foresight to envision a place free of billboards in any shape or form. They fought to protect our view planes, to keep Hawai'i beautiful.

Please do the same by following in their footsteps and **voting NO to SB 3197 SD1** and voting to keep our long-standing legislation on billboards intact. **Vote for beautiful over profit!**

Thank you for your time.

Aloha,

Jacqueline Wah

Dear Senators,  
Regarding: SB 3196 SD1 - OPPOSED

I am firmly against this bill. It would erode the long-time legislation that has protected Hawaii from billboards. We are the envy of many states and commended by visitors for standing strong in protecting residents and visitors from the visual clutter of billboards.

I understand that this started with the Stadium Authority and already it has been expanded to include the Convention Center. That to me is an indication of how erosion of a venerable law begins. I also understand that advertising and billboards are already permissible indoors at both of these facilities. That indicates to me that this will be a set up for more outdoor advertising and more corporate control of the names of community gathering places.

The Convention Center is a beautiful building. Its striking architecture should not be diminished by any outdoor advertising or signage. I would hope that the new stadium will also be an architectural gem that we can all enjoy and be proud of. Why would we want outdoor advertising or corporate sponsorship? Let us enjoy these beautiful spaces without being assaulted by advertising. This includes allowing "naming" rights. Don't sell our public buildings or spaces to the highest bidder.

I ask you as a committee that represents not only Commerce but also Consumers to consider that most people prefer to make decisions about what they choose to buy without the pressure of advertising. Most people choose to watch the movie or get the podcast that does not include ads. If they are watching the news, ads are the time to mute and walk away. People make decisions about what they wish to consume based on research, reviews, and recommendations. No one wants to be told what they should buy. Outdoor advertising is a very outdated, ineffective, and completely inappropriate way to get people's attention. If outdoor advertising is striking or flagrant enough to get people's attention, it will be a traffic hazard. I think people in Hawaii will likely resent the products or corporations that are trying to buy our attention.

Please respect and protect the beauty that is Hawaii. We do not need to be distracted or annoyed by outdoor advertising be it in billboards or names. Take a stand. Do the right thing. Hawaii is not for sale.

Respectfully,

Ruth Holmberg  
67-245 Kiapoko Street  
Waialua, Hawaii. 96791

**SB-3197-SD-1**

Submitted on: 2/25/2024 5:28:55 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Rosanne Shank	Individual	Oppose	Written Testimony Only

Comments:

No billboards for Hawaii!!



**SB-3197-SD-1**

Submitted on: 2/25/2024 6:59:36 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lynn Murakami Akatsuka	Individual	Oppose	Written Testimony Only

Comments:

I **strongly oppose** SB 3197, SD 1 passage this legislative session and other bills like this are never considered in the future. I stand with other residents who do not wish to have any billboards, corporate logos emblazoned on public/quasi-private buildings, offsite ads in the form of naming rights. Hawaii's strong anti-billboard laws have vigilantly guarded our treasured view planes and scenic beauty.

Thank you for the opportunity to submit written testimony in **stong opposition** to SB 3197, SD 1.

**SB-3197-SD-1**

Submitted on: 2/25/2024 7:13:09 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Eve Koller	Individual	Oppose	Written Testimony Only

Comments:

I was born and raised in Hawaii. I have a Ph.D. from UH Mānoa. I strongly oppose billboards in Hawaii. It would block the beautiful scenery that makes Hawaii so unique. We must never allow billboards in the islands. It would ruin the islands. Besides, we live in an age of instagram and Facebook ads and the internet. Billboards are a terrible, ineffective, environmentally unfriendly, and outdated way to advertise. For those who want a billboard, they can buy ads in Hawaii magazines or get Search Engine Optimization for a website. Protecting the island is the priority here. If billboards are allowed anywhere in Hawaii, it will spread and ruin the scenic landscapes. It will be bad for the economy because tourists won't be as drawn to Hawaii because it will no longer be different. No to billboards in Hawaii. Absolutely not.

**SB-3197-SD-1**

Submitted on: 2/25/2024 8:32:47 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Janian K Thurman	Individual	Oppose	Written Testimony Only

Comments:

Dear Senators,

I stand with the overwhelming majority of residents who do not wish to be forced to view billboards, corporate logos emblazoned on public/quasi-private buildings, or offsite ads in the form of naming rights. Naming rights are advertising when they are attached to public or quasi-public property: i.e. "Safeco Field" or "Allianz Arena," "AT&T Stadium."

The public has repeatedly rejected the sale of our public views, our unique scenic environment, and our right to exist without being subject to corporate identities intruding in our public spaces under naming rights or sponsorships. Prior personal testimony on this bill was unanimous in its opposition, joined in opposition by the StarAdvertiser editorial board, letters to the editor, and backed by a legacy of a century of protection through our groundbreaking laws establishing a tradition and now heritage of protection universally respected and admired.

Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards, logos, offsite ads, and the commodification of public spaces for over a century. We must never weaken our laws on this. Indeed it is part of what makes Hawai'i such a beautiful place to live and visit. Our "brand" for 100 years has been a state with "no brands" marring our view planes, vistas, and cityscapes. Indeed, the US 9th Circuit Court has strongly affirmed in a recent ruling that our economic well-being is integral to our state and its residents in upholding our strict signage and advertising laws, making us unique and proud.

We should not sell naming rights to our public assets and facilities owned or controlled by the people of Hawai'i. We do not need Aloha Stadium to have the name of a large corporation and its logo screaming out on the front of the stadium — this is simply an offsite ad and has been prohibited by law for a century. If any name is needed for a facility, it should reflect Hawai'i's unique environment, not a corporation. This might be in the form of something like Honu Stadium if the shape is built with a covering resembling a turtle, or Volcano Stadium if built to imagine a volcano, or the Kolea Convention Center, representing the graceful birds of Hawai'i.

It is shortsighted to contemplate degrading and cheapening Hawai'i's visual environment, forcing residents and visitors alike to be captive audiences to unnecessary corporate branding under the guise of "sponsorships," dangerously distracting motorists and marring our vistas, while weakening existing laws protecting Hawai'i and its residents and visitors alike, setting dangerous

precedents for the future.

**We thank you as we work together to keep Hawai'i Clean, Green, and Beautiful!**

Please ensure that SB 3197 SB1 does not advance and that other bills like this are never considered in the future.

Thank you for doing what is right for Hawai'i by opposing this bill.

Regards,

Jan Thurman MPH, RKT

**SB-3197-SD-1**

Submitted on: 2/25/2024 9:37:28 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Patricia M Godfrey	Individual	Oppose	Written Testimony Only

Comments:

As we have has a billboard free state which is a constant amazement to our visitors and a point off pride to those who live here for more than one hundred years, why spoil it now?

Let us not disfigure our beautiful aina for cash, not now, not ever.

I vigorously oppose signage at the new stadium and at the convention center.  
Thank you

Aloha

Patricia Godfrey

**SB-3197-SD-1**

Submitted on: 2/25/2024 9:43:20 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

Submitted By	Organization	Testifier Position	Testify
Craig Gorsuch	Individual	Oppose	Written Testimony Only

Comments:

**PLEASE OPPOSE SB 3197 SD1**

Dear Senators,

I STRONGLY oppose allowing billboards at any venue, including the stadium. This will open the door to consider advertising billboards at other sites in the future.

Please do not allow corporate identities to intrude in our public spaces under naming rights or sponsorships. Prior personal testimony on this bill was unanimous in its opposition, joined in opposition by the StarAdvertiser editorial board, letters to the editor, and backed by a legacy of a century of protection through our groundbreaking laws establishing a tradition and now heritage of protection universally respected and admired.

The majority of the public and visiting tourists oppose billboards. Marring Hawai'i's scenic beauty with billboards will **negatively impact future tourism**. Visitor's will be less interested to travel here if the landscape and scenic views are spoiled with corporate billboards.

We should not sell naming rights to our public assets and facilities owned or controlled by the people of Hawai'i. We do not need Aloha Stadium to have the name of a large corporation and its logo screaming out on the front of the stadium — this is simply an offsite ad and has been prohibited by law for a century. If any name is needed for a facility, it should be one that reflects Hawai'i's unique environment, not a corporation. This might be in the form of something like Honu Stadium if the shape is built with a covering as one resembling a turtle, or Volcano Stadium if built to imagine a volcano, or the Kolea Convention Center, representing the graceful birds of Hawai'i.

Please do not force residents and visitors to be captive audiences to unnecessary corporate branding under the guise of "sponsorships," dangerously distracting motorists and marring our vistas, while weakening existing laws protecting Hawai'i and its residents and visitors alike, setting dangerous precedents for the future.

**Please keep Hawai'i Clean, Green and Beautiful and ensure that SB 3197 SB1 does not advance and that other bills like this are never considered in the future.**

Sincerely,

Craig Gorsuch

**SB-3197-SD-1**

Submitted on: 2/25/2024 9:48:26 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Franco Salmoiraghi	Individual	Oppose	Written Testimony Only

Comments:

Dear CPN Committee,

Please vote against SB3197 SD1 which threatens the long-standing ban on billboards.

I am over 80 years old and have enjoyed that we have not had any billboards in Hawaii and would like to keep it that way. We already have too much visual clutter and pollution as it is and adding large billboards would be a big mistake so please banish this bill from existence.

Thank you,

Franco Salmoiraghi



**SB-3197-SD-1**

Submitted on: 2/26/2024 7:55:37 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Kauionalani waller	Individual	Oppose	Written Testimony Only

Comments:

Dear senators,

I stand with the overwhelming majority of residents who do not wish to be forced to view billboards, corporate logos emblazoned on public/quasi-private buildings, offsite ads in the form of naming rights. Naming rights is advertising when they are attached to public or quasi-public property: i.e. "Safeco Field" or "Allianz Arena," "AT&T Stadium."

The public has, time and time again, firmly rejected the sale of our public views, our unique scenic environment and our right to exist without being subject to corporate identities intruding in our public spaces under naming rights or sponsorships. Prior personal testimony on this bill was unanimous in its opposition, joined in opposition by the StarAdvertiser editorial board, letters to the editor, and backed by a legacy of a century of protection through our groundbreaking laws establishing a tradition and now heritage of protection universally respected and admired.

Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards, logos, offsite ads and commodification of public spaces for over a century and we must never weaken our laws on this. Indeed it is part of what makes Hawai'i such a beautiful place to live and visit. Our "brand" for 100 years has been a state with "no brands" marring our view planes, vistas and cityscapes. Indeed, the US 9th Circuit Court has strongly affirmed in a recent ruling that our very economic well-being is integral to our state and its residents in upholding our strict signage and advertising laws, making us unique and proudly so.

We should not sell naming rights to our public assets and facilities owned or controlled by the people of Hawai'i. We do not need Aloha Stadium to have the name of a large corporation and its logo screaming out on the front of the stadium — this is simply an offsite ad and has been prohibited by law for a century. If any name is needed for a facility, it should be one that reflects Hawai'i's unique environment, not a corporation. This might be in the form of something like Honu Stadium if the shape is built with a covering as one resembling a turtle, or Volcano Stadium if built to imagine a volcano, or the Kolea Convention Center, representing the graceful birds of Hawai'i.

It is shortsighted to contemplate degrading and cheapening Hawai'i's visual environment, forcing

residents and visitors alike to be captive audiences to unnecessary corporate branding under the guise of "sponsorships," dangerously distracting motorists and marring our vistas, while weakening existing laws protecting Hawai'i and its residents and visitors alike, setting dangerous precedents for the future.

**We thank you as we work together to keep Hawai'i Clean, Green and Beautiful!**

Please ensure that SB 3197 SB1 does not advance and that other bills like this are never considered in the future.

Thank you for doing what is right for Hawai'i by opposing this bill.

Kauionalani Waller

I oppose SB 3197 SD 1

It is no accident that the states of Hawaii, Vermont, Maine and Alaska are known for their scenic beauty, as there is something else that links these beautiful states together.

Each of these states has state has sign laws that prohibit billboards and regulate other signage, insuring that road corridors and other public spaces are free from obstruction and visual clutter.

Several years ago, my husband and I were driving though East Dorset, VT. We stopped by the local museum, which also commemorated the birthplace of Bill Wilson, the founder of AA, ( Alcoholic Anonymous). As we signed in, the woman at the desk watched, and when she saw we were from HI, she asked if she could come around and give us a hug. “It is because of HI that we now have sign laws in VT. We followed the playbook from HI.”

In 1968, VT billboards and other outsized signs, were first prohibited. By 1974, the last billboard was felled. During that time, over 8500 billboards were removed in the state of VT.

Thank you, she said...thank you!

For years, Hawaii’s beauty has been safeguarded by legislation. Over many years, special interest folks have tried to make quick money by abandoning our protective legislation, and time and again, I personally, have come to the defense of these laws. The people of Hawaii have said over and over, that they want their scenic beauty to be maintained. No billboards or obstructive signs any where in Hawaii. No exemptions to Hawaii’s sign laws. Business people should know by now, that unmarred landscape promotes tourism and benefits to the state in the long run. We look to our legislators to take the long view, and overcome short sighted maneuvers, by advertisers. Exemptions to legislation is akin to putting a toe in the door, in order to open the floodgates. No, to this bill.

Elizabeth (Betsy) Connors

1220 Lola Place, Kailua. 96734

808 261—8839. (C) 808 258-8836



**SB-3197-SD-1**

Submitted on: 2/26/2024 10:01:30 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Lorraine Sakaguchi	Individual	Oppose	Written Testimony Only

Comments:

Please don't bring billboards to Hawaii!

Right now, it seems that those few in favor of this measure may actually prevail over the wishes of the overwhelming majority of both new and lifelong residents of Hawaii to keep our islands' unique position in the US as a place of natural beauty and visual harmony, but I am asking for you who are in favor of this bill to have a change of heart about this, as it would be a tragic error to continue otherwise.

I understand the wish among some who've seen the large signage at national and international events with the opportunity for Hawaii to reap the rich revenue for such ads just as those other venues do, and that some of you have been sincerely persuaded to think you can open the door to billboards just a little and continue to contain them in the future to just the venues as listed in the measure. But others who are in favor of this measure know that this is just the beginning, an opening in the door that can lead to more exceptions in the future. Please don't be deceived into thinking that this measure, as harmless as it may seem to you, is not a stepping stone to something more.

I am writing today with the hope that you will listen to our many voices, and that you do not discount or override the wishes of the people of Hawaii.

Thanks very much for reading this!

Aloha,

Lorraine Sakaguchi

Honolulu, Hawaii

**SB-3197-SD-1**

Submitted on: 2/26/2024 2:16:14 PM

Testimony for CPN on 2/27/2024 10:01:00 AM



Submitted By	Organization	Testifier Position	Testify
Marianne K. Whiting	Individual	Oppose	Written Testimony Only

Comments:

How can this be?! Overwhelming opposition to this bill's earlier version along with this current version, and yet SB3197 still advances?? How?? Why??

Please, Senators, I humbly ask that you abandon this bill which effectively allows the 'camel's head into the tent'. Hawaii citizens have consistently rejected all bills threatening our century old anti-billboard laws. This new version of SB3197 will have the net results we have opposed.

NO!! We do not want *any* naming rights, logos, corporate control of our public spaces, *nor anything remotely similar*. We treasure our view planes and natural beauty. You have the opportunity to insure this protection continues to be legislated by rejecting this bill *and all efforts jeopardizing it*.

I implore our representatives to *represent the wishes of the overwhelming majority of your constituents*. We do not want and we do not support ANY of these attempts to change our public spaces and view planes. Please listen to your constituents and abort these efforts now!

Mahalo for doing the right thing. Future generations will be grateful to you as I am for those who had this foresight in the 1920's.

**SB-3197-SD-1**

Submitted on: 2/26/2024 2:49:47 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

**LATE**

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Charles Sexton	Individual	Oppose	Written Testimony Only

Comments:

Dear Senators -

As a Hawaiian resident, I am proud of our long standing billboard law, keeping our public roads and buildings free of commercial advertisements. We get more than enough commercial advertising everywhere we turn. Please keep it off of our public spaces. Please do not open the door to exceptions here and there for monetary reasons for the benefit of special interests. Our scenic environment is so much more important and valuable than money, not to mention its general indirect monetary value in attracting our largest source of income, tourism.

Charles Sexton

**LATE**

**SB-3197-SD-1**

Submitted on: 2/26/2024 9:46:43 PM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Jotis Russell-Christian	Individual	Support	Written Testimony Only

Comments:

Dear Senators,

I stand with the overwhelming majority of residents who do not wish to be forced to view billboards, corporate logos emblazoned on public/quasi-private buildings, offsite ads in the form of naming rights. Naming rights is advertising when they are attached to public or quasi-public property: i.e. "Safeco Field" or "Allianz Arena," "AT&T Stadium."

The public has, time and time again, firmly rejected the sale of our public views, our unique scenic environment and our right to exist without being subject to corporate identities intruding in our public spaces under naming rights or sponsorships. Prior personal testimony on this bill was unanimous in its opposition, joined in opposition by the StarAdvertiser editorial board, letters to the editor, and backed by a legacy of a century of protection through our groundbreaking laws establishing a tradition and now heritage of protection universally respected and admired.

Hawai'i's strong anti-billboard laws vigilantly guard our treasured view planes and scenic beauty. We have protected our state from the visual pollution of billboards, logos, offsite ads and commodification of public spaces for over a century and we must never weaken our laws on this. Indeed it is part of what makes Hawai'i such a beautiful place to live and visit. Our "brand" for 100 years has been a state with "no brands" marring our view planes, vistas and cityscapes. Indeed, the US 9th Circuit Court has strongly affirmed in a recent ruling that our very economic well-being is integral to our state and its residents in upholding our strict signage and advertising laws, making us unique and proudly so.

We should not sell naming rights to our public assets and facilities owned or controlled by the people of Hawai'i. We do not need Aloha Stadium to have the name of a large corporation and its logo screaming out on the front of the stadium — this is simply an offsite ad and has been prohibited by law for a century. If any name is needed for a facility, it should be one that reflects Hawai'i's unique environment, not a corporation. This might be in the form of something like Honu Stadium if the shape is built with a covering as one resembling a turtle, or Volcano Stadium if built to imagine a volcano, or the Kolea Convention Center, representing the graceful birds of Hawai'i.



It is shortsighted to contemplate degrading and cheapening Hawai'i's visual environment, forcing residents and visitors alike to be captive audiences to unnecessary corporate branding under the guise of "sponsorships," dangerously distracting motorists and marring our vistas, while weakening existing laws protecting Hawai'i and its residents and visitors alike, setting dangerous precedents for the future.

**We thank you as we work together to keep Hawai'i Clean, Green and Beautiful!**

Please ensure that SB 3197 SB1 does not advance and that other bills like this are never considered in the future.

Thank you for doing what is right for Hawai'i by opposing this bill.

Sincerely,  
Jotis Russell-Christian

**SB-3197-SD-1**

Submitted on: 2/27/2024 3:52:03 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

**LATE**

**LATE**

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Marisa Nguyen	Individual	Oppose	Written Testimony Only

Comments:

Oppose SB 3197. We don't need billboards in Hawaii. The people in general don't want them. Please don't proceed down this slippery slope which will be a blight to Hawaii's unique beauty.

**LATE**

**LATE**

**SB-3197-SD-1**

Submitted on: 2/27/2024 4:33:50 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

Submitted By	Organization	Testifier Position	Testify
Rachel K Johnson	Individual	Oppose	Written Testimony Only

Comments:

I OPPOSE this bill. PLEASE don't do this to our beautiful Hawaii.

**LATE**

**LATE**

**SB-3197-SD-1**

Submitted on: 2/27/2024 6:07:16 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Donna Otto	Individual	Oppose	Written Testimony Only

Comments:

Hawaii has no need for billboards. With todays social media and other ways of modern communication and advertisement, there is no need to clutter our beautiful views.

**LATE**

**LATE**

**SB-3197-SD-1**

Submitted on: 2/27/2024 7:37:30 AM  
Testimony for CPN on 2/27/2024 10:01:00 AM

Submitted By	Organization	Testifier Position	Testify
Heather Sloan	Individual	Oppose	Written Testimony Only

Comments:

Oppose SB 3197. Hawaii doesn't need billboards. The majority of people don't want them. Don't proceed down the slippery slope of this blight to Hawaii's unique beauty.

**SB-3197-SD-1**

Submitted on: 2/27/2024 7:47:00

Testimony for CPN on 2/27/2024 10:01:00 AM

**LATE**

**LATE**

Submitted By	Organization	Testifier Position	Testify
Jessica Nishikawa	Individual	Oppose	Written Testimony Only

Comments:

SB 3197 threatens Hawaii's natural beauty and cultural identity by allowing billboards to invade our landscapes. Billboards mar our landscapes, disrupt our tranquility, and cheapen our surroundings. They represent a disregard for the unique character of our islands and prioritize profit over environmental preservation.

**LATE**

**LATE**

**SB-3197-SD-1**

Submitted on: 2/27/2024 8:34:10 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

<b>Submitted By</b>	<b>Organization</b>	<b>Testifier Position</b>	<b>Testify</b>
Mara Langevin	Individual	Oppose	Written Testimony Only

Comments:

I oppose SB3197. It will have a negative impact on our Hawaii.

**LATE**

**LATE**

**SB-3197-SD-1**

Submitted on: 2/27/2024 8:36:42 AM

Testimony for CPN on 2/27/2024 10:01:00 AM

Submitted By	Organization	Testifier Position	Testify
Ress Nguyen	Individual	Oppose	Written Testimony Only

Comments:

Dear Senators,

I stand with the overwhelming majority of residents who do not wish to be forced to view billboards, corporate logos emblazoned on public/quasi-private buildings, offsite ads in the form of naming rights. Naming rights is advertising when they are attached to public or quasi-public property: i.e. "Safeco Field" or "Allianz Arena," "AT&T Stadium."

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We should not sell naming rights to our public assets and facilities owned or controlled by the people of Hawai'i. We do not need Aloha Stadium to have the name of a large corporation and its logo screaming out on the front of the stadium — this is simply an offsite ad and has been



prohibited by law for a century. If any name is needed for a facility, it should be one that reflects Hawai'i's unique environment, not a corporation. This might be in the form of something like Honu Stadium if the shape is built with a covering as one resembling a turtle, or Volcano Stadium if built to imagine a volcano, or the Kolea Convention Center, representing the graceful birds of Hawai'i.

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**We thank you as we work together to keep Hawai'i Clean, Green and Beautiful!**

Please ensure that SB 3197 SB1 does not advance and that other bills like this are never considered in the future.

Thank you for doing what is right for Hawai'i by opposing this bill.