

Nā Mamo O Mū'olea

Strategic Plan - *Protecting our source of life and inspiration*
July 2013



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VISION

Mū'olea is a community gathering place where family and friends actively restore and *mālama*, educate, gather and relax together. It is a place that feeds and heals our minds, bodies and spirit - a place where Hawaiian cultural values are alive and old Hawai'i is enjoyed.

VALUES

We live and promote these values in our work to protect Mū'olea for current and future generations:

- *Give thanks and give back* – we mahalo Mū'olea and lend a hand to help
- *Hana lima* – we reach our goals through hard work, resourcefulness, and involvement
- *Hilina'i* – we lean on, rely on, and trust in one another as a community of caring
- *Kuleana* - it is our privilege and responsibility to care for this land of our ancestors and ali'i
- *Mahele* – we share freely with one another as individuals, families and a community
- *Mālama ka 'āina* – this is our highest calling, to preserve, protect, and maintain Mū'olea
- *Take only what you need* – in this way we will always have enough



Hawaiian chiefess Analea Keohokālole (1816 – 1869), mother of King David Kalākaua, Queen Lydia Lili'uokalani, Miriam Likelike and William Leleiohoku, owned the land at Mū'olea in the mid-1800s.

WHO WE ARE

Nā Mamo O Mū'olea (NMOM): We are a non-profit 501(c)3 organization formed in 2006 to protect and manage the cultural and natural resources of Mū'olea. In 2004, the community organized to purchase nearly 70 acres of coastal land in the Mū'olea *ahupua'a*. Collaboration between the County of Maui, The Trust for Public Lands, National Oceanic and Atmospheric Administration (NOAA), Office of Hawaiian Affairs, State of Hawai'i, and the community made the purchase possible. Today, the undeveloped parcel *makai* of Hāna Highway is owned by the County of Maui and managed by our all-volunteer community group.

The **mission** of NMOM is to perpetuate traditional *ahupua'a* management of the Mū'olea *ahupua'a* and to restore and maintain the area's natural, cultural, scenic, historic and marine resources for the benefit, education and enjoyment of our community and future generations.

Consistent with the purposes for which the land and shoreline were protected, NMOM seeks to protect resources as well as the traditional subsistence uses and those values and practices that care for resources for present and future generations.

Our bylaws state that “at least two-thirds of the Directors shall be lineal descendants of the original grantees of the Royal Patent Grants and LCA's within the *ahupua'a* of Mū'olea and Papahawahawa or the lineal descendants of the original 30 members of the Hui of Mū'olea, as named in the conveyance dated June 2nd 1863, liber 17, pages 24-25; and shall currently reside in East Maui (including the four moku of Ko'olau, Hāna, Kīpahulu and Kaupō). Of the remaining Directors, at least one shall be a current resident of the Mū'olea or Papahawahawa *ahupua'a*.” Each member of the Board of Directors has one alternate who meets the same qualifications as the Director, and in the absence of the Director at a meeting of the Board of Directors has the same voting authority as the Director.

By caring for Mū'olea, it can remain a place where families focus on traditional values, share knowledge and *mo'olelo*. By practicing cultural leadership and keeping cultural practices in use, Mū'olea can serve as a model and voice for Hawaiians in the communities of Mū'olea, Koali, Hāna and others in East Maui and beyond. We take care to respect and listen to one another so that Mū'olea can be cared for as a healthy gathering place that is a source of life and inspiration for our community.

While NMOM recognizes the need for money for operations, our focus is primarily on people, health of resources, joyful work, Hawaiian culture and *pono* values. Explicitly stated, it is not our mission to raise large amounts of money, as we strongly believe that through the guidance of Mū'olea *'ohana*, community involvement, support and hard work, we can restore Mū'olea to abundance so that both culture and the resources thrive for countless generations to come.

Cover Photo Credits:

Top Left (Grove): Emily Fielding • Top Center (Boys): Manuel Mejia
Bottom: Claudia Kalaola • Table of Contents: Claudia Kalaola

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OUR PROJECT DESCRIPTION

The *ahupua'a* of Mū'olea is located on the rugged and spectacular Hāna Coast, in the *moku* of Hāna, approximately halfway between Hāna Town and Kīpahulu. Mū'olea is known for its unique cultural and natural resources. King David Kalākaua maintained a summer home here, and legendary Maui King King Kahekili chose the uplands of Mū'olea as the place to rest and recover his strength following his successful re-conquest of Hāna in the late 1700s. Mū'olea hosts an abundance of Hawaiian sites – *heiau*, fishing shrines and stonewalls.

The peninsula is home to endangered native plant species, an ancient Hawaiian coconut grove, and an extensive and unique tide pool complex. The near-shore waters, coral reef and intertidal ecosystems of Mū'olea are rich in Hawaiian ocean life. Fish, crustaceans, corals, *'opihi* and *limu* flourish here. The local Hawaiian community knows Mū'olea for its valuable fishing and gathering grounds that have sustained their families for centuries, as well as a place of rest and relaxation. It is also known for the *Limu Make O Hāna*, the deadly, poisonous zooxanthid organism found only at Mū'olea. Used at one time to poison the tips of spears and ensure the death of enemies, its location is fiercely protected by tradition to be strictly off limits to all.

Fresh water from Kanewai spring forms a *muliwai*, or estuary, that feeds the near-shore reef. The near constant sweep of tradewind-driven waves and sea spray nourishes the extensive tidepool complexes. Kanewai is known for the traditional fishing practice of building *manini hale*, a house of rocks that would attract the fish so they could be easily caught. Both the estuary and the tidepools provide important protection and nursery habitat for many juvenile reef fish. These fishing grounds were traditionally managed as part of the *ahupua'a*, a political unit extending from the high mountains into the deep sea. Expertly managed under traditional systems, the sea sustained the people of Mū'olea for generations. During the last century, the abundance of marine resources in Mū'olea was maintained by *'ohana* who had responsibility over certain areas and who maintained clear communications and respect about resource use within the *ahupua'a*, this system, however, has changed in the last 25 years.

Map on Right: The area under management is largely in the ahupua'a of Mū'olea, between Alaalaula and Papahawahawa streams, extending out to the 60-meter depth line. Map by Roxie Sylva



The tidepools of Mū'olea provide a nursery area for manini and other reef fish. Photo by Claudia Kalaola



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PARTICIPATORY PLANNING PROCESS

We recognized the need to develop a roadmap for us to care for the land and sea of Mū'olea. We wanted to bring our collective ideas together, many of which we have been working on since 2004, share them in the community, and be strategic with our efforts. In developing this plan, we invited all board members, their alternates, our 'ohana, neighbors, partners, and anyone interested in our work. We met in two all-day meetings in 2012 at Kanewai, under the Milo tree. This plan also incorporates our marine plan that we used from 2008-2012. Through our efforts to implement this plan, we strive to build a model of community-based management in East Maui.



NMOM board and participants at a 2012 community planning session under the Milo tree. Photo by Manuel Mejia

WHAT WE WANT TO MĀLAMA

Our management efforts focus on: 1. People, 2. *Kai* (ocean), 3. *Wai* (fresh water), 4. Culture, 5. 'Āina (land), and 6. Governance. These are described below:

People: We recognize our physical, spiritual and historical connection to the 'āina of Mū'olea. To foster our connection, we emphasize youth involvement and responsibility, educational opportunities, and understanding our relationships and genealogy in this area.



Hank Eharis and Walter Pu lead youth in a 'opihi monitoring training session. Photo by Chris Bird

Kai: Mū'olea is our icebox. It's where we go for sustenance and we want it to always be well stocked for our present and future generations. We strive to manage our resources and relationship to the sea as our *kūpuna* did in the past. We focus on returning our favorite species to abundance: *moi*, *aholohole*, *manini*, *kole*, *uhu*, 'ū'ū and 'ula on the reef; 'opihi, 'a'ama, and *limu kohu* on the shore; and *pāpa 'i kua loa* (kona crab) in the sandy channels. These species were chosen as important food sources for present and future generations. The actions in this plan were based on our work and learning from our 2009 "Mū'olea 2-Year Marine Resources Action Plan".

Wai: The fresh waters of Mū'olea are revered. At Kanewai, a fresh water spring flows into the sea, creating a nursery for fish. Alaaula Stream flows year round from the summit of Haleakalā into Kauakiu Bay, and is known for the Wailena waterfall. Powerful Papahawahawa Stream flows only during heavy rains, from the native forests Waiho'i Valley above.



Alaaula stream meets the ocean on the rocky beach of Kauakiu Bay. Photo by Emily Fielding

Culture: We seek to deepen our understanding, appreciation and respect for the Hawaiian cultural resources of Mū'olea, past and present. To that end, we strive to learn more about the physical history such as the *heiau* at Papahawahawa, the whereabouts of King Kalākaua's summer home, as well as the spoken traditions of place names, *mo'olelo*, and the legacy of our *ali'i*.

'Āina: Mū'olea's natural resources include rare coastal native plants, ancient *niu*, *lauhala* and *milo* groves, and *māla* (gardens). In the pasture lands above Kauakiu Bay, managed cattle grazing and mechanical mowing are essential to keeping weeds in check. We maintain a boundary fence to keep out wild cattle, and maintain gathering areas, cultural sites, footpaths and roads by mowing and trimming vegetation.

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Native plant survey team and the endangered native grass *Ischaemum byrnone*. It is scattered in coastal sites on East Maui (and other islands) including some offshore islets. Photo by Claudia Kalaola

Governance: Our board attends monthly meetings in the County Council Service's Hāna office since our non-profit was formed. We have and will continue to work with the county and the state to develop the tools needed to empower our board and community to effectively manage resources and activities in the area.

OUR CHALLENGES

We identified six priority challenges to be addressed at Mū'olea. Two are related to resource management:

- 1) Overharvest of marine resources
- 2) Alien plant control

Four are related to governance and our ability and authority to manage the area:

- 1) Limited amount of volunteer time to dedicate to the project
- 2) Need to educate community about our efforts

- 3) Lack of enforceable rules for ocean resource use
- 4) Need for County lease

OUR ACTIONS

Building on all that we have learned about our community, history, environment, problems and priorities, we developed goals, objectives and strategic actions to address challenges, reduce threats and improve resources and relationships. We recognize that our planned actions need to be adaptive to opportunities, changing circumstances, and our capacity to implement. Therefore, we will use this plan as overarching guidance to set priorities and review progress on an annual basis.

Goal 1: Fulfill our *kuleana* to bring back resources and keep Mū'olea the way it is for future generations.

Objective 1.1: Involve youth in efforts to document local knowledge, genealogies, and history of Mū'olea annually.

Strategic Actions:

- a) Lead a traditional ecological knowledge (TEK) and oral history workshop.
- b) Sponsor a genealogy workshop.
- c) Sponsor a traditional land tenure workshop.
- d) Conduct archival research into the history of the area, including Kalākaua's house, the *heiau* at Papahawahawa and Kanewai, Kahekili's time here, and other significant cultural sites, and *mo'olelo* (e.g. the shark man).
- e) Collect and archive photographs.

Objective 1.2: Restore and maintain the Mū'olea landscape per 10-year restoration plan.

Strategic Actions:

- a) Create and implement a restoration plan that includes:
 - Pastoral health and management
 - Trails and roads
 - Green house on site for restoration of coastal native plants and trees
 - Community garden
 - Fresh running water to the site

Strategic Areas of Focus for Mū'olea						
	1. People	2. Kai	3. Wai	4. Culture	5. 'Āina	6. Governance
Includes	Youth involvement and responsibility	Abundant reef fish	Clean water from springs and streams and native stream life	Traditional place names, oral histories, and <i>mo'olelo</i>	Coastal native plants	Agreements that support what we do
	Educational opportunities	Abundant <i>'opihi</i> and <i>limu</i>	Kanewai	<i>Heiau</i> at Papahawahawa	Manage livestock and pasture	DLNR rules protecting gathering by <i>'ohana</i>
	Connection and relationship to <i>'āina</i>	Traditional fishing knowledge	Alaalaula	Kalākaua's home, rock walls	<i>Niu, lauhala, and milo</i> groves	Access and use policies
	Genealogy and relationships	Responsibility	Papahawahawa	Research connection to <i>ali'i</i>	<i>Māla</i> (gardens), greenhouse	Strong board, involved community

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- Restoration of *māla*, *lauhala*, and *niu* grove

- b) Conduct a community process to officially give the rare grass *Ischaemum byrone* a Hawaiian name.

Objective 1.3: Proactively ensure the quality and quantity of surface and sub-surface fresh water flow to Mū'olea is maintained at current levels.

Strategic Actions:

- a) Involve community in learning about and protecting our fresh water sources.
- b) Increase involvement and dialogue with East Maui Watershed Partnership about *mauka* forest restoration activities (could incorporate other East Maui communities as well).
- c) Regarding Alaalaula stream, Papahawahawa stream, and Kanewai spring: stay informed about all land-based activities (e.g. adjacent construction, road work, soil-moving, well-drilling, permit applications) that may impair these waters, and seek neighborhood and agency cooperation to prevent damage.
- d) Keep abreast of county and state permit applications (e.g. well-construction, grading).

Goal 2: Re-establish and perpetuate traditional practices for *pono* and sustainable resource management and replenishment.



Youth from Ma Ka Hana Ka 'Ike assist NMOM and TNC with 'opihī monitoring. Photo by Emily Fielding

Objective 2.1: 'Opihī abundance is doubled in two years, and is enjoyed for local home use.

Strategic actions:

- a) Conduct 'opihī monitoring.
- b) Establish a voluntary 'opihī "rest area" to understand the effects on the 'opihī population.
- c) Install signage and other outreach on 'opihī *pono* practices and the 'opihī rest area.
- d) Propose local rules through the state administrative rule making process.

Objective 2.2: Nurture native *limu*.

Strategic actions:

- a) Hold an Annual Hāna Limu Festival to honor and perpetuate native *limu* and their traditional uses.
- b) Hold an annual youth *limu* planting day, and adopt a *limu* patch.



The late Maui slack-key master Pekelo Cosma entertaining the crowd with original compositions at the 2010 Hāna Limu Festival. Photo by Claudia Kalaola

Objective 2.3: Increase target reef fish abundance by 25% in five years and 50% in 10 years.

Strategic actions:

- a) Conduct reef and reef fish monitoring to measure our effectiveness.
- b) Sponsor a local Hāna invasive fish tournament that includes youth. Utilize the captured audience to express key messages about *pono* fishing practices. Conduct the tournament and announce winners during Aloha Week festivities.
- c) Design and install signage and conduct other outreach at events, educating more about specific fish (to adopt values of preservation).
- d) Establish a *pono* fisherman program, including record keeping project for seasonal reproductive information.
- e) Produce a seasonal calendar for Mū'olea.
- f) Propose local rules through the state administrative rule making process.
- g) Build information kiosk at Mū'olea to share and learn about seasonality of fish spawning and other topics (see **Objective 2.4**).
- h) Encourage 'ohana to teach youth *pono* fishing and traditional practices through fishing.
- i) Develop and utilize tidepool surveys as a way to involve youth in assessing marine life.

Objective 2.4: Raise awareness, exchange knowledge, foster dialogue about traditional uses and knowledge, and increase community awareness of Nā Mamo O Mū'olea as an organization.

Strategic actions:

- a) Hold a workshop(s) to increase dialogue about traditional fishing knowledge and to help define *ahupua'a* management.
- b) Conduct cultural and educational festival (see **Objective 2.2**).
- c) Continue to involve NMOM board members and their families and youth in all projects (applies to **all objectives**).

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Objective 2.5: Develop a model for youth involvement to build their interest and capacity to be future stewards of Mū'olea.

Strategic actions:

- Promote and administer the Dr. Isabella Aiona Abbott Memorial Scholarship.
- Prioritize youth involvement in all activities.
- Foster a sense of ownership and *kuleana* among youth.

Objective 2.6: Prevent land-based impacts to ocean resources.

Strategic actions:

- Develop and disseminate best sustainable *ahupua'a* land use practices to promote awareness and voluntary implementation by adjacent land-owners.

MEASURING SUCCESS

We know we are successful in our efforts to manage Mū'olea if these factors are in place:

- Abundant fish, *'opihi*, and *limu* at Mū'olea,
- Continued and increased involvement by Mū'olea *'ohana*,
- Peace and relaxation at Mū'olea, and
- Restored cultural sites and plants.

LEARNING AND SHARING

In keeping with our values, learning, sharing, and involving the community is a priority for us. Over the past several years we have conducted surveys and inquiries, such as the Mū'olea Talk Story project, and cultural, native plant, reef, and *'opihi* monitoring. These are described below:

Mū'olea Talk Story Project: In November 2012, we collaborated with The Nature Conservancy (TNC) to train our youth to interview *kūpuna* and *'ohana* about Mū'olea. Over the next six months, many interviews were recorded and transcribed. Through this process, we are learning important things about our people and their connection to Mū'olea; knowledge we hope will help us to better appreciate, manage, and educate others about Mū'olea.

Whales: In 2005, we rescued a stranded whale in the tidepools at Mū'olea. By working together, we were able to lift it back into the sea. In 2010, a dead sperm whale washed ashore that was over 50 feet long.



The community gathered to set free a rare beaked, juvenile stranded whale. Photo by Claudia Kalaola

Cultural surveys: Mū'olea contains an abundance of archaeological sites, including Kawaloa *Heiau* near Papahāhāwaha Stream which is listed in the State of Hawai'i

Inventory of Historic Places. In 2007, NMOM received a small grant from Maui County to begin an archaeological survey of Mū'olea. Under the guidance of Dr. Thomas Dye of Honolulu, we dug several test pits in prominent locations around Mū'olea, looking for traces of Kalākaua's house site and evidence of pre-Western contact, Hawaiian habitation and usage. We gathered charcoal samples for radio-carbon dating in these test pits among the many crumbling stone walls of the agricultural terraces, fishing shrines, and ancient dwelling sites on the property. Dr. Dye's intriguing report on the archaeology of Mū'olea asks more questions than it answered, and re-affirms the vast extent of the archaeological record that remains to be uncovered in Mū'olea. An especially important site is the undocumented *heiau* at Kanewai, which was noted in 2006 by esteemed Pacific archaeologist Dr. Patrick Vinton Kirsch as being of particular significance.

Native plants: In collaboration with Patti Welton and Bill Haus, botanists from Haleakalā National Park, we conducted a native plant survey of Mū'olea in 2006. We found many coastal species, and one native grass sedge so rare, it has no known Hawaiian name. We plan to help this rare grass and other species flourish, and to establish a Hawaiian name (see photo on page 6).



Hāna Youth Center children enjoy learning about *'opihi* and *limu* at Mū'olea. Photo by Claudia Kalaola

'Opihi surveys: *'Opihi* is one of the most important foods from the sea for our community. To increase our understanding of how to increase the abundance of *'opihi* at Mū'olea, we helped create the *'Opihi* Partnership and standardized monitoring methods for *'opihi* in 2008. Since then, we have been conducting annual summer surveys at Mū'olea in collaboration with TNC. All are welcome to join. We have also shared these methods with the Ka'ūpūlehu community on Hawai'i Island, and sent representatives from our community to monitor *'opihi* in Papahānaumokuākea Marine National Monument.

Reef surveys: Ensuring the abundance of our reef resources is a priority for us. In 2009-2010 we collaborated with TNC's

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monitoring team to survey our reef and reef fish. This information about the abundance and types of reef fish and corals provides a baseline that we can compare to in the future, as well as to compare to descriptions of how it was in the past.

WAYS YOU CAN BE INVOLVED

Join us for our monthly board meeting on the 2nd Wednesday of every month at the County Council Room at Hāna School at 5pm. You can also join in brush clearing, 'opihi monitoring each summer, the Annual Hāna Limu Festival each November, and help spread the word about the Dr. Isabella Aiona Abbott Memorial Scholarship for Hāna youth.

CONTACT US

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MAHALO

Nā Mamo O Mū'olea thanks all community members who supported the creation of this plan and The Nature Conservancy and NOAA's Coral Reef Conservation Program for the support that made this possible.



APPENDIX I. Target indicators and status.

Each target species was assigned a current status as compared to levels 20-30 years ago, and a number of ways that the health of the population could be measured.

Key Attribute of Health

A= Abundance

S= Size class structure (presence of all sizes in life cycle from juveniles to mature adults)

B=Behavior

T= Type

Target	Species	Key attribute of health	Current status of resource			
			Poor	Fair	Good	Very good
1	Moi	A, S, B	•			
	Aholehole	A, S, B	•			
2	Manini & ohua (juv)	A, S, B	•	•		
	Kole	A, S, B	•			
3	Uhu	A, S, B, T		•		
	Menpache	A, S, B	•			
	Lobster	A, S, B, T	•			
4	‘Opihi	A, S, T	•			
	‘A‘ama	A, S			•	
	Limu Kohu	A, S	•			
5	Kona Crab	A, S		•		

APPENDIX IV. Summary of threats to resources.

This table shows which resources are affected most by certain threats, and which threats affect the most species, on a scale from low to very high.

Summary of threats to resources	Moi	Aholehole	Manini	Kole	Uhu	Menpache	Lobster	Opihi	A'ama	Limu Kohu	Kona Crab	Overall Threat Rank
Gear Types												
Throw Nets	V. High	V. High	High		Medium							9
Day Spearing				V. High	High	High						7
Night Spearing					V. High		V. High					6
Spear Guns					V. High							3
Lobster Net							High					2
Trapping							V. High				High	5
Scuba					Potential		High					2
Nihgt Pole and Line		High				Medium						1
Gill Net						High						2
Commercial Activities												
Commercial Take	Medium			High	High	High	High			V. High	High	13
Harvest for sale for parties								V. High	V. High	V. High		9
Unsustainable Harvest Techniques												
Over Harvest	High	V. High	V. High	V. High	V. High	V. High	V. High	V. High	V. High	V. High		29
Night Diving					V. High		V. High					6
Improper Picking										V. High		3
Off Season	V. High						V. High				High	7
Wrong Size	V. High	V. High				V. High	V. High	V. High	V. High		High	20
Illegal Take							V. High					3
Ecosystem Impacts												
Taape	High	High	High	High	High	V. High	High	High	High	High	High	23
Sea Turtle Grazing										High		2
Sedimentation			High	High	High							6
	14	13	9	12	21	16	29	11	11	16	10	