



McNEIL WILSON
COMMUNICATIONS, INC.

MEMORANDUM

To: Lawrence Ching, Steve Gilley, Alan Goda
From: McNeil Wilson Communications (MWC)
Date: April 28, 2006
Re: Strategy For Kukui Gardens Sale Outreach

Our strategy focuses on two individuals who are component to eliminating any legislative interference with the closing of the sale of Kukui Gardens: Mayor Mufi Hannemann and Councilmember Romy Cachola. As politicians, they are fully aware of the realities of this situation, namely, that an acceptable political resolution, one that they can both sign-off on with the support of the City Council. The bottom line for the politicians is a commitment beyond 2011 that meets the tenants half way, a commitment they can publicly support as the best possible compromise.

Both the Mayor and Cachola know that a threat to condemn is an empty threat. The City does not have the money. Another reality, not lost on these two individuals, is that if they sign on to condemnation, standing in the wings is a plethora of homeless affordable housing advocates who will be asking the question, "What about us?"

The next steps:

- Send out a formal press release to the media naming Carmel Partners as the buyer on Monday, May 1, 2006 when the sale has gone "hard"
- Meet with Mayor Mufi Hannemann to discuss Kukui Gardens Corporation's role and objective regarding the sale as well as Carmel Partners intention to keep a portion of the complex as affordable housing beyond 2011

- Meet with Councilmember Romy Cachola
- After these meetings, meet with the editorial boards at the *Honolulu Advertiser* and *Star Bulletin*.

Kukui Gardens/Ching
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