

Adopt a Sign Program

Protect Coral Reefs by Sponsoring Interpretive Signage

You select the location and “adopt” a sign by funding its purchase and installation



Kahekili Herbivore Fisheries Management Area sign



Respecting Coral Reefs sign



opportunity to include your logo and the name of your business or organization on the sign

Thank you for your interest in sponsoring the installation of a Reef Etiquette and/or Kahekeli Herbivore Fisheries Management Area sign! We really appreciate your support of this stewardship project! Below is some information you will need to confirm your order and move forward on the site selection and installation of your sign.

Sincerely,

Reef Etiquette & KHFMA Sign Design Team:

Liz Foote, Executive Director, Project S.E.A.-Link

Russell Sparks, Aquatic Biologist, Hawai'i Division of Aquatic Resources, Maui

Megan Webster, former Makai Stewardship Coordinator, Maui Land & Pineapple Co., Inc

Darla White, Special Projects Coordinator, Hawai'i Division of Aquatic Resources, Maui

Geoff Moore, Silver Moon Art & Design

Contact Information:

Please contact Liz Foote for general information about the project or to discuss sponsorship and site locations. Potential sponsors should contact Geoff Moore for ordering and invoicing information.

Liz Foote: (808) 669-9062 home/office; 283-1631 (mobile); Lfoote@hawaii.rr.com

Geoff Moore: (808) 579-6402 (office); 572-1963 (mobile); geoffm@silvermoonmaui.com

Description:

The signs are 36" x 24" (1" thick with rounded corners) Full Color Exterior Laminate Signs, with a 10 year warranty against fading. Your order will include the sign, as well as its double post cantilever pedestal. You will need to obtain the minor hardware necessary (bolts, washers, and nuts; see schematic) to connect the base plate to the concrete base.

Providing Logos:

We have incorporated a 'sponsorship box' into the design of the sign to recognize the individual(s), company, or organization that sponsors a sign at a particular location. Please send full color "vector" .eps logos (typically created in Adobe Illustrator) over e-mail to Geoff Moore at geoffm@hawaii.rr.com. If you do not have a "vector" logo, please e-mail a 300 dpi tiff or jpg at the rough size of 4" x 3".

Payment Information:

The cost of a single sign is \$1,781.23 (including GE tax); orders of multiple signs will reduce the cost (1-4 signs: \$1,781.23 per sign; 5-9 signs: \$1,614.57 per sign; 10-15 signs: \$1,557.28 per sign). Geoff Moore will handle the ordering process, and will send you an invoice for the total amount of the sign once you confirm your order. Because shipping costs will vary depending on the specific number of signs per order, the above is the maximum cost per sign including shipping. It's possible that the cost per sign will be less than the prices above if shipping costs drop with larger orders. Therefore, you will be billed for 60% of the cost as shown above before the sign is produced, and the balance of the cost will be billed when the sign(s) are delivered. This will allow for billing of the accurate cost per sign including shipping once the sign is delivered, which will not exceed the prices shown above.

Also please note that since you are ordering a product from a vendor (Silver Moon Art & Design), it is not considered a tax-deductible donation but may however be considered a business expense (please consult with your accountant to confirm).

Sign Delivery:

After we place the order, it can take several weeks for the signs to be produced and delivered from the mainland. All the signs from each order will be delivered to a single location, so we will notify you when your sign has arrived, and you can make arrangements to pick it up.

Site Selection and Permitting Issues:

It will ultimately be your responsibility to: 1) determine whether a sign is appropriate in the desired location (obtain community support); 2) investigate whether a permit or special permission of any kind is necessary for the site you have selected; and 3) obtain the needed approval from the agency/ies whose jurisdiction the site falls under. Our team may be able to assist you in this process, and can certainly help you connect with others that can provide assistance. Our team can assist with inquiries regarding permitting and installation issues for Maui locations; we have obtained pre-approval for many sites under county jurisdiction. Private property owners should be able to place a sign anywhere on their private property without first obtaining any type of permit. Please stay in communication with us so we can help you to determine the most appropriate spot for your sign.

Sign Installation:

You will be responsible for the installation of your sign. There are many in the community that may be willing to donate their services to help you install your sign. For hotels and resorts, we have found that the property's engineering department typically has the expertise, tools and supplies necessary to complete the installation. Our design team may be able to help connect you with individuals, companies, and organizations that can help, so please contact us if you have any questions or require further guidance.

For those ordering signs for islands other than Maui, we would like any assistance possible identifying community members willing to volunteer their services to get signs installed. If you will need to contract a company to install your sign, be prepared to pay somewhere in the neighborhood of \$750-\$1,250.

Specifications for Sign Installation:

At the end of this document you will find diagrams that show the pedestals and how the sign itself mounts to them, as well as diagrams for installing the pedestal to a new concrete footing.

Security bolts and a hex key required to mount the sign to the pedestal are provided. The threaded inserts on the back of the signs for the bolts will come bored out of the signs ready for assembly. It is possible that you will need to provide stainless steel washers to make up for any extra space between the security bolt heads and the pedestal "L" bracket.

The hardware required to mount them into the concrete footing shown on the third spec sheet does **NOT** come with the signs. The diagram shows "L" bolts, also called "J" bolts, set into a concrete block. This type of installation requires the concrete to be set with the bolts in place. The vendor suggested creating a cardboard template based off of the bottom of the pedestal stand for setting the "L" bolts into the concrete when it's poured.

It is also possible to install these signs into existing concrete footing using a concrete drill and special anchors and screws ("L" bolts can't be drilled into existing concrete).

Sign Security, Durability & Vandalism Issues:

The signs are made out of a high-pressure laminate that is guaranteed not to fade in the sun or other outdoor conditions for 10 years. The material is also resistant to spray paint, as it can be cleaned with paint remover or similar chemicals without damaging the sign.

Sponsors will assume a “caretaker” role for their sign, and assume responsibility for it upon receipt. Please be aware that there is always the possibility of vandalism or theft of the sign, and consider those factors when you choose a site for installation. Also note that the warranty only covers the sign’s resistance to sun exposure; signs will not be replaced if stolen or vandalized. While considered an unlikely scenario, we have outlined a few simple things that can be done to help deter theft and vandalism.

The security bolts that fasten the sign to the pedestal require a special hex key (provided) to remove the bolts. The bolts and washers you will need to provide to mount the pedestal into a cement footing will probably be standard hardware, so there is a possibility someone could remove the washers and take the whole pedestal with the sign. To protect against this possibility, epoxy can be used on the washers/bolts, or you can smash the threads on the bolts after the sign has been installed to prevent someone from unscrewing the washers. Some of our sponsors have also chosen to use epoxy on the security bolts that mount the sign to the pedestal. Be aware that using epoxy or damaging threads on bolts will require cutting the bolts if they need to be removed in the future for any reason. Another potential modification some have used to protect against damage is to simply install a clear piece of acrylic over the sign.

Background on the *Respecting Coral Reefs* Sign:

Respecting Coral Reefs teaches visitors and residents how they can respect and help protect the vulnerable coral reef ecosystem. This sign is intended to be placed anywhere people can benefit from reef etiquette tips. The content was developed by the design team of Liz Foote, Russell Sparks, and Megan Webster, with extensive input from many individuals, organizations, and agencies statewide. The graphic design was done by Geoff Moore of Silver Moon Art and Design, and the beautiful images were donated by photographers across the state (Mike Roberts of Reeflections Underwater Photography, Brandoch Calef, Heather Spalding, John Hoover, George Balazs, Ziggy Livnat, Russell Sparks, and Liz Foote.) The Reef Etiquette sign was designed to be general enough to apply anywhere in the state; potential sponsors can contact the design team for more information.

Background on the *Kahekili Herbivore Fisheries Management Area* Sign:

This site-specific sign was developed to provide an engaging overview of a marine managed area in North Kā’anapali (Maui), the Kahekili Herbivore Fisheries Management Area (KHFMA). This colorful sign includes information about the site’s rules and boundaries, why it was established, what herbivores are and why they are important, and how these animals help the reef. Another prominent feature of the sign is a section that distinguishes between the stages of reef decline, from healthy, to stressed, to degraded, and depicts the characteristics of each. The purpose of the sign is to promote compliance with the site’s rules through increased awareness of why the rules were set in place. The sign’s content was developed by Liz Foote, Russell Sparks, and Darla White, with input from local partners, scientists and community members. The graphic design was done by Geoff Moore of Silver Moon Art and Design, and photographs were donated by Keoki Stender, James Petruzzi, Darla White, Russell Sparks, Linda Castro, and Liz Foote.

Any business, organization, or individual within or near the boundaries of the KHFMA can “adopt” a sign; sponsors are acknowledged on the signs via a ‘sponsorship box’ with their name and logo, as with the *Respecting Coral Reefs* sign. In addition to the sponsorship box, the sign can also be customized with a “You Are Here” notation on the map, in order to indicate its specific location within or near the boundaries of the KHFMA.

Respecting Coral Reefs

We all have a role to play in preserving and protecting Hawaii's coral reefs. Hawaii's reefs provide a home for over 7,000 species of marine plants and animals, 25% of which are unique to Hawaii. Healthy coral reefs are important to all Hawaii's residents and visitors. Please do your part to care for Hawaii's reefs.

Corals Are Alive

Corals are living animals that eat, grow and reproduce. They provide food and shelter for fish and other marine life. As a swimmer, snorkeler or diver, you can easily damage living coral by touching, kicking and stepping on it. It only takes seconds to damage a reef, but it may take decades for it to recover. You can help protect Hawaii's corals by viewing the reef from a distance.



A close-up of individual coral animals, or polyps. Corals are close relatives of sea anemones and jellyfishes.

Standing on the reef as shown here can damage and even kill the living animals.



Sargonfishes are important grazers on the reef.

Fish Don't Need Feeding

Fish feeding has been shown to alter the natural community structure of the reef, and promote aggressive behavior in fishes. Please allow the fishes to eat their natural food... many of them play an important role as grazers, keeping seaweed growth in check. Help the reef and stay safe; please leave the fish food at home.

Feeding fishes can result in bite wounds, such as this.



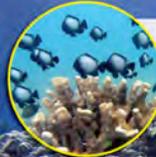
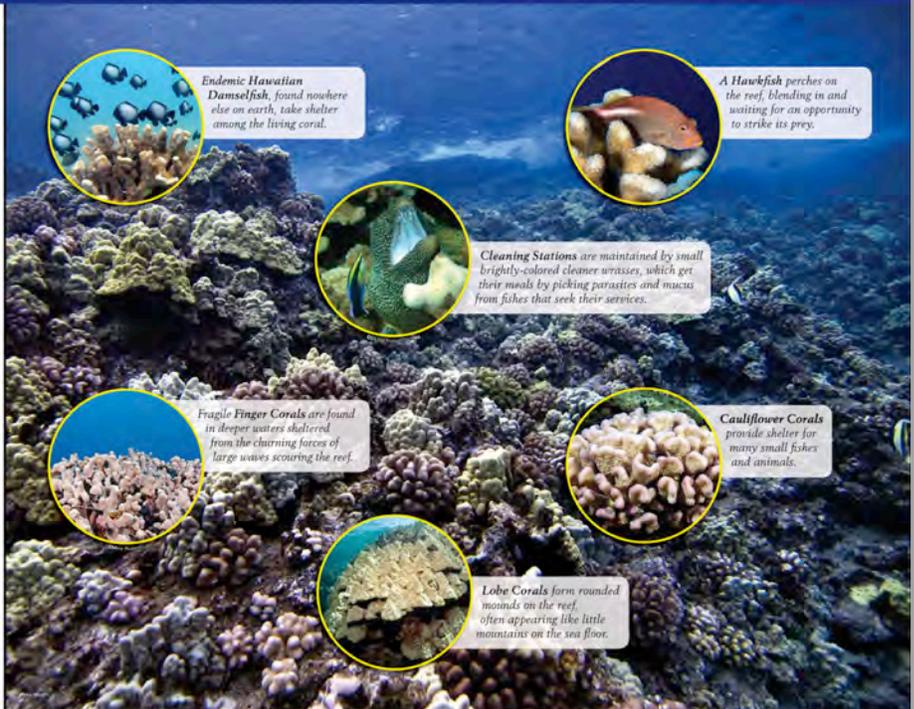
Respect Marine Life

Please enjoy marine wildlife from a distance. Animals such as turtles, dolphins and monk seals may be very sensitive to human disturbance, and are protected by law. Never handle, chase, or harass any type of marine life. Please respect them and their habitat. Keep your distance and take photos rather than souvenirs.



Please give turtles and other marine life plenty of room.

This type of harassment disrupts the animals' natural behavior, and can affect their ability to rest, feed, and reproduce.



Endemic Hawaiian Damselfish, found nowhere else on earth, take shelter among the living coral.



A Hawkfish perches on the reef, blending in and waiting for an opportunity to strike its prey.



Cleaning Stations are maintained by small brightly-colored cleaner wrasses, which get their meals by picking parasites and mucus from fishes that seek their services.



Fragile Finger Corals are found in deeper waters sheltered from the churning forces of large waves scouring the reef.



Cauliflower Corals provide shelter for many small fishes and animals.



Lobe Corals form rounded mounds on the reef, often appearing like little mountains on the sea floor.

This sign was made possible through the funding and technical support of the following agencies & organizations:



Sponsorship Box examples:



Kahekili Herbivore Fisheries Management Area

This unique type of protected site is managed by the Hawai'i Department of Land and Natural Resources. Please support this area by respecting the rules and sharing them with others. Let's all work together to promote this reef's recovery, and ensure sustainable fisheries for future generations.

Herbivores Help Keep Reefs Healthy!

This site was established to enhance herbivore populations in this area. Herbivorous fishes eat seaweed (algae, *limu*) and keep the reef healthy. When a sufficient number of fishes and urchins are working together to graze on the algae, this helps the reef by keeping the seaweed from becoming invasive and taking over the coral.



Fish Don't Need Feeding – And It's Illegal Here!

Feeding alters the natural behavior of fishes and can also make them aggressive. You can help the reef and stay safe by allowing fish to eat their natural food.



NO TAKE: In this area, all herbivorous fishes and sea urchins are protected.

A few commonly seen examples are shown below

Surgeonfishes

Surgeonfishes get their name from the sharp scalpel-like spines found near the base of their tails; they are often found in schools feeding on algae.



Parrotfishes (*uhu*)

Parrotfishes have a distinctive "beak" they use to scrape algae from the bottom. Males (M) are distinguished from females (F) by their bright blue coloration.



Rudderfishes (*chubs, nenu*)

Rudderfishes have impressive teeth that help them make a significant grazing impact. These fishes have been known to bite humans when fed.



Sea Urchins

Sea urchins use their suction-powered tube feet to move around, while scraping algae off the reef with their teeth.



Hawai'i's Reefs: Our *Kuleana* (Responsibility)

Effective management and community support can ensure that our reefs remain healthy.

Healthy Reef



Stressed Reef



Degraded Reef



Hawai'i's Reefs: The More Herbivores, The Better!

The sign at this location is sponsored by:



This sign was made possible through the funding and technical support of:

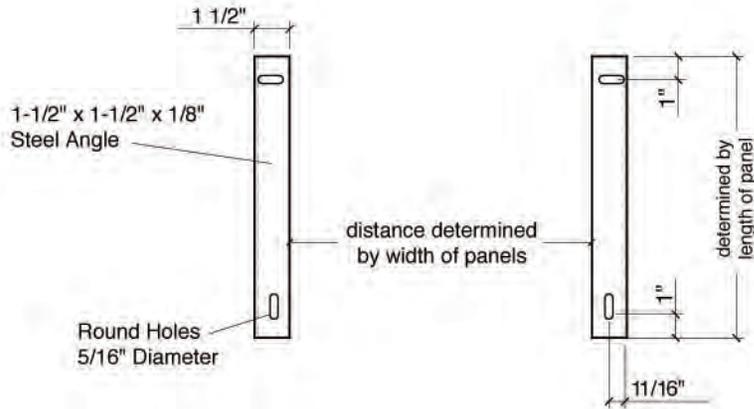


Image: World View II - Map: NOAA Pacific Services Center

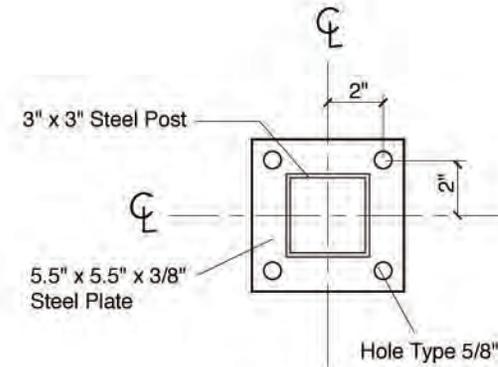
The sign at this location is sponsored by:

Ka'anapali North Beach Master Association, Inc.

Mounting Bracket, Base Plate & Bolt Specifications



1 Mounting "L" Shaped Brackets



2 5.5" x 5.5" Base Plate (3x3 Post)

1/2" panel support

TAMPER RESISTANT BOLT:

- Button-head anti-vandal screws
- 1/2" long x 1/4" - 20 thread
- Stainless steel

INSERTS:

- Helicoil threaded inserts
- 3/8" long x 1/4" - 20 thread
- Stainless steel

3/4" panel support

TAMPER RESISTANT BOLT:

- Button-head anti-vandal screws
- 5/8" long x 1/4" - 20 thread
- Stainless steel

INSERTS:

- Helicoil threaded inserts
- 1/2" long x 1/4" - 20 thread
- Stainless steel

1" panel support

TAMPER RESISTANT BOLT:

- Button-head anti-vandal screws
- 3/4" long x 1/4" - 20 thread
- Stainless steel

INSERTS:

- Helicoil threaded inserts
- 3/4" long x 1/4" - 20 thread
- Stainless steel

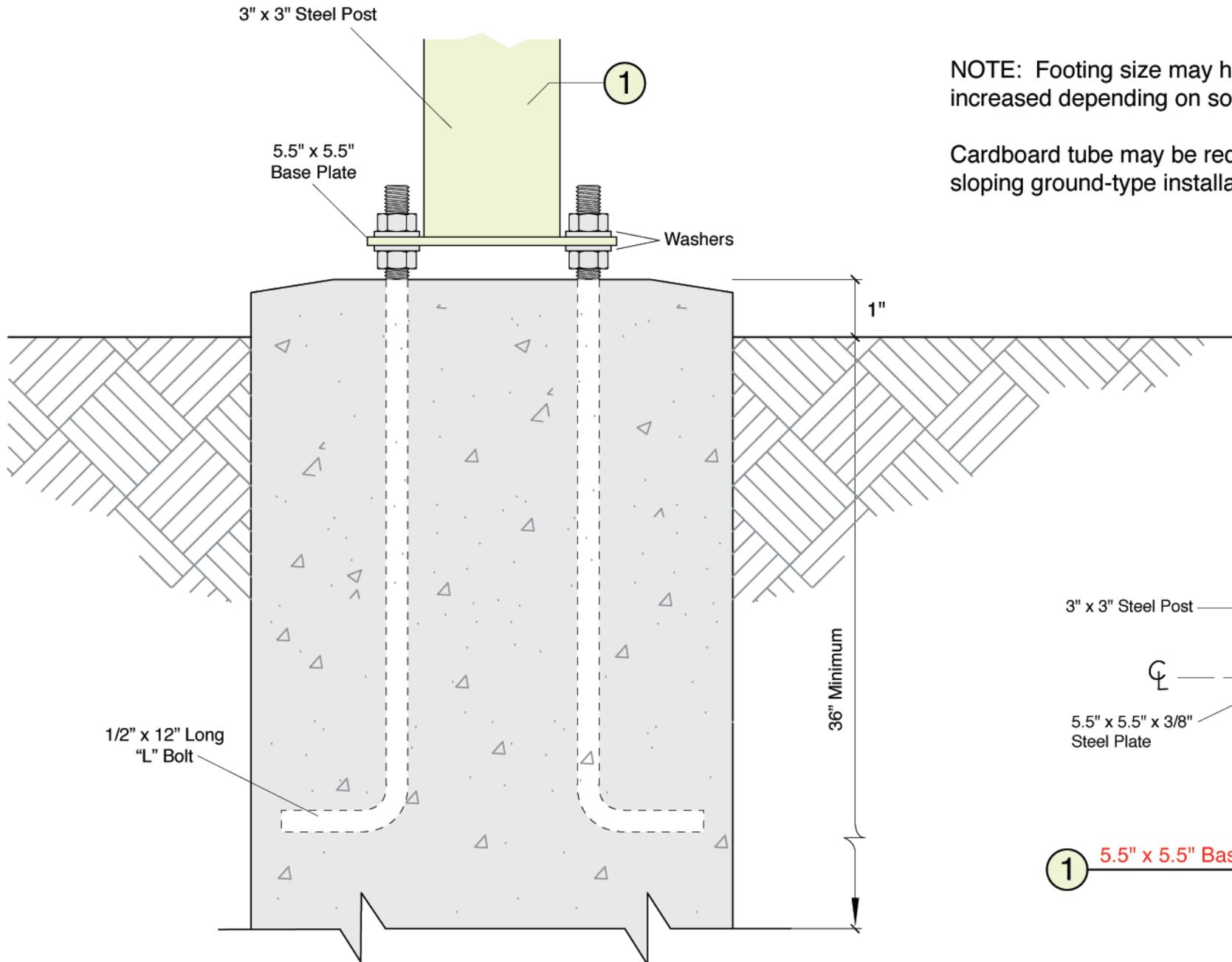
Included with all orders:

Anti-vandal hex key - Qty. 1 (size 5/32")

IMPORTANT!

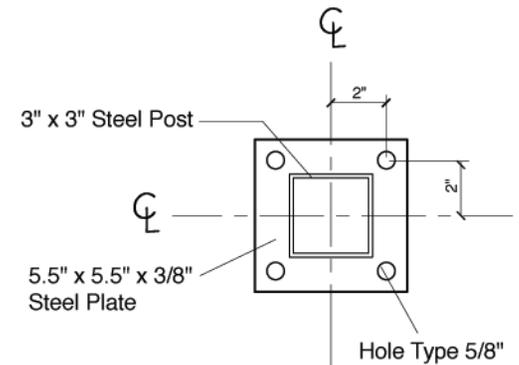
If "L" bracket is thinner or thicker than 1/8" (standard), screw length must be selected accordingly.

Concrete Footing Specifications



NOTE: Footing size may have to be increased depending on soil conditions.

Cardboard tube may be required on sloping ground-type installations.



1 5.5" x 5.5" Base Plate (3x3 Post)

Signage Locations and Sponsors (as of January 2015)

Respecting Coral Reefs Sign

MAUI

Honolua Bay (sponsored by sign design team – Project S.E.A.-Link, DLNR-DAR, Maui Land & Pineapple Co., CORAL, and Hawai'i Tourism Authority)

Kapalua Bay (sponsored by sign design team – Project S.E.A.-Link, DLNR-DAR, Maui Land & Pineapple Co., CORAL, and Hawai'i Tourism Authority)

Mokuleia Bay (sponsored by sign design team – Project S.E.A.-Link, DLNR-DAR, Maui Land & Pineapple Co., CORAL, and Hawai'i Tourism Authority)

Lahaina Harbor (sponsored by sign design team – Project S.E.A.-Link, DLNR-DAR, Maui Land & Pineapple Co., CORAL, and Hawai'i Tourism Authority)

Keawakapu Beach (County of Maui Office of Economic Development)

Four Seasons Resort at Wailea (County of Maui Office of Economic Development)

Ulua Beach Park (Pacific Whale Foundation)

Wailea Beach (Wailea Community Association)

Ahihi Kīna'u Natural Area Reserve – entrance to Maonakala (Department of Land and Natural Resources)

Ahihi Kīna'u Natural Area Reserve – Waiala Cove (Department of Land and Natural Resources)

Sheraton Maui Resort (2) (on resort property; sponsored by resort)

Marriott Maui Ocean Club (on resort property; sponsored by resort)

Kā'anapali Ali'i (on resort property; sponsored by resort)

Olowalu – mile marker 14 (sponsored by Kā'anapali Beach Hotel)

Westin Maui Resort & Spa (resort property; sponsored by resort)

Westin Kā'anapali Ocean Resort Villas (three sponsored by resort; one by the Vander Heide family; on resort property)

Ritz Carlton Kapalua (on resort property; sponsored by resort)

Nāpili Surf Beach Resort (on resort property; sponsored by resort)

Po'olenaena Beach Park (anonymous donation; sign damaged and removed, new location pending)

Kamaole III Beach Park (Kihei Community Association)

D.T. Fleming Beach Park (Keli'i's Kayak Tours)

Kamaole I Beach Park (Jilly Goldman, Century 21)

Nāpili Bay (sponsored by Island Spirit Yoga; installed and hosted by Napili Bay Resort)

Outrigger Maui Eldorado (Bill Hayden)

Mahana (Thomas R. Swanson and family)

Kamaole II Beach Park (Kihei Community Association)

Kalepolepo Park (Kihei Community Association; sign damaged by storm surge; new installation pending)

Kalama Park (2) (Kihei Community Association)

Maalaea Harbor Shops (Project S.E.A.-Link and Hawai'i Tourism Authority; installed by the Kihei Community Association and hosted by Pacific Whale Foundation)

Kihei Boat Ramp (Project S.E.A.-Link and Hawai'i Tourism Authority; installed by the Kihei Community Association)

Honua Kai Resort & Spa boardwalk (sponsored by resort)

Kahekili Beach Park (Sophie Greeno and Mahana owners, in memory of Kathryn Dragas)

Puamana Beach Park (2) (County of Maui)

HAWAII ISLAND

Kailua Pier (Coral Reef Alliance)

La'aloa Bay (Coral Reef Alliance)

Honaunau Bay (Coral Reef Alliance with support from Honaunau community)

Puakō Bay Condos (The Nature Conservancy and Hawai'i Tourism Authority)

Puakō – Wailea Bay State Park, South Kohala (Lyons Family; with technical support from The Nature Conservancy and installed by Division X, Inc.)

Puakō – Big Island Public Access at Paniau (for Gordon Russell from Ed Storm, Storm Land Co., with technical support from The Nature Conservancy)

Richardson's Beach Park (2) (Mokupapapa Marine Discovery Center)

Wai Opae MLCB (Coral Reef Alliance in support of a community stewardship project by Randi Brennon and Hui Malama na Mea a Kane at the Hawai'i Academy of Arts & Sciences)

Kealakekua Bay (Coral Reef Alliance – replaced State of Hawai'i's sign destroyed by tsunami)

Kohala Coast, The Fairmont Orchid (on resort property; sponsored by the resort)

Kohala Coast, The Hāpuna Beach Prince Hotel (on resort property; sponsored by Coral Reef Alliance and the resort)

KAUAI

Honoiki Beach, Princeville (Coral Reef Alliance and Hawai'i Tourism Authority, with support from Hanalei Watershed Hui and the St. Regis Hotel)

Kapa'a (Kayak Kauai)

Hā'ena Beach Park (sponsored by Hui Maka 'ainana o Makana & Hā'ena Makai Watch)

OAHU

Pūpūkea MLCD (2) Sharks Cove and Three Tables (Hawai'i Division of Aquatic Resources and Mālama Pupukea Waimea)

Waikiki Beach, Halekulani, (on resort property; sponsored by NOAA's Coral Reef Conservation Program and the resort)

Kahekili Herbivore Fisheries Management Area Sign

Kahekili Beach Park (Kā'anapali North Beach Masters Association, Inc.)

Honoapiilani Beach Park (Kā'anapali Makai Watch and DLNR-DAR)