

Brief History & Mission of Haleiwa Main Street dba North Shore Chamber of Commerce

The Haleiwa Main Street (HMS) DBA North Shore Chamber of Commerce (NSCOC) was started in January 1985 by a group of business people, spearheaded by Charline Terukina. The Haleiwa-Waialua Business and Professional Association, as it was called, had a broad mission “to enhance the betterment of the North Shore...” In 1988 the name changed again to North Shore Business Association, then a year later to the Haleiwa Main Street Business Association to implement the main street program.

Haleiwa’s designation as a Special District on May 1, 1984 was intended to perpetuate and enhance the rural character of the existing community by protecting the historic buildings and ensuring that all new development be compatible with the plantation design of the historic buildings. The creation of the Haleiwa Main Street Program in 1989 was closely linked with the Special District and made it possible for the organization to be eligible for funding through the State Historic Preservation Dept. which administered the Main Street Program. Beginning in approximately 1990 funding began for the program.

In January 1990, the articles of incorporation were amended to change the purpose to “...to engage in activities including, but not limited to, promotion, preservation and restoration of the culture, history and architecture of Haleiwa, Hawaii; reduction of community deterioration and urban decay; elimination of the physical, economic and social causes in community deterioration; facilitation of low-cost financial assistance and advice within the area; presentation, development and beautification of Haleiwa by planting trees and vegetation in public areas; assisting municipal or private sectors in keeping Haleiwa clean and functional by planned growth and development.”

In August of 1990, the name was changed simply to Haleiwa Main Street. Funding lapsed in 1995 and the organization then continued on as an **all-volunteer** effort until 2004. During this period, Joe Lazar of Haleiwa Joe’s was president for six years carrying the major responsibility for the organization and kept it going until Antya Miller and Kalani Fronda joined the Board of Directors and assumed leadership in 2001 and 2002 respectively.

In response to the Waimea Rock fall of 2000 and September 11th 2001 and the resulting economic downturn, community-wide meetings were organized to facilitate discussion to address the severe decrease in visitors. One of the concerns that emerged from these discussions was that there was a perception that Haleiwa Main Street did not represent the entire community even though businesses from throughout the North Shore belonged to the organization.

In response, the DBA name was changed in July 2002 to North Shore Community Chamber of Commerce, since the organization had always functioned as the de facto Chamber for the area. The board of directors also felt that it would bring additional resources to the organization to affiliate with the state Chamber. Soon after, the name was then changed to simply "North Shore Chamber of Commerce." The updated mission statement is very similar to the one in place prior to the DBA name change except that the service area was officially expanded to the North Shore.

Current Mission Statement:

“We exist to promote, maintain, and encourage the historic, cultural, civic and economic welfare of the North Shore district through research, education, advocacy, and other related activities.”