

Isaiah Francis



My name is Isaiah Francis and I would like your vote in support of my candidacy for the PHCA Board of Directors. I hope that you find my background, experience, and approach worthy of your vote.

Like many of you, when my grandfather first visited Kauai in the early 1970's, he was immediately drawn to the lush, natural beauty of the North Shore. A few years later, sales began to kickoff at the newly opened Princeville at Hanalei community, and he was fortunate enough to become the first owner of Lot #34 on Emmalani Drive. An architect by trade, he designed and constructed a home here for his family to share, recruiting the manpower of his three sons to help hoist up beams and hammer down nails. Together, they built a legacy; a legacy that I will one day proudly carry on.

Fast forward 50-years, Princeville looks a little bit different now, a little bit more “grown-in” – especially from the early days of open-fields and un-developed lots that serve as the backgrounds of my family's old photos. Our community, like many others developed during the 1970's, has grown and evolved.

Spending holidays and vacations here since my childhood, I've witnessed the growth of our community firsthand, increasingly conscious to the addition of each new home, new condo, new hotel, and new resident, year over year (my consciousness bolstered by the annual proclamation of “it ain't how it used to be;” said back then by my grandfather, and recently, by my own father).

The self-evident truth is – Princeville will continue to grow and evolve. At the same time, while our community might look different than it once did, we continue to retain the safe, open, and active environment that make it such a desirable place to live and play, qualities that I intend to preserve so that my own children and grandchildren can create memories here as well.

Personally, growth and evolution are the two most constant aspects of my life. Through my own progress, I've learned that shying away from the discomfiting feeling of change only leads to greater discomfort and, eventually, an unwillingness to adapt, while being proactive and preparing for the future almost always leads to a better outcome.

I've spent the past 9 years learning and building my career, seizing opportunities by being proactive, planning ahead, and taking deliberate action. At 16, I dove headfirst into entrepreneurship and founded a successful business delivering 5-star hotel-quality bedding to college dorm rooms. I saw a problem and took action to deliver a solution. At 18, I left home in Southern California to earn a BS ('20) in Finance & Management from New York University, Leonard N. Stern Undergraduate School of Business. I knew I wanted to experience something new, so I did. At 22, I navigated through an uncertain post-graduate pandemic to discover a certain passion for the hotel business and build a career focused on hospitality real estate.

Now, I work for Starwood Capital Group, a prominent real estate investment firm, helping manage over \$1B in active real estate developments, primarily on the West Coast and, as luck would have it, here in Princeville.

My work has given me the opportunity of coming back to Princeville, to help shape the future of our community. Looking ahead as our community evolves, I want to be proactive. I want to create a plan to preserve our quality of life and sustain the value of what make's Princeville a special place to all of us.

I want to embrace our ever-evolving future, with the safety in knowing that we are prepared.

What makes Princeville a great place to live?

With an abundance of walking paths to meander, trails to hike, waterfalls to discover, golf holes to duff, mountains to gaze at, and a bay full of waves to ride on, Princeville affords our members and guests a safe, lush backdrop for an active, outdoor lifestyle.

What would make Princeville a better community?

- Establishing mutual trust throughout the community.

The addition of each new home, new condo, new hotel, and new resident increases the complexity in finding a mutual path forward within our community. We need to communicate transparently – freely and safely – to share our diverse perspectives and reach community consensus. In turn, this will help us find smarter ways to do the same things and, together, stay committed to improving our quality of life and sustaining our property values.

What would you consider the top priorities for the Board in the coming year?

Princeville is at an inflection point. With the expiration of the golf course dedication less than two and a half years away, we have the opportunity to act now, and plan for our future. This fact elevates our need for transparent communication throughout our membership. We need to think about what makes sense from a community perspective to better align our mutual interest of improving our quality of life and sustaining our property values.

It is up to us to decide what the future holds, and I want to help.

How do you think you can best contribute to the Board?

I aim to represent the next generation of Princeville, adding a youthful and energetic perspective to the board, with the goal of aligning the interests of our diverse membership to continue to uphold the standards of our community for generations to come; all the while improving quality of life and sustaining property values throughout the community.

I want to use my perspective and position to help bridge a community divide.

I expect to achieve this through productive dialogue, active listening, thoughtful planning, and deliberate action.