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David Y. Ige
Governor

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President and Chief Executive Officer

**HO'OKAHUA HAWAI'I STANDING COMMITTEE MEETING
HAWAI'I TOURISM AUTHORITY
Thursday, June 23, 2022, at noon
VIRTUAL MEETING**

MINUTES OF HO'OKAHUA HAWAI'I STANDING COMMITTEE MEETING

MEMBERS PRESENT: Kimi Yuen (Chair), Keone Downing (Vice-Chair), Daniel Chun, George Kam, Sig Zane

NON-VOTING MEMBERS: David Arakawa, Fred Atkins, Kyoko Kimura

MEMBER NOT PRESENT: Dylan Ching

HTA STAFF PRESENT: John De Fries, Keith Regan, Kalani Ka'anā'anā, Caroline Anderson, Maka Casson-Fisher, Ilihia Gionson, Irina De La Torre, Jadie Goo, Iwalani Kūali'i Kaho'ohanohano, Dede Howa, Carole Hagihara, Yvonne Lam, Bryant Yabui

GUESTS: Josh Atwood, Jennifer Chun, Bob Masuda, Bill Stormont, Marigold Zoll

ATTENDEES: Jamie Barut, Joyce Bernardo, Ross Birch, Dale Carstensen, Kyle Chock, Karishma Chowfin, Gina Chun, Minh Chau Chun, Sherry Duong, Jeffrey Eslinger, Rachel Kaiama, Nathan Kam, Sue Kanoho, Erin Khan, Sunnie Lasconia, Karen Wataru Nakaoka, Jasmine Ogata, Barbara Okamoto, Patti Ornellas, Teri Orton, Joseph Patoskie, John Reyes, Jay Talwar

LEGAL COUNSEL: Gregg Kinkley

1. Call to Order and Pule

Mr. Casson-Fisher did the roll call. Mr. Ching was excused from the meeting. All the other members confirmed they were by themselves. Mr. Casson-Fisher announced the guest presenters and panelists from the Department of Land and Natural Resources (DLNR): Mr. Bob Masuda, First Deputy Director; Ms. Marigold Zoll, Director and Manager for the DLNR, Division for Forestry And Wildlife (DOFAW); Mr. Bill Stormont, Acting Statewide Program Manager for Nā Ala Hele Trail and Access; and Dr. Josh Atwood of DLNR Hawai'i Evasive Species Council. Mr. Casson-Fisher did the opening protocol. Chair Yuen called the meeting to order at 12:05 p.m.

2. Approval of Minutes of the May 19, 2022 Meeting

Mr. Kam made a motion to approve the minutes, and Mr. Chun seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

3. Presentation, Discussion, and Action on the Economic Development Administration FY 2021 American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Grant Assigned to the Hawai'i Tourism Authority by Governor Ige as it Relates to HTA's Proposed Urban Trail and Community Tourism Collaborative, and Department of Land & Natural Resources Proposed Projects

Ms. Anderson was not online, so Mr. Ka'anā'anā spoke more on this agenda item. He said that in the last Branding Standing Committee, it was mentioned to the members that a portion of \$5.5 million was allocated to the HTA, of which \$4 million is going for the Branding programs as described to the Branding Standing Committee. They will discuss the other parts, including the \$1.5 million between the trail program and the collaboratives that Ms. Anderson outlined and the portion covered by DLNR, which is about \$7.5 million.

Mr. Ka'anā'anā asked if the DLNR team could lead and cover their portion. Chair Yuen asked Mr. Regan did an overview of the Grant; this is for the fiscal year 2021 (FY2021) American Rescue Plan, Travel Tourism and Outdoor Recreation Grant that was provided to the state of Hawai'i, by the Economic Development Administration which Gov. Ige assigned to the HTA as part of the process. Also requested was that they work collaboratively with the DLNR as a partner in the Grant, which they have been doing since they were assigned to the HTA. The Grant amount is just over \$14 million in total. There are specific uses that the Grant can be utilized for. It includes state tourism marketing and promotion campaigns, workforce training and development, short-term and long-term economic development planning and coordination, and technical assistance projects to assist regional economies to recover from

the pandemic, including helping businesses and entrepreneurs. It also includes upgrades to existing travel, tourism, and outdoor recreation infrastructure, as well as infrastructure that leads to long-term increases in tourism activity, enhancing the public access to outdoor recreational opportunities. The HTA has until May 31, 2027 to complete all the work approved by the Committee and is part of the Grant Administration Plan. The closeout and final disbursement have to occur before September 30, 2027. The HTA has been working collaboratively with the DLNR and other partners to move this forward.

Chair Yuen informed the members that the HTA is coordinating directly with DLNR, so there is no overlap, and because of this they will be able to use the funds efficiently and meet the targets and goals of the Strategic Plan and the DMAPs that Ms. Anderson and the team at the HTA have been working on.

Ms. Anderson showed the timeline and overview of the key dates. She said the EDA sent the governor the invitation letter in July 2021. In August 2021, the governor advised the EDA that he was designating the HTA to receive the EDA award. The HTA has been working with DLNR on the EDA Grant. She said they submitted the application to the EDA in September 2021. The EDA approved it in early December, and they had their kick-off meeting in December 2021. The funds must be utilized by December 2026, and all work must be completed by May 31, 2027. There is semi-annual reporting that is required by the EDA, as well as a final financial report.

Mr. Regan spoke about the urban trail. He said the proposed project that was discussed in the Budget Finance and Convention Center Committee meeting is about promoting the use of the existing infrastructure to raise awareness of some of the important cultural and historically significant sites that are found in downtown areas. Unlike some of the trails found in Hawai'i's natural environment, the urban trails utilize existing infrastructure such as sidewalks, roadways, and existing paths that people utilize to move around in the city. He said they are thinking about what other cities are doing, which was mentioned in the prior Committee, where urban trails are developed to encourage people to learn about the history of the area as well as to encourage economic development by utilizing small businesses on the path. It is also to reduce the potential impact on the natural environment by utilizing the built-in environment that exists already. The idea was to create a downtown Honolulu urban trail, starting in Capitol District, all the while sharing through technology to visualize the different areas at different periods. He said there are art sculptures along the way and art museums. The concept was also to provide additional signage as not everyone has electronic technology, so this way they could include everyone.

Mr. Arakawa spoke in support of the program. He gave some of his backgrounds, saying that his father helped create the Hawaiian plantation village that shows how the immigrants arrived. He said the history of Hawai'i is very important, to be able to see, touch, and feel it. He said this program would help that along. He mentioned Mr. Ching's previous comment about a future application in Lahaina, where his family was from. Mr. Regan added that this program could be leveraged for other areas, such as Waikīkī, etc.

Chair Yuen asked if the allocated funding was just for Honolulu or if it included other historical towns on other islands. Mr. Regan said this was to start building out the initial application and to address some of the needs to support the signage and other things that will be part of the experience. He said they might not use all the funds. Chair Yuen said other towns could benefit from this project as well. She said it could be something the HTA could support. Mr. Chun said he concurred with the application being across the state. He spoke about Sen. Dela Cruz's comment about his passion for a historical trail in his area. He said sometimes it is hard for the community to take it on, so the HTA should help enable this with technology. He said they must scope it to be able to expand and make that the intention so more communities can see the potential.

Chair Yuen said to reach out to counties to see what they are doing and how the HTA can supplement this. A lot of neighboring islands have been doing similar things to restore their downtowns. She said there might be opportunities to network and connect. She mentioned the state's Foundation Culture and the Arts, and art and public places, which would be another sister state agency to tap into their resources and see where there are partnerships.

Mr. Downing said the concept is good. He suggested doing it in Waikīkī first, where their visitors are. He said they already have a trail, and coming out with a new urban trail, he questioned the infrastructure for the guests, e.g., where they will park or use the restrooms. He does not believe the HTA is set up for that now. He said they should instead focus on the trail they already have, where Mr. Kanahale is trying to support the Hawaiianness in Waikīkī. He spoke about Mr. Arakawa's comment about the plantation village and suggested some of the funds could go towards the plantation village as they are struggling. He said it is unnecessary to start a whole new project when things are already on the ground that the HTA can help facilitate and improve. He said once there is a template, it can go to different places with a simple name change.

Chair Yuen asked how the funds get allocated. Mr. Regan said the HTA is authorizing the Grant Administration Plan and in that are the concepts that they are talking about. Mr. Kam said the key is to invest in the resort areas and make them the best they can be. He spoke

about Smart Destination with great technology that is seamless and works on all islands. He said there is a huge opportunity to improve in Waikīkī. He asked if there is a way to shape the plan so they have the flexibility that it can be reassessed. He said they want to move with a sense of urgency but want to make sure it is consistent and vetted, so they all know where the money is being invested.

Chair Yuen agreed and said she wanted to know their flexibility. Mr. Regan said the Committee must tell him what to do if they must change the portion of the Grant Administration Plan to what they request. He said it is up to the Committee as it has not yet been submitted to the EDA. Mr. Regan is waiting for the Ho'okahua Committees' direction.

Mr. Chun spoke about a conversation with Sen. Dela Cruz where he mentioned wanting to help communities build capacity and leverage tourism. He thinks this project could be a vehicle to help communities and a good tool to manage tourism. The HTA must remember that this is part of a broader plan to help other communities do the same.

Chair Yuen asked if they were looking for a formal recommendation. She said it is a good idea to start this project with communities that are already set up.

Ms. Anderson mentioned that for the O'ahu DMAP, one of the actions is about curating experiences for the visitor, and the urban trail is an example of this. She understands the request for visitors to stay in resort areas, but she also sees it as a potential for tourism to help local businesses, like restaurants, small businesses and art galleries in Chinatown, etc. She said this was shared with the staff in the City and County of Honolulu, who supported the urban trail. She said it is a collaborative project that would involve the city and county and the businesses in the downtown, Chinatown associations.

Mr. Ka'anā'anā added that there is a lot of opportunity to partner, especially in Chinatown. e.g. the Hawai'i Heritage Center, where they do their tourist visits twice a week. There are existing groups that the HTA can partner with. He spoke to Mr. Kam and Mr. Downing's point that this would become a template. The HTA has the infrastructure, and they have the money going to the historical trail markers in Waikīkī, which are getting updated with the surf break names, so it is an opportunity to enhance that. This plays into the HTA's larger vision of a technology-enabled destination where visitors can experience things and learn the history of the place. He suggested that the recommendation be as the plan is written and to allow the HTA to explore the location.

Mr. Downing said if they create the template they should experiment in a place HTA understands versus taking it outward. They should only take it outward when the HTA knows what the community wants. He said they now do not want to create the trail in urban Honolulu. They are struggling with problems of homelessness. He questioned where everyone would use the restrooms. If they have a bad experience on the trail, the HTA will be blamed. He said the city should finish cleaning up Chinatown, so when they send people there, they get a good experience. There are a lot of different places that can have historical trails, so the HTA should work hard to get the template done so that they can experiment. He said they must also ask the community about their thoughts, and then the HTA can figure out how to implement it in new places.

Mr. Regan said he is okay with that, but he does not want to hold up moving forward working with the EDA so they can get other projects going as well. He said he could make the changes and make it more generic, to start at Waikiki, create the template there, and move forward. He said they must remove downtown Honolulu's urban trail and make it the urban trail Waikīkī, and then incorporate the ability to utilize the developed technology to support expanding the urban trail concept to other areas as desired by the communities.

Mr. Kam said the HTA must make sure it is inclusive and that the template is for all the key areas, starting with Waikīkī, so it is a statewide initiative. He said to Mr. Ka'anā'anā that he does not want duplication on the smart destination. He said they must all be in alignment. He said it is a more extensive scope, and they want flexibility. They want to include the different partners to make this happen from all the states, Steering Committees, counties, and local businesses.

There was a comment from an online attendee, Ms. Teri Orton. She said it was a good idea to educate visitors and locals, and drive traffic to shops and restaurants in the areas.

Ms. Anderson said she previously shared about the community tourism collaborative in the past. This includes two areas. The first is stewardship/destination management, targeting communities/nonprofits that identified tourism as an economic driver for their community and seeking to steward lands or mitigate visitation impact. The second area is tourism product development, creating new or enhancing current visitor experiences, targeting communities/nonprofits that have identified tourism as an economic driver, and seeking to enhance experiences and develop regenerative tourism strategies.

Ms. Anderson spoke about capacity building, developing interactive workshops, training, planning assistance, and resources. They are looking for outcomes regarding

stewardship/destination management, having a priorities action plan, and/or project to move forward. For the tourism product, the outcome they are looking for is the creation of new or enhanced experiences for residents and visitors. The target for completion for using the funding is August 2024.

Chair Yuen asked if this is separate from their regular HTA budget collaboratives. Ms. Anderson said it is the same program but has additional funding to help support the program.

Mr. Kam said they must be sensitive to duplication and ensure they are aligned moving forward, and what role the county plays.

Ms. Anderson said that for the community tourism collaboratives, she will be working closely with the counties to ensure there is no duplication, and they can also leverage resources. Regarding the HTUSA contract, she says there is no duplication there.

Mr. Casson-Fisher said there were no questions from the public.

Ms. Anderson turned the floor over to Mr. Masuda, the First Deputy Director for DLNR.

Mr. Masuda said he was delighted to be a part of the DMAP working group for O'ahu and the island of Hawai'i. He said the DLNR works long and hard to restore, protect, and conserve their natural and cultural resources. On the journey, they have been joined by the HTA. He said Mr. Ka'anā'anā is an old friend who has supported them on major projects, and he appreciated that. He said since Mr. De Fries took over the HTA and brought over the team, everyone at the DLNR is delighted because it shows that they have a growing hospitality industry joined together with the major institution in the state tasked with the protection, conservation and restoration of their natural and cultural resources. The DLNR team of fifteen divisions went through over seventy-five different proposals. He said when he first heard about that, he spoke to Gov. Ige, who suggested he works with Mr. McCartney to push the Grant into DBEDT. DLNR can work with DBEDT and partner with them. He agreed to that, and Mr. McCartney got his expert group on the visitor industry. He said it had been a strong working relationship since the governor accepted the funds for visitor hospitality and natural resources in cultural development.

Mr. Masuda introduced Mr. Stormont, the state head of the Nā Ala Hele program, and is a professional forester by background and brings with him years of experience in natural and cultural resources. He introduced Ms. Zoll, the district manager for DOFOW, the Division of

Forestry and Wildlife for O'ahu, is also an expert in forestry, wildlife, and other management. He introduced Dr. Atwood, the expert in communications, and put together the technology to help tell their story. Dr. Atwood previously headed the Invasive Species management consult between the Department of Agriculture and DLNR. He thanked them for joining.

Mr. Masuda said they had consulted with Mr. Regan, Ms. Anderson, Mr. Ka'anā'anā, and the HTA team to see which projects have the most nexus with hospitality development and impact. They came up with A, category projects which were the most, and B and C, they had to push aside. He said his team would present what DLNR approved as their projects going forward. They concurred with Mr. McCartney, Mr. De Fries, and Mr. Regan that they felt it should be a single administered project instead of having two administrations going half with the federal project. He concurred with them that DLNR would support the HTA in administering the entire Grant, which they would be half of, and the other half would be visitor industry oriented. He said they could make some money for the administration cost off the top and halve the rest.

Mr. Masuda said the projects are statewide, focused on restoration, protection, and conservation of natural and cultural resources, and have a strong nexus with impact on the visitor hospitality industry. He spoke about the foundation, the natural resources they feel are the basis of the tourism industry, terrestrial, marine, and astronomical. The EDA funding is helping DLNR advance their land's care and get it back into shape. DLNR supports the HTA in having a strong visitor industry that works with the nurturing of natural resources. He turned it over to Ms. Zoll.

Ms. Zoll spoke about the Play Pono, Resource Use, and Behavior Change App. The project seeks to address the problem of people behaving badly in outdoor spaces. They are addressing this with a social behavior change campaign. The statewide play Pono initiative will develop content for recreation, focused apps, and websites that encourage responsible resource use through incentives and peer pressure. Some incentives include earning points for documenting themselves behaving in Pono ways, like maintaining a safe distance from wildlife or being quiet in a trail neighborhood. They can redeem the points at local businesses. She said the project would dovetail nicely with the urban trail concept that the HTA is putting forward.

Mr. Stormont spoke about the project for signage and trailhead bio-sanitation improvements. He said it is a constant battle requiring constant effort, and this program will build on already in place efforts to trailhead signage and bio-sanitation equipment by boot

brush stations that help prevent Rapid Oihā death from spreading in places, along with materials that will educate users about the concerns and need for protecting resources from a virus security standpoint.

Ms. Zoll spoke about the Day-Use Mooring Buoy Program. It is a project put forward by the division of aquatic resources and seeks to address the negative impacts on coral reefs from ocean recreation. Funds will support stakeholder consultation, installing up to twenty new DMBs at commercial dive and snorkel tourism hotspots, and developing an online public resource to help ocean users identify the status and maintenance needs of existing and new DMPs.

Mr. Stormont spoke about the Resource Enforcement Equipment and Educational Materials project, which they are particularly excited about. They have the opportunity to double the number of officers they have in their division of conservation and resources enforcement. There is a recruitment class that has fifty-three individuals that are coming along. They only have sixty officers currently full-time. The funding through the EDA for this project will help equip many of the new officers. It takes thousands of dollars to equip new officers with everything they need to complete their work. The officers are fully law enforcement trained and have police powers and arrest authority, so it takes significant funding to equip them properly. This project will also help develop materials that they would have available to them to share with resource users as they meet and greet them in the field. They are often the first line of interaction with many users, so they need to have information and resources to share with the visitors.

Ms. Zoll spoke about the Nā Manu 'Elele the Land Steward Program, which is building off the highly successful Pololū stewardship program that the HTA on the Hawai'i island supported. It expands the pilot program across the state and establishes local stewards targeted at problematic places to interpret the places' historical nature, natural history, and sensitive aspects. Having a physical presence on site has been shown to mitigate unwanted behavior and ensure the safety of users. The program, more importantly, empowers local communities to manage and mitigate high visitor use for their unique sense of place.

Ms. Zoll spoke about the Statewide Trail Capacity Study. Across the state, she said they hear community outcry from the over-popularization of trails by social media. She said they are seeing the physical impact from overuse of the trails, and with no hazard mitigation in increasing rescue by first responders. She said it is clear that the outdoor spaces are being used above their capacity, and they need to catch up with the current landscape technology. They need a standardized decision-making framework to responsibly manage their land,

establish and enforce use limits and maximize opportunities for financial support at appropriate levels. The statewide project will support a DLNR collaboration with the University of Hawai'i researchers to develop a decision tool using data gathered on usage, community impacts, and other socio-environmental factors to establish user capacity for each feature based on environmental and social vulnerability and threat, triggers for applying specific management measures, and standardized methods for assessing resource condition user satisfaction and community impact. Mr. Stormont said he is particularly excited about this project. There are emerging themes, resource protection building on existing projects and addressing areas where they see the impact from the visiting public, and building on the effort through the DMAPs in the identification of hotspots, as well as the recently completed state conference about the recreation plan, which is still in draft form. Much of what the DLNR is trying to do is build through those, identifying where they need to put some effort so that the DLNR can responsibly manage resources and protect them.

He described the following three projects, all in Kaua'i, where they see huge amounts of visiting public and accessing trails. Some of them are more social trails. The first one, the Honopu trail improvements project, is where the Honopu trail is along a ridge line between Honopu valley and Kalalau valley. It has become a very popular trail through social media. It is also on the edge of a very high-quality native ecosystem area that the agency has protected with fencing, non-native removal, and other predator control work to protect the bird habitat. In Kaua'i, the ridge line is the only place where fences can be put up, so people walk along the ridge. This project will help improve the trail and provide information about what the fence is for, as well as the ecosystems adjacent to it, why the work is underway, and what projection it is affecting.

He spoke about the Awa'awapuhi Trailhead Parking Lot Improvements project. He said there are huge numbers of people daily. Many are visitors, and there is only a small parking lot. The DLNR is putting money towards enhancing the parking area and other visitor amenities that would be helpful for locals and foreigners. He spoke about the 7-mile boardwalk in the Alaka'i Swamp. It was built in the early 1990s using redwood and has been retrofitted along the way. It needs a total replacement. Work is currently underway and has been for some time. They are working with newer materials that are long-lasting and have found a good combination of materials.

Ms. Zoll spoke about the O'ahu Recreational Trails that have overuse issues and repairs that need to be done. This project will improve the trails across the island, implementing modern

and sustainable trail standards such as reverse grades and rolling dips to reduce trail erosion, tree removal, and the removal and repair of trail infrastructure and steps.

Ms. Zoll spoke about the Waikīkī Snorkel Restoration Trail, a Hawaiian project. It aims to increase coral restoration and enhance the snorkel experience for residents and visitors. Stakeholders will identify an appropriate site of Waikīkī for this trail. The restoration activities will also focus on urchins and artificial structures as appropriate. Underwater placards will mark the trail and identify corals and restoration activities at the site. This has not been done in Hawai'i yet.

Mr. Stormont said they have also been working with other divisions like the division of Aquatic Resources and Conservation Resource Enforcement to ensure they have an opportunity to take part in receiving the funding. He spoke about Maui and the Kula Forest Reserve. He said there had been a need for improvements in the roadways, culverts, and trails. It is widely used by locals and visitors, accentuated by the December 2021 storm on the upper slopes of Maui. The reserve is closed because of the road and trail conditions. The funding, combined with other funding, will help with additional resources and go towards repairing roads properly and making them safe for users.

He spoke about the Ala Kahakai Trail on the western coast of Hawai'i Island, a 175-mile-long trail. It is beautifully laid out, and the stonework is phenomenal. It is in the national historical trail system and managed by the national park services. What is needed is an interpretive plan so the DLNR can work together with the partners, landowners, and agencies on how they can interpret and share the trail with others, and what segments will be opened up as protections are in place, to allow visitors to use it.

Ms. Zoll spoke about the Nāpu'u Recreation Plan, which centers on the Pu'u Wa'awa'a Forest Reserve and Pu'u Anahulu Game Management Area. It is an important place for the community to connect with the outdoors in west Hawai'i. This project will develop a comprehensive recreation plan in collaboration with descendants, neighboring communities, the Pu'u Wa'awa'a Advisory Council, and user groups. The project scope includes the planning and initial buildup of some recreational features.

Mr. Stormont spoke about the last project, the Koai'a Tree Sanctuary and Corridor, Trails, and Access Road Improvements. It is an old ranch road off the highway that has degraded over time and is difficult to navigate. There is a lot of visitor use there. The DLNR is seeking funding for improvements for safe departure off the highway and enhancing the parking. He

turned the floor back to Mr. Masuda. He thanked everyone for allowing them to share the projects with the Committee members.

Mr. Masuda thanked the team for putting the presentation together and said many other people were involved and going through the intensive process of deciding on the final projects. He spoke on Mr. Downing's comment about improving Waikīkī. Mr. Masuda said he was the advocate to the legislature to get the sand mining bill passed and was very involved in Waikīkī improvements. He said the DLNR and many others were involved in restoring Kuhio beach and that it won a national acknowledgment award for the quality of the work.

Mr. Masuda stated that he would also offer members of the Committee field trips to get in touch with all endangered birds and the special places that need care, restoration, and conservation. Mr. Downing stated that he believed they should be putting their money into their terrestrial trails rather than putting people in Waikīkī snorkeling, as that money could be better spent taking care of the trails that have been abused for a very long time. Mr. Masuda stated that they would have a separate talk about that and discuss it in detail.

Mr. Kam and Mr. Masuda spoke about the Airbnb hosts who do not pay tax and do not have a license. They said this needs to be addressed. Mr. Stormont commented and said the enforcement officers spend a tremendous amount of time supporting the projects will help ensure that there are no unpermitted activities. Those activities along the coastline and in their new shore waters will get the attention they deserve. Mr. Masuda reported that they had developed their academy, now recruiting people with high interests and capacity in natural and cultural resource studies and then making enforcement officers out of them in a nine-month academy. He stated that this ensures that when they come out of the academy, they not only will be enforcement empowered, but there will be people who started with a love for natural resources.

Mr. Downing asked about education to avoid importing or transporting invasive species. Mr. Masuda mentioned that they have weekly meetings with over one hundred participants throughout the mainland and Hawai'i. Mr. Atkins mentioned that he is impressed with the collaboration and the results thereof. He is very excited about the partnership with the DLNR and the HTA.

There were no comments from the public.

Chair Yuen thanked everyone for the presentation. Chair Yuen asked for a motion to approve the agenda item. Mr. Kam made a motion, which Mr. Downing seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

4. Presentation, Discussion, and/or Action for Approval of the HTA FY 2023 Budget

Mr. Ka'anā'anā stated that he would like to focus on the changes to the budget. He asked if there were any questions about line 717, the Monthly Music Series, where they recommended the addition of \$150,000 in the FY 2023 budget for the program. He recommends that it is done quarterly instead of monthly, and he will update the program title to reflect that. Mr. Ka'anā'anā said that amount of money would allow them to do four events, one on each of the major islands in Hawai'i, so that it can be a statewide program that benefits the residents. This is a resident-facing event and is open to visitors, but the intention is that the entertainers are brought to each of the islands to do a concert on Hawai'i, O'ahu, Kaua'i, and Maui.

Ms. Anderson mentioned that additional funds were added to the community-based tourism programs for all of the islands, and this was regarding funding to move the DMAPs forward. Mr. Downing asked where the money was found. Mr. Ka'anā'anā mentioned that, concerning line number 931, State Employee Fringe. To his understanding, they do not need to fund the fringe benefit separately because they are generally funded now, so they distributed \$1 million of that across the programs. He stated that lines 717, 603, and 101 make up the \$1 million that got redistributed. He reported that the changes in the Branding section came from the reduction of staff to China. These funds were redistributed across Korea, Canada, and Oceania.

Ms. Kimura mentioned that she is not strongly supportive of moving the \$40,000 from O'ahu to Maui. She stated that there were complaints that they support all three islands with one destination manager from Maui Island, which was not well accepted. Ms. Anderson found a way to take some money out of Moloka'i to hire a different person. Mr. Kam asked if Ms. Anderson has flexibility with this as Ms. Kimura needs a little more information. Ms. Kimura stated that she appreciates the support to those three islands, but when you look at the volume, 80% of the visitors go to O'ahu versus Moloka'i, and the TAT coming from Moloka'i is probably a very small portion. Ms. Anderson reported that they trust the people who are from their islands. With all the good intentions from the HTA staff and MVCB with the destination manager there, there are still some trust issues because they are not from the island and so having someone from their community to help facilitate and help lead the Moloka'i DMAP would be beneficial for everyone. Ms. Kimura mentioned that maybe the

Board can revisit it. Mr. Kam confirmed that they propose to take \$40,000 from Maui and put it back in O'ahu. Chair Yuen said she is okay with moving it as the counties have their TAT collections, and the DMAP priorities get funded through some of that, too, so that is not all falling on HTA. Ms. Kimura said the counties are collecting 3%.

Mr. Downing mentioned that he supports Ms. Kimura, and that the money can still be moved. Ms. Anderson confirmed that the money could be moved, but they would like to use it for the DMAPs. Mr. Ka'anā'anā confirmed that they do not have to encumber the full budget all at once, so if something needs to pivot they have that flexibility within line 732 for Maui County if needed. Mr. Arakawa mentioned that they should try to fund and support their neighboring islands.

Mr. Ka'anā'anā mentioned that the Branding Standing Committee meeting at 2:30 p.m. had been canceled because they did not have a quorum.

Mr. Ka'anā'anā spoke about safety and security and programs 603. He mentioned that the title of the program description is the junior lifeguard program, and they are proposing restoring the funds of \$200,000 so that they can support the statewide junior lifeguard program. Chair Yuen wanted to clarify that they were not funding the county's lifeguard programs because their attached TAT collection should help, but the junior lifeguard would be different.

Mr. Ka'anā'anā stated that program 101 is for community industry outreach and public relations services. He turned the floor over to Mr. Gionson. Mr. Gionson mentioned that, about the \$150,000 in additional funds, they discovered good feedback on one media opportunity they participated in as part of another contract, which put them on the high news programming on their channel. He mentioned that Ms. Anderson did a couple of segments, and he did a couple of segments. He said they talked about their visitor education programs and some of the DMAP actions within those. He clarified that they wanted to look at some of those extra opportunities to engage with the combined audiences in all kinds of media, which is the purpose of the budget item. Chair Yuen mentioned that she had been seeing commercials and wondered if that was Mr. Ka'anā'anā. Mr. Ka'anā'anā stated that he believed those commercials were theirs.

Chair Yuen asked if there were any questions from members, but there were none.

Mr. Ka'anā'anā spoke about line 931, and said they need to have the fringe funded. Mr. Kam mentioned his concern over whether there should be a subtotal in the presentation under

Branding. Mr. Ka'anā'anā said he would add it. Mr. Regan wanted to clarify what the monies can be used for regarding the DMAP monies for Maui County. He asked if the plan was to hold off on supporting the facilitator, and if they did not spend the funds, can the money be reallocated.

Chair Yuen asked for confirmation on what the facilitator will do. Ms. Anderson stated that she would be issuing an RFQ, and the services would facilitate the task force meetings and help implement the Moloka'i DMAP action plan. Mr. Kam confirmed that if that is what the community wants, then he supports that. Mr. Chun said he is supportive too. Mr. Ka'anā'anā confirmed that they took funds from the fringe and added them to those sections, so the totals net out to \$0. Mr. Downing mentioned that, if they are going to do a good job and that is what their community wants, they should give it a chance. Chair Yuen stated it would be a facilitator to help move the DMAP along as they have been having Steering Committee and focus group meetings, but nothing was moving forward. Ms. Anderson confirmed that there was no funding for a facilitator, which is the objective of the extra \$40,000. Mr. Downing asked about Maui, but Ms. Anderson said the process is different for Maui.

Chair Yuen asked for a motion to support the recommendation to approve the budget amendments. Mr. Kam made a motion to approve. Mr. Downing seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

5. Adjournment

Chair Yuen asked for a motion to adjourn. Mr. Kam made a motion, and Mr. Downing seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously. Mr. Casson-Fisher concluded the meeting at 1:57 p.m.

Respectfully submitted,



Sheillane Reyes
Recorder