



**HĀLĀWAI PAPA ALAKA'I KŪMAU O KE KE'ENA KULEANA HO'OKIPA O HAWAII'  
REGULAR BOARD MEETING OF THE HAWAII TOURISM AUTHORITY**

**HĀLĀWAI HŌ'EA KINO A KELEKA'A'IKE  
HYBRID IN-PERSON & VIRTUAL MEETING**

**PŌ'AHĀ, 30 NOWEMAPA 2023, 9:30 AM  
THURSDAY, NOVEMBER 30, 2023 AT 9:30 AM**

**Kapikala Moku'āina o Hawai'i**  
Lumi Hālāwai 325  
415 South Beretania Street  
Honolulu, Hawai'i 96813

**Hawai'i State Capitol**  
Conference Room 325  
415 South Beretania Street  
Honolulu, Hawai'i 96813

**PONO KE KALEKA HŌ'OIA KANAKA E  
KOMO I KE KAPIKALA**

*Paipai a koi 'ia paha ke komo i ka māpoho ma ke Kapikala. E maka'ala i nā hō'ailona me ka ikepili hou aku.*

*E ho'olele 'iwa'ia ka hālāwai ma o ka Zoom.*

**PHOTO ID REQUIRED FOR ENTRANCE TO  
THE STATE CAPITOL**

Face masks are recommended while visiting the Capitol and may be required in some offices. Refer to posted signage for guidance.

Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/81693711653>

*E noi 'ia 'oe e kainoa me kou inoa. E 'olu'olu, e ho'okomo i kou inoa piha akā hiki nō iā 'oe ke ho'ohana i ka inoa kapakapa e like me kou makemake. E noi 'ia 'oe e hā'awi mai i kāu helu leka uila. Hiki nō ke ho'opihapiha penei, [\\*\\*\\*\\*@\\*\\*\\*\\*mail.com](mailto:****@****mail.com)*

**You may be asked to enter your name. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous. You may also be asked for an email address. You may fill in this field with any entry in an email format, e.g., [\\*\\*\\*\\*@\\*\\*\\*mail.com](mailto:****@***mail.com).**

**Kelepona / Call In:** (669) 444-9171

**Helu Hālāwai / Webinar ID:** 816 9371 1653

*Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha. E kau palena 'ia ka hō'ike mana'o waha (ma ke kino a i 'ole ma o ka Zoom) he 'elima minuke ka lō'ihī no kēlā me kēia kumuhana. E kāinoa no ka hō'ike mana'o waha ma ke pākaukau ho'okipa ma ka lumi hālāwai. E kāinoa no ka hō'ike mana'o waha ma o ka Zoom ma o ke pihī "Q&A."*

**Members of the public may provide written or oral testimony on agenda items. Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. Signup for oral testimony in-person will be at the registration table in the meeting room. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.**

*E ho'ohui 'ia nā palapala hō'ike mana'o i hiki ma ka pū'olo hālāwai. No nā palapala hō'ike mana'o i hō'ea mai ma hope o ka pa'a o ka pū'olo hālāwai (he 48 hola ma mua o ka hālāwai), e kāka'ahi 'ia nā kope i ka papa alaka'i a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai. E leka uila 'ia nā palapala iā Carole Hagihara-Loo ma [carole@gohta.net](mailto:carole@gohta.net), a i 'ole, e lawe kino 'ia i ke ke'ena.*

**Written testimony received ahead of the preparation of the board packet will be included in the board packet. Written testimony received after the issuance of the board packet (48 hours ahead of the meeting) will be distributed to the board and available for public inspection at the meeting. Email written testimony to Carole Hagihara-Loo at [Carole@gohta.net](mailto:Carole@gohta.net) or hand-deliver or mail to the Hawai'i Tourism Authority office, 1801 Kalākaua Avenue, 1<sup>st</sup> Floor, Honolulu, HI 96815.**

**PAPA KUMUMANA'O**  
**AGENDA**

1. *Ho'omaka*  
**Call to Order**
2. *Kikolā*  
**Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic**
3. *Wehena*  
**Opening Protocol**
4. *Hō'ike O Nā Hālāwai 'Ae 'Ia*  
**Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)**
5. *'Āpono Mo'olelo Hālāwai*  
**Approval of Meeting Minutes of the October 26, 2023 Regular Board Meeting**
6. *Hō'ike A Ka Luna Ho'okele Ho'okō*  
**CEO Report**
7. *Hō'ike A Ka Luna Ho'omalū Papa Alaka'i HTA*  
**Board Chair Report**
8. *Hō'ike A Ka Hui Noi'i Pane Pōpilikia*  
**Report of the Disaster Response Permitted Interaction Group**
9. *Kūkākūkā A Ho'oholo No Ke Noi I Ke Kia'āina No Ka Ho'opa'a Manawa O Ka Pōulua 'Oihana Ho'okipa*  
**Discussion and Update on the Request to the Governor to Declare the Tourism Emergency for a Specific Time Period**

10. *Hō'ike'ike A Kūkā No Nā 'Ike A Kūlana Mākeke O Kēia Wā I Hawai'i A Me Nā Mākeke Ho'okipa Nui I Hawai'i*  
**Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets**
11. *Mo'olelo A Nūhou A Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Kikowaena Hālāwai*  
**Report and Update by the BUDGET, FINANCE, AND CONVENTION CENTER STANDING COMMITTEE of their Meeting Held on November 20, 2023**
  - a. *Kūkākūkā A Ho'oholo No Ko HTA Mo'olelo Kālā*  
**Discussion and/or Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on HTA's Financial Report for October 2023**
  - b. *Kūkākūkā A Ho'oholo No Ko Ke Kikowaena Hālāwai Mo'olelo Kālā A Papahana Ho'oponopono*  
**Discussion and/or Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Hawai'i Convention Center's October Financial Report and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan**
  - c. *Hō'ike'ike, Kūkā, a Ho'oholo no nā Palapala A a me B*  
**Discussion on Form A (FY 25 Supplemental Budget Request to DBEDT) and Form B (B&F and Governor's Budget to Departments)**
  - d. *Kūkākūkā A Ho'oholo No Nā Nīnūnē A Mana'o Pili I Ka Mo'ohelu Kālā*  
**Discussion and/or Action on HTA Budget Issues, Comments, and Suggestions Raised by Legislators, Board Members, Staff, Stakeholders, etc.**
12. *Mo'olelo A Nūhou Na Ke Kōmike Alowelo*  
**Report and Update of the BRANDING STANDING COMMITTEE of their Meeting Held on November 20, 2023**
13. *Mo'olelo A Nūhou Na Ke Kōmike Ho'okahua Hawai'i*  
**Report and Update by the HO'OKAHUA HAWAII STANDING COMMITTEE of their Meeting Held on November 21, 2023**
14. *Kūkā a Ho'oholo no ke Kālā Keu no ka Ho'opakele Alowelo a Hokona i 'āpono 'ia e Ka Papa Alaka'i*  
**Discussion and/or Action on Funding of the Additional Marketing Services Approved by the Board to Address Recovery in FY24**

15. *Mo'olelo A Nūhou A Ke Kōmike Ho'okele & Hō'ōia*

**Report and Update by the ADMINISTRATIVE & AUDIT STANDING COMMITTEE of their Meeting Held on November 22, 2023**

- a. *Ka Pane Mai Ka Luna Hō'ōia no Nā Hō'ōia No Ke Ke'ena Kuleana Ho'okipa o Hawai'i*  
**Response from the State Auditor on the Status of Implementation of Audit Recommendations (Report No. 18-04 (Follow-up Report No. 22-09))**
- b. *Kūkākūkā A Ho'oholo no ke Kuleana a Uku no nā Kūlana Pelekikena a Luna Ho'okō a me ka Luna Alowelo\*\*\**  
**Discussion and/or Action on Initiating a Search and Hiring Process and Compensation for the Hawai'i Tourism Authority's President and CEO and Chief Brand Officer Positions\*\*\***
- c. *Kūkākūkā no Nā Mea Like 'Ole No Nā Limahana\*\*\**  
**Discussion of Various Personnel Issues\*\*\***

16. *Hō'ike'ike, Kūkā, a Ho'oholo no ka Mo'ohelu Kālā Makahiki Kālā24*

**Presentation, Discussion and/or Action on the FY25 Supplemental Budget\*\*\***

17. *Ho'oku'u*

**Adjournment**

\*\*\* *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawai'i Revised Statutes (HRS) § 92-4. E mālama 'ia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no ka pono o ko ka Papa Alaka'i kūkā a ho'oholo 'ana i nā nīnūnē a nīnau i pili i ko ka Papa Alaka'i kuleana me ko ka Papa Alaka'i loio. He hālāwai kūhelu kēia i 'ole paulele 'ia ka 'ikepili a i mea ho'i e mālama kūpono ai i ko Hawai'i 'ano, he wahi i kipa mau 'ia e nā malihini.*

\*\*\* Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawai'i Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to HRS § 92-5 (a) (2), § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) for the purpose of consulting with the board's attorney on questions and issues pertaining to the board's powers, duties, privileges, immunities, and liabilities; to consider hiring and evaluation of officers or employees, where consideration of matters affecting privacy will be involved; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

*Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina 'o Hawai'i, he māhele ka 'aina awakea o ka hālāwai. E mau ana ka hālāwai ma loko nō o ka 'ai 'ana, 'a'ole ho'i ia he wā ho'omalolo.*

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawai'i, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

*Inā he lawelawe a mea like paha e pono ai ke kīnānā, e ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ekolu lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā. Ua noa pū kēia ho'olaha ma nā kino 'oko'a e like me ka mea pono.*

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or [carole@gohta.net](mailto:carole@gohta.net) as soon as possible, preferably no later than 3 days prior to the meeting. **Requests made as early as possible have a greater likelihood of being fulfilled.** Upon request, this notice is available in **alternative/accessible** formats.

*E like nō me ka 'ōlelo o ke Kānāwai Hawai'i i ho'oholo 'ia māhele 92-32.7, 'a'ole e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi ka'awale no ka lehulehu a lālā papa alaka'i e nānā a e komo ai i ka hālāwai ma ka ho'ohana i ka 'enehana komo hālāwai, no ka mea, hiki nō i ka po'e o ka lehulehu a lālā papa alaka'i ke nānā a komo pū ma ka hālāwai hō'ea kino.*

In accordance with HRS section 92-3.7, the Hawai'i Tourism Authority will not establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT) because there will be an in-person option for members of the public and board member to view and participate in the meeting.