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**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, October 26, 2023, 9:30 a.m.**

Hybrid In-Person & Virtual Meeting

Hawai'i Convention Center
Parking Level, Lumi 313A
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

MINUTES OF THE REGULAR BOARD MEETING

MEMBERS PRESENT:

Blaine Miyasato (Chair), Mahina Paishon Duarte (Vice Chair), David Arakawa, Dylan Ching, Mufi Hannemann, Stephanie Iona (Zoom), James McCully, James Tokioka (Ex Officio, DBEDT Director), Mike White

MEMBERS NOT-PRESENT:

Kimberly Agas, Sherry Menor-McNamara, Sig Zane

HTA STAFF PRESENT:

Daniel Nāho'opi'i, Kalani Ka'anā'anā, Isaac Choy, Caroline Anderson, Ilihia Gionson, Iwalani Kaho'ohanohano, Carole Hagihara-Loo, Maka Casson-Fisher, Talon Kishi

GUESTS:

Jennifer Chun, Jeffrey Eslinger, Erin Khan, Bobbie Okamoto, Guillaume Manan, Kylie Butts, Laci Goshi, Tyler Gomes, Teri Orton, Jessica Lain Rich, John Monahan, John Reyes

LEGAL COUNSEL:

John Cole

1. Call to Order

Chair Miyasato called the meeting to order at 9:35 a.m.

2. Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic

Mr. Gionson did the roll call, and all members were confirmed in attendance. The member who attended via Zoom was by herself.

3. Opening Protocol

Mr. Casson-Fisher did the opening protocol “He Wā Kilo, He Wā Hana,” which translates to A time to observe, a time to produce.

4. Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)

There was no input on Permitted Interaction Groups.

5. Approval of Meeting Minutes

5.a. September 28, 2023 Regular Board Meeting

Approval of minutes. Regular Board Meeting on September 28, 2023, was moved by Mr. Hannemann, seconded by Dir. Tokioka, and it was carried unanimously.

6. CEO Report

Mr. Nāho’opi’i spoke about the CEO report, and addressed the Maui recovery was the main focus in September. The HTA expanded its website with Maui Recovery Resources and worked with GoHawaii.com. The HTA developed new Maui recovery sections on the HTA website and expanded with information and resources geared towards visitors, businesses, employees, and community members. There were separate sections for each, as well as tailored information. They also drafted and uploaded copies and images and updated sections with the latest information.

The HTA and the partners developed the HTA’s Mālama Maui toolkit with official statements, information, assets, and images to rebuild Maui Travel. As they monitored various groups and organizations, they continued participating in Emergency Support Functions (ESF). As information from the Department of Human Services Health is available and related to

businesses, employees, or community members, they post it to the website. As Gov. Green and the mayor of Maui spoke about West Maui opening on October 8, the HTA gave the information to industry partners and the community. The HTA also worked with the marketing partners to restructure the messaging so it is appropriate for visitors and the travel trade.

The GMTs are following up with additional travel agent training information on their websites. At the international level, they captioned all the materials that were coming out. They translated the declarations. The HTA continues the work in the earned media space in all markets. The CEO report lists many media opportunities in Hawai'i and the market. The HTA needs to continue evaluating the messages from the Governor and the mayor and addressing the issues they were hearing in the market about needing more information about whether it is safe to travel to Hawai'i. They worked with the local broadcast news on being more detailed about the reopening announcements to ensure residents and visitors had accurate information. The GMTs worked to gain additional travel and trade media earned spots, working with the broadcast and travel writers to publish up-to-date and accurate information.

In September, the HTA established the PIG to support the Maui disaster recovery and meets weekly. Most important is gathering information and data as it becomes available and interviewing impacted stakeholders and those who may start developing recovery plans. They have hired a consultant to continue aggregating the information to help the disaster recovery PIG develop their mid to long-term Maui strategies.

On the Change Management side, the HTA continues to struggle to process the structural changes approved by the Board. All position descriptions have been submitted in response to the Board's request. They have also redescribed the Executive Assistant position to expand the support of Board activities. The position is now Executive Assistant and Board Liaison. Ms. Hagihara-Loo will continue to support the Board with its needs, providing information and administrative support.

Mr. Nāho'opi'i mentioned the Community Pillar with a list of CEPS in September. The HTA not only supports the events for elevating the activities and experiences they have in Hawai'i but also takes it as an opportunity to educate about tourism in general and foster the interaction between visitors and residents. The HTA will participate in the events so the residents and visitors know what the HTA is doing.

In September, the HTA had a U.S. federal government shutdown scare, so the HTA was proactive in drafting external messaging and alerts on social media. They also contacted island chapters and other stakeholders to identify and contact any potential federal sites. They also contacted Pacific Memorial to work with them to set up a system if they needed support to

fund staff to keep Pearl Harbor open, which is their largest attraction. He asked Ms. Anderson to speak about the Stewardship Programs.

Ms. Anderson updated the two recently awarded Stewardship projects. Rachel Kaiama, Hawai'i Island Destination Manager, prepared and issued the RFP for 'āina-based non-profit organizations to manage Community Stewardship programs. Ka 'Ohana O Honu'apo (KOOH) was selected for its Ka'ū Hoa Pili 'Āina Training program (contract is \$90,000), which will focus on training ten local stewards in Punalu'u on the practices of Mālama 'Āina. Ho'ala Kealakekua Nui, Inc. (HKN) was selected for the project, building 'āina-based stewardship programs for Kealakekua Bay.

Mr. Nāho'opi'i said their strategy through the DMAPs and the Strategic Plan is to empower the communities to be part of the process, which helps maintain long-term stability and develop the visitor experience.

He gave the floor to Mr. Ka'anā'anā to talk about the Internal Partners meeting. Mr. Ka'anā'anā said the purpose is to align its internal team of contractors with the strategic goals of the HTA. They discuss markets, activities, and opportunities. They also develop the next calendar year's activities. It helps the partners understand the HTA's strategic goals, identify opportunities for collaboration and synergy among them, and set the following year's framework. They also executed a supplemental agreement with DOT airports to continue the greetings program at airports across the state. The airport greetings contract has been signed. Ms. Duarte asked how long the renewed MOA is for. Mr. Ka'anā'anā said he would find out. Mr. Arakawa asked about the Internal Partners meeting and if the Board could be invited to sit in or be part of the committee as they had previously done so. He heard that DOT and DLNR were not invited to the meeting and suggested inviting them again as they did in the past. Mr. Ka'anā'anā said he would make the adjustment to include them. Ms. Duarte said she was in support of the recommendations. Mr. Nāho'opi'i said they have the advisory group in the statutes, and Ms. Hagihara-Loo is scheduling the meeting with the department heads from DBEDT, DOT, DLNR, and the State Foundation in Culture and Arts. It is important to have it quarterly from the top level and then agree to distribute it at staff meetings for follow-ups. Hopefully, they will get it scheduled in November. There were no questions.

7. Board Chair Report

Chair Miyasato spoke about the structure and organization of the HTA. He said the HTA:

- Remains an autonomous entity as envisioned and conceived.
- Retains lump sum funding.

- Subject to SOH procurement code.
- Must justify financial existence annually.
- Board Procedures in statute and bylaws.
- Sunshine law is to be embraced.

In terms of this presentation, the center of interest and what he would like the HTA to focus on going forward is:

- Meaningful Data, Reports, Dashboards will help guide the HTA in the right direction.
- Shoring up Organization. The HTA is in a deficit, so this is important to address. Immediate Resources: Chief Executive Officer & Brand Roles
- Building Hui.
- Brand Enhancing Partners with a demonstrated understanding of kākou
- The HTA must have one Voice
- Tell the HTA Story
- Be the Tourism Authority
- Be the Advocate for the People of Hawai'i

He showed the HTA's organizational structure which is based on statute and bylaws. The definition of "authority" means the HTA established by 201B under Hawai'i Revised Statutes. The definition of the "Board" means the policymaking Board of Directors authorized to be the governing body or the head of the Authority under chapter 201B under Hawai'i Revised Statutes.

In terms of the hierarchy, the HTA Chairperson, Vice Chairperson, and the full Board lead and direct the President and CEO. If there is no CEO, that function goes to the CAO, in that order. If there is no CAO, it goes to the Chief Brand Officer (CBO); if there is no CBO, it goes to the VP of Finance.

Autonomous means having the freedom to govern itself or control its affairs independently. He recognized that recent events had taken over and suggested that the HTA return to their routes and design. They need to behave in a way that they are viable.

Dir. Tokioka said the information the HTA needs is readily available. FEMA and Maui County have designed a dashboard to provide the necessary information. Ms. Chun mentioned that the hotel report is an HTA report, and together with the anthology, they distribute it to the media, so they get the reports directly. The reports are put out every month. Dir. Tokioka said if there is specific information they want the team to work on. Ms. Chun could work on that.

Chair Miyasato said they must figure out structurally what reports the HTA needs and then ask for them in a format the Board can digest. Ms. Chun said that since she is not on the agenda, she has not been preparing the PowerPoint. Mr. Nāho'opi'i said they have hired a contractor guided by Ms. Anderson in the Disaster Recover PIG who is responsible for aggregating information and data and providing it in a way the Board can understand it better. He suggested that Ms. Anderson and the contractor work with the Board to create the dashboards and information and put it in a format that addresses the issues the Board is concerned with. Mr. Arakawa said they are paying the consultant for the work that DBEDT could do for free. Mr. Nāho'opi'i said it is through the staff and the consultant giving guidance, so they will not be recreating the information again. The consultant will have to distill the Board's needs, and Ms. Anderson will collaborate. The consultant is just for the Maui disaster. Mr. Arakawa said they must focus on getting the correct data across.

Ms. Duarte suggested that each committee chair can agendaize, lay out, and discuss what kinds of data are needed and then work on it together to reconstruct the data dashboard. Chair Miyasato agreed and said Ms. Chun must be back on the agenda. Mr. Nāho'opi'i said that when they did the restructuring in June, one of the other criteria besides the stewardship section was to allow Ms. Anderson and her planning section to take on more of this work. This includes data reporting to the Board. Now that Ms. Anderson has freed up since Mr. Ka'anā'anā is taking over the Stewardship component, they can focus on meeting the HTA needs. They are still transitioning but will all support this coordination going forward. Mr. Ching said he supports them. Mr. Hannemann said it is important to hear from the chair his vision, objectives, and goals, and they need to see how the members can support him. Ms. Duarte concurred with everyone. She said that the HTA must have honest, data-informed conversations, and relationships are integral. She commended the staff on what they have all been through and achieved. She said everyone must be mindful of the workload and hardworking staff. She said being part of the disaster PIG has allowed her to interact more closely with contractors and industry leaders, and is, therefore, able to have a good sense of what is working or not and the gaps they can fill.

Chair Miyasato agreed and said the HTA is tasked with a structure that will make them successful. He thanked the Board members for doing the work without being paid. Mr. White agreed with everyone's comments. He addressed the deficit side and said they need to work on it, especially the staffing levels. He said they are maintaining an understaffing situation. Dir. Tokioka echoed Mr. White's sentiments. He said it is a trust issue, and they need to reestablish the trust to ensure they are funded. The relationship with the legislature is important as they are essentially the "bank". Mr. Arakawa supported all the comments. Chair Miyasato said he believed that they would be successful as they build action and trust. There were no further comments.

8. Discussion and/or Action on a Request to the Governor to Declare the Tourism Emergency for a Specific Time Period

Mr. Nāho'opi'i requested a motion that the HTA Board of Directors request the Governor to declare the tourism emergency for a specific period. Ms. Duarte seconded. Mr. Nāho'opi'i said the Board took action in August at the Special Board meeting in a written letter requesting the Governor declare a tourism emergency. The response from the Governor was to put the declaration into the emergency proclamations, but the proclamations have a lifespan of only 60 days. They did not get a letter confirming the tourism emergency had been declared. The AG recommended they return to the Governor to ask that the time the HTA specified be written into that declaration. It also allows the HTA to plan out the expenditure of that emergency fund. According to the AG, the HTA can only spend the emergency fund during a tourism emergency. Once that period lapses, they cannot access the funds again.

Chair Miyasato asked when the emergency would end. Mr. Cole said the 60 days ends on November 7. The declaration is separate from the emergency proclamation, so he advised selecting a time for that. He suggested not tying it to the emergency proclamation with an automatic time cutoff.

Mr. Arakawa asked what data they needed. Mr. Cole said they must explain what they are going through and what they are planning with the time. Mr. Nāho'opi'i said recently, DBEDT did the update and status, and they determined the time for the full recovery. Dir. Tokioka said if the dates were too broad, people would criticize them. The best way to approach this is for Mr. Nāho'opi'i to send communication to the Governor for the request as opposed to the whole Board sending it. Mr. Cole suggested writing a separate declaration that the HTA will not be tied to the 60 days. Mr. McCully said if they had a time period, that would be the basis they could work on. He said they need to determine the uses and incorporate that into the request to the Governor. Ms. Duarte asked, in response to Mr. McCully's suggestion, if Mr. Cole could walk through the tentative timeline for which the report will come back with preliminary results. Mr. Cole said it is in the RFP, which is a public document. Ms. Duarte said they have asked the contractor to slightly move up the draft report a few days before the November Board meeting so the committee will have time to review it and make revisions before presenting it to the committee. She was in support of Dir. Tokioka's suggestion. Mr. Cole's understanding is that the proclamation ends on November 7, and if the Governor has not made a separate declaration for the HTA, the tourism emergency would be declared no longer existing by the Governor.

Chair Miyasato asked if there is no response to their communication and the tourism emergency component of the proclamation is gone, the funds, in effect, are gone. Mr. Cole said

the funds would be halted, and they would need to request an extension. Mr. McCully said it is prudent to include the time period the HTA needs when they message the Governor. Ms. Duarte clarified that she is requesting they request an extension so they have access to the monies, but that they figure out the longer timeline past the additional extension based on whatever they find out. Dir. Tokioka said if the time does lapse, the Governor can make another proclamation after the last time, but if they do what Mr. McCully said, he would add asking the Governor if there were any priorities he has with the money he approved, so the Board knows what to put aside for the Governor's request.

Mr. White asked Mr. Choy if the emergency fund had to be encumbered within a certain period. Mr. Choy said if they procure a program under the emergency, they can encumber those funds once it is procured. He said a plan is in place. He noted that the person in charge of paying the bills is Mr. Kishi.

Chair Miyasato said his concern is that November 7 is, and as a Board, if they could extend it, they could encumber the funds. Mr. White said they should make the time for at least 6 months. Mr. Arakawa said they can relay in their letter that the time is based on their plan and the work they have to do, and they can add it to future proclamations. Mr. Hannemann said he is in favor of the 6 months. Dir. After the meeting, Tokioka will connect with the Governor to follow up with them about the proclamation. He did not disagree with the 6 months, but he recalls previous meetings when the legislation was very difficult if there was no plan in place. Mr. Hannemann said they must go to the legislature with sound strategies and programs. Chair Miyasato asked Dir. Tokioka if they could put this on the priority list in terms of review, and Dir. Tokioka said that will be done. Mr. Arakawa asked Ms. Duarte when they could make their plan. Ms. Duarte said it would be by the end of December at the latest. Mr. Arakawa said they should mention this information to the legislature. Ms. Duarte said they have been fast-tracking the process. Mr. Arakawa will amend his motion for the staff to prepare a request on behalf of the acting CEO to the Governor's office to declare a temporary emergency for six months. In that request, they must include reasons for what they have been doing so far and the expected timeline. Dir. Tokioka seconded the motion. Mr. White said it made sense to include Dir. Tokioka recommends asking the Governor if there are certain things he has prioritized that should be spent out of the tourism fund and checking which items he most supports. Mr. McCully said the emergency funds are separately allowed for under statute and asked if that is automatically capped by the legislature when it is expended or if it is a separate resolution where they have to request funding. Mr. Choy was not sure. Dir. Tokioka said he received confirmation that they were working on a proclamation, and when they send the request, it will be included as a consideration. Chair Miyasato said there are two possible outcomes. One is a 60-day extension, and the other is to have the acting CEO's formal request allowing the 6-month extension. Mr. Gionson did the roll call, and the motion passed unanimously.

9. Presentation and Discussion by Kilohana on the Support Services for Destination Stewardship Contract No. 23008

Mr. Ka'anā'anā thanked Ms. Anderson, Michelle, and the evaluation committee, who were instrumental in getting them to this point. Mr. Ka'anā'anā introduced Mr. Gomes, Chief Administrator of Kilohana.

Mr. Gomes spoke about the five programs they are working on under the Destination Stewardship contract:

1. The Visitor Education and Post-Arrival Marketing program. They have active airport advertisements on all islands. The content is island-specific. The four current areas running are 'āina, Pono Travel, Hula, and Shop Local. The press release went out earlier. There are some videos the HTA worked on, one of which is the Mālama Maui video, a long-format video. They will be doing shorter edits with some local voices on Maui for organic growth. There will not be much branding, as the idea was to let the community voices shine in light of the tragedy. They will be working with larger airline and hotel partners who have supported the work to help amplify the message. Mr. Ka'anā'anā said there was a great partnership with Hawaiian Airlines, Alaskan Airlines, and others. He wanted to extend his gratitude to the coalition. It came together organically to help guide the work. Mr. Gomes spoke about the plan for post-arrival - a weeklong production schedule development run in O'ahu. They will start preparing for other islands as well. Mr. Ka'anā'anā mentioned that the line between the GMTs is pre-arrival, which is anything up until the airport. Then Kilohana begins at the airport, so their scope is limited to post-arrival. The three Technical Assistance programs.
 - The first was the Foundational TA program. For the needs assessment, the target sample size is about 9,000 small businesses, non-profits, and community organizations, with an intended respondent rate of about 10%, hoping for 900 respondents. It should launch in November. Mr. Ka'anā'anā mentioned the work's functional layer and the Board's organization. He said that Ms. Anderson, as Director of Planning, oversees and is the staff lead for the needs assessment.
 - The second technical assistance program - the Community Stewardship Program. What is envisioned is a two-module program. The first builds organizational capacity for many community-based workers who may not have insurance, etc. The second module will be about plan development. This will be used to prepare the organizations to develop their own plans. Mr. Ka'anā'anā said what is important about this is that these are community-based organizations that are sometimes split up and brand new for the stewardship work in partnership with the destination managers. The intention is to raise them.

- The third technical assistance program is the collaboration of visitor experiences. The intent is to create new products. The work plan is due at the end of the month. Tentatively, this is the greenest of the three. They are framing it as supporting and enriching agritourism, voluntourism, cultural experiences, and circular economy, e.g., bringing together existing activities and packaging them as one and as a new product. When the work plan is approved, they will have an update. Mr. Ka'anā'anā said that from a strategic standpoint, this is important because, as visitors are looking for things to see and do in Hawai'i, the HTA wants to provide new opportunities.
2. Mr. Gomes spoke about the third program, the Quality Assurance Program. He sent one of their staff to the Power of Partnership Stewardship Summit the previous week, where their team appeared to be the most knowledgeable. He spoke about ideas where they might certify operators' activities, which might be scaled down and more culturally related. In addition to solidifying those areas between Ms. Anderson and John, they are also working on creating the preliminary criteria development committees, approved by the HTA, and deciding who they would like to invite. They will be able to update more on this later. Mr. Ka'anā'anā noted that Ms. Anderson will also be the staff lead for this program. He said this is an important program in response to communities. This program can start to highlight and champion the best practices. Mr. Gomes spoke about incentivizing the program, which the HTA can use.
 3. The fourth program is the Tour Guide Certification program. This is in the early phases, as the report is due in December 2023. They are only developing the curriculum, not implementing the certification. Mr. Ka'anā'anā thanked the Big Island Mayor Mitch Roth, Director Douglass Shipman Adams, and Deputy Director Frecia Cevallos for their support of Kipa.
 4. Mr. Gomes spoke about the last program, 'Umeke Funding. Their partners at Purple Mai'a developed the entire fund and software system in Salesforce in three weeks from the first deliverable to launch to make the grants available in time for 2024. He commended the team for their hard work in this. The portal is open through November 13, 2023, and closes at 11:59 p.m. HST. Information for each of the six funding opportunities is housed at kilohana.com and on the HTA website. The portal is umeke.kilohana.com. They are currently building out a dashboard system as well. They have received earned media with the program.

Mr. Ka'anā'anā added that this is the first time all six funding opportunities are managed in one place. Two advantages are that it is more convenient for community partners to access funding opportunities, and it is a one-stop shop concept. They hope to improve the platform constantly.

They showed the Mālama Maui video. Mr. Arakawa commended Mr. Ka'anā'anā, Ms. Anderson, her staff, HVCB, the HCC, and CNHA. He said that as a result of these programs, the projects that have benefited have been able to support the HTA's pillars and objectives.

Chair Miyasato asked if they have a goal of what successful projects look like. Mr. Ka'anā'anā said that is the baseline. Chair Miyasato thanked Mr. Gomez for the presentation and his good work. Mr. Ching asked how long that plan was to run. He commented that the West side was not mentioned. Mr. Ka'anā'anā said part of the strategy is that they continue to edit the message and put it out as the situation evolves.

Mr. White asked about the full cut and said the HTA and Hawaiian Islands logos are not on the video. Mr. Ka'anā'anā said one of the biggest community concerns they heard was that if the videos were not early and they were all labeled "HTA" it would not have a chance at being a message received by the community. Because it was a coalition of partners, they used sensitivity about how they wanted to voice that as companies and brands. As it gains traction, and by putting paid money behind it on all the company channels, they will start to do a phased approach, a paid rollout, so it will be on the pages and channels.

Ms. Duarte asked which staff or Board members Mr. Gomes interacted with daily or weekly. She also asked what the reporting schedule is like for Kilohana, so she can understand the frequency level at which they will interact. She asked about the activities that pivoted. Mr. Gomes said he interacts with Mr. Ka'anā'anā hourly, seven days a week. He interacts with the entire team regularly. Regarding reporting schedules, they produce deliverables every two weeks across all seven programs. There are two to three items due every two weeks. What has changed since the original is that with the shift in emphasis on funding opportunities, they had to eliminate some proposed positions that the HTA was aware of before the contract was executed. They intend to establish a presence on all neighboring islands. They had to eliminate that based on budget availability. They scaled down the Visitor Education Post-Arrival marketing because the money had to come from somewhere towards funding opportunities. In the Technical Assistance programs, they put the majority of the money that got moved there, and the focus was on additional capacity building and some data gathering. Some data studies were eliminated. The Tour Guide Certification program was scaled back to just the curriculum. The Quality Assurance program is the same. Ms. Duarte needed this information to understand the budget package they are putting together for the next session. She understood that the HVCB also had to eliminate certain programs. Mr. Hannemann said he hears weekly about what the CNHA is doing to help. He asked if Mr. Gomes had enough staff to complete the necessary work. Mr. Gomes said that when they were asked to amend their budget to shift several million into additional grant funding, not only did they have to cut positions, but the contract was not profitable. He said they could use more staff and resources in other areas of the program that

are not necessarily in those grants, allowing them to increase some overhead coverage and help them break even. He said it was a loss for Kilohana. Mr. Hannemann said they must help ensure they are successful.

Chair Miyasato asked what committee they should place Kilohana on. Mr. Ka'anā'anā suggested the Ho'okahua Hawai'i committee. Ms. Duarte accepted that request. Dir. Tokioka asked how the messages were getting to the target people. Mr. Gomes said they are getting support from Dir. Tokioka and the staff.

Regarding the video's messaging, he felt there was a lot of kuleana to answer the community's call for certain messaging and the community's demands for acknowledgment. While the video will be available for visitors on the normal marketing channels, the audience is much larger than the residents. They must ensure that the residents' concerns are heard and addressed. Mr. Ka'anā'anā said fiscal does not include resident messaging. He clarified that the scope is defined, and if the Board wants them to pivot, they have to go through the appropriate process. He is trying to clarify what everyone is doing so they can proceed accordingly.

Dir. Tokioka said the messaging is impressive. Mr. Gomes said the idea was to build organic momentum first, then get corporate partners, then amplify the message, to have the budget for out-of-home, and then they can go through the hotels and offer that as an in-room offering. Mr. Ka'anā'anā said they will continue to provide the partners with the assets. They will have new content coming out on the bureau side as well. All assets belong to the HTA, and they will share them as needed and to whom they need to. The coordination happens at the HTA level, then they push it to the partners. Mr. Nāho'opi'i said they have a press release about the Mālama Hawai'i toolkit. Within the toolkit are all the assets, paid and organically, as they make it available to all the industry partners, hotels, airlines, etc. They also work with the Governor and the DOH, addressing issues for resident and visitor interactions. Chair Miyasato said it is important to understand the audience clearly.

Mr. Ka'anā'anā said the first of five parts is visitor education and post-arrival marketing to the visitor audience. The resident-facing messaging lies with the HTA. They have limited Kilohana's ability to work with residents through the scope as presently constituted. It does not mean they are locked in. Chair Miyasato said they have two distinct audiences, but as the HTA, they have a responsibility to the people of Hawai'i, and they are a very important audience. More importantly, they have taken that responsibility and are delivering results. Mr. Nāho'opi'i added clarity to the existing programs. He said they are constructed for a reason. They not only develop new visitor experiences but are resident-facing as they are talking about community economic development, where they are returning to regenerative tourism, and where the tourism industry is supporting new jobs at the community level. It allows residents and the community to speak and discuss what they want to share with visitors. That empowerment is critical to the overall Strategic Plan they have always had.

Mr. Ka'anā'anā said the HRS tool also allows them to create a resident or informational campaign, an opportunity to encourage the resident BLI that needs attention. They must be mindful of which audience they are speaking to and how they accomplish the mechanics. Dir. Tokioka said they must have a caption if they are targeting tourists, as they are not always aware of what 'āina or mālama means.

10. Report and Update by the Administrative & Audit Standing Committee of their Meeting Held on October 18, 2023

a. Discussion and Action on the Role and Compensation of the Hawai'i Tourism Authority's Interim President and CEO, Chief Brand Officer, and Others

Mr. White said that although it calls for action, they are not ready to take action. There had been important discussions about salaries, hiring a CEO, etc., in the Executive Session. Within the next two weeks, they will have another meeting to present the findings of the staff and the work that a few others are helping put together. He wants to ensure they have paramount details to share with the committee members. They deferred on this item.

b. Discussion and Action on Hawai'i Tourism Authority's Emergency Fund Expenditure Policy & Procedures

Mr. Choy said the HTA Emergency Fund money is with them. Therefore, Mr. Cole had told them to make procedures for it, so as part of the agenda item, the procedures were in the meeting for safeguarding the funds. They made stringent procedures to ensure the money was spent properly. Mr. Choy asked for a motion to adopt the agenda item on the expenditure policy and procedures on the HTA Emergency funds. Mr. White made a motion, and Ms. Duarte seconded. Mr. McCully asked if it included the definitions, management, and policies. Mr. Choy confirmed that was the next agenda item. Dir. Tokioka asked if there was any flexibility they were giving away through the policy that they could enjoy otherwise. Mr. Choy said no, as they wanted to make stringent policies, as it is rare that an agency has control of disbursing the funds, which DAGS usually does. In this case, it is Mr. Kishi. Dir. Tokioka said he fully supports stringent policies in place for the use of the funds. He clarified that there is applied flexibility because Mr. Kishi had control of it.

Ms. Duarte asked about item 2a. She asked if Board members could sit on the contract evaluation review. Mr. Choy confirmed that as correct. Ms. Duarte asked who invites Board members to the contract evaluation review. Mr. Choy said that after the committee determines the program and the Board approves it, they follow the physical policies to cut the cheques.

There were no further questions or comments. Mr. Gionson did the roll call, and the motion passed unanimously.

c. Discussion and Action on the Hawai'i Tourism Authority's Procurement Policy #400-01

Mr. Choy said the HTA follows the State Procurement Code, so for the fire policy, they were not following the State Procurement Code because they had an exemption. They no longer have that exemption, but he changed the policy. He stated the policy: "The purpose of this policy is to comply with the Hawai'i State Procurement Code HRS103D, the administrative rules, policies, procedures, circulars and form." He felt the HRS103D was a godsend. As they went through procedures, they had a protest for the PMCM on the roof. They prevailed on that protest because they followed the rules. He proposed a motion that they adopt the HTA Procurement Policy 400-01. Mr. White made a motion, and Mr. McCully seconded. There was no discussion. Mr. Gionson did the roll call, and the motion passed unanimously.

11. Report and Update by the Budget, Finance, and Convention Center Committee of their Meeting Held on October 25, 2023

a. Discussion and/or Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on HTA's Financial Report for September 2023

Mr. Arakawa said they had a three-hour meeting the previous day. He motioned to approve the HTA's financial report for September 2023. Mr. White seconded. Mr. Arakawa said all their notes were posted online. Mr. Kishi said there was no significant activity in September 2023. Mr. Gionson did the roll call, and the motion passed unanimously.

b. Discussion and/or Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Hawai'i Convention Center's September Financial Report and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan

Mr. Arakawa motioned to approve the HCC September financial report and update the HCC and 6-year R&M plan. Ms. Orton had prepared a report. Ms. Orton said that for September, they hosted 20 licensed events at the HCC. One of the largest conferences was the Best Western Corporate event, bringing in a gross revenue of \$1 million for food and beverage. They continue to house the Department of Business and Economic Development and the Federal Emergency Management Association in support of the Maui wildfires at the HCC. Gross revenues for the month ending exceeded \$2.6 million, record-breaking for one month.

The facility posted a net income of over \$500,000 for September. She mentioned that this is the third consecutive month of posting positive bottom-line revenue, primarily due to citywide and corporate business on the books. The economic impact of citywide business does impact the

HCC business model, and she said she is grateful to Mr. Reyes and HVCB for all the business they put in the books for the HCC. She mentioned that in the reforecast was a posting of interest to \$900,000, which they had to remove from the financials. Mr. Choy clarified that they can post interest, but it must be added to another line item. ROI was \$18.62.

Ms. Orton spoke about the Carbon Offset Program and said they have a lot of support there. To date, they have planted just short of 200 trees, with contributions of a little over \$14,000 from the meeting planners and offshore and local organizations. She explained that the carbon offset is calculated on square footage in the building, so any rentable space is estimated at \$1.19 for every square foot, and the funds contributed to the Carbon Offset program go back to reforestation.

For R&M for September, sixteen projects are being executed with a value of about \$11.6 million. The chiller replacement is \$6.9 million on schedule for completion in June 2024. Eight other projects are being procured for approximately \$29.4 million, e.g., the internal and exterior painting project and the external planter repair at \$11 million. Sixteen projects are being planned for procurement, with a value of just short of \$40 million. Mr. Arakawa asked about the attendance for the Okinawan festival. Ms. Orton said it was about 50,000 and is one of the most significant events at the HCC, and they also participated in the Carbon Offset program. Ms. Orton said that of the ASM Global managed centers, which have about 98 facilities, the HCC is the first and leading facility in the Carbon Offset program. Sustainability initiatives are becoming very important to meeting planners. There were no further comments. Mr. Gionson did the roll call, and the motion passed unanimously.

Mr. Reyes gave a summary of the bullet points. They are focused on the Maui recovery. Based on that, they focus on retention keeping meetings in Maui. They were able to work in three groups. The other important part is letting people know there are opportunities to continue to book Maui and the Hawai'i Islands, keeping it mindful and respectful. They are 27% ahead of year-over-year production of definite room nights and 71% ahead of tentative room nights. They are at 59 events and are focused on putting more events on. One of the most important things is to have a joint alliance goal (discussing with Mr. Monahan and Ms. Orton) for not only room nights. Additionally, they are interviewing for a corporate citywide seller. That person will be looking at short-term corporate citywide events. By the end of calendar year 2023, they met with the citywide team, and there are 17 events they hope to close that fall into 2024 to 2028.

c. Discussion and/or Action on the Hawai'i Tourism Authority's and Hawai'i Convention Center's Form A Submittal (FY25 Supplemental Budget – Operating Budget Adjustment Request) Submitted to the Department of Business, Economic Development and Tourism (DBEDT)

Mr. Kishi said the HTA submitted an operating budget request for \$69,915,316. The HCC submitted a request for a \$14,000,000 expenditure ceiling. An expenditure ceiling is the ability to spend funds in the HCCESF, which has about \$34 million.

He gave a brief timeline of what is coming up and what has happened recently:

DBEDT emailed the HTA on September 6 to submit the budget requests on September 18. Chair Arakawa, Mr. Choy, and Mr. Kishi met on the weekend to discuss an overall budget strategy. Two key decisions were made to include an Opportunity Fund and to prepare a line-item budget by contract consistent with what the legislature required for the last two years and what the Governor required to fund the HTA.

They had discussed the budget process. The general timeline of the budget process was in the meeting packet.

The next steps for the HTA Board:

They will form an FY25 BFCC PIG. This will allow them to simultaneously present the budget request to six board members. The budget request will be presented to the six remaining board members in pairs. All presentations will be conducted in November and early December, depending on the Board members' availability.

Mr. Choy understood that Chair Miyasato wanted this process done before submittal. The timeline was important. They would have to start in May to get ahead of the timetable. Chair Miyasato said those responsible for managing the contracts need to be present for the budget line items. Mr. Choy said the Opportunity Fund is the placeholder. Mr. Choy said they can send testimony by December 20 to modify budget requests. Mr. White asked for the size of the Opportunity Fund. Mr. Choy said it is \$10 million.

Mr. White asked if the budget details had been provided to the staff involved in the various budget sections. Mr. Choy said that will be decided in the meetings. The multi-year contracts eat up most of the budget, so the incremental increase will be small. Mr. Nāho'opi'i said the version that came out over the weekend was presented to the staff, so there will be adjustments when they get to the six and two-by-two meetings. There are many issues with timing, payment schedule, and deliverables, so sometimes, they can try to make modifications or improvements, which will be part of the November discussions.

d. Discussion and/or Action on HTA Budget Issues, Comments, and Suggestions Raised by Legislators, Board Members, Staff, Stakeholders, etc.

There were four items discussed. The first item was the cuts and transfers of funds to come up with \$9.4 million. In the past Board meeting, they voted on increasing existing contracts for the Maui disaster, so they needed to find the money. The finance staff and Mr. Nāho'opī'i came up with a list.

He showed the latest Branding Incremental request from the previous meeting. For priority amounts, it came to \$9.45 million in adjustments to FY2024. It does not always mean cuts but could also mean timing. Besides the existing FY2024 money, there were suggestions to use the Tourism Emergency Fund (\$5 million). They could request additional funding from the Governor. They could increase the budget request for FY2025 or continue to seek federal programs. The staff was asked to look at general category areas, programs, and areas where they felt flexibility. It is a matter of discussion with the staff and Board about priorities and the impact of changing the timing or cutting the programs to the overall strategic objectives.

Unspent funds for CEP and Signature Events: they have \$518,000 in encumbered funds over the past year. They would need to go through the process of unencumbering the funds and switching them to the section of the need. They also have unspent funds from the previous island chapter contract period. A major contributor is that they did not have an ED in Hawai'i Island for a few months, so they had additional funding. They had budgeted an air route development consultant for \$250,000 but might push that into FY2025. It is critical in recovering the international markets. 'Ōlelo Hawai'i programs are ongoing and funded through March. Global Support Services has a few large contracts and support, and they spoke about certain components they might not need in the current year. He spoke about Research, Campaign Effectiveness, and Evaluation Contracts. They decided they could stop for a period and then reactivate again. If they wait a year for data collection or do some in-house, they could save up to \$421,000. There are unspent funds in DMAP. The Board has already approved the Europe MMA. They are putting it on the table, and if they decide to cut marketing funds, they must start back from where they first recommended, behind Europe. It could also be partial. There is still EDA funding of \$4 million allocated for marketing-type programs. They have specific requirements, but they can look at going in with a different proposal that is more in line with some of the marketing that the GMTs are requesting and utilizing EDA funding.

There is Community-Industry Outreach and Public Relations Services where they can scale back. For Destination Stewardship, they might have to shift some of the programs to a bit later in the calendar year, which will help them pick up the funding for FY2025. It is just a change of timing, not cutting out the program. Many of their other contracts can be shifted back later in the year to pick up the funding in FY2025. They will come back with a more detailed analysis in the next meeting.

Chair Miyasato said the coalition between this conversation and building the 2025 budget is significant, and the process concerns him. Mr. Arakawa said the budget was turned into DBEDT, not to the legislature, and there are three other opportunities to speak to state administration before it gets to the legislature, so it is not the budget. There is time for this in the two-by-two meetings. He said the Governor has until December 20 to revise it.

Chair Miyasato reiterated that he is trying to understand the rules of engagement and get the rules and framework for them to be successful. Ms. Duarte asked what the strategy to seek federal dollars is and asked if it is legal for the HTA to receive private donations. Mr. Arakawa said they could find out, but their bylaws allow them to do so. Mr. Nāho'opi'i said Ms. Anderson would speak about strategies for seeking federal funds.

Mr. Nāho'opi'i said that for the currently available funds, the HTA does not have access to them because there are specifications about qualifications, etc. However, working at the federal level to identify other areas, some changes could go to DMAP's. Ms. Anderson elaborated. She said the HTA belongs to a database called Federal Funds Information for States, and they receive emails twice weekly about opportunities with the federal government for funding. She goes through that to see what is available. Through DBEDT's recovery pathways webinar, Keoki Noji from EDA mentioned there will be supplemental EDA funds for disaster recovery. She has been in contact with him to see what is available.

Ms. Duarte asked if the HTA has engaged the congressional delegation to ask for specific earmarks. She asked if they reached out to any qualifying vendors to seek a partnership or draw monies from the native act. Mr. Nāho'opi'i said that in both cases, they have not done that but have been discussing with staff, identifying strategies in the future, and have spoken to other Board members as well. Nothing formal has been done yet. He said this would be part of what Ms. Anderson and Mr. Hannemann will do. The Native Hawaiian Organization they have chatted, but nothing has moved forward from that point. They have suggestions for allowing them to supplant some of the work or funding that needs to happen. Ms. Duarte said she would agendaize that in the Ho'okahua Hawai'i committee to have a more robust conversation. Dir. Tokioka said that the special fund was repealed in 2021.

Mr. McCully clarified that the HTA has a budget but has not been legislatively approved. Dir. Tokioka asked about the U.S. MMA for \$2.6 million and \$2.5 million. Mr. Nāho'opi'i said the first \$2.6 million was approved for the market recovery from September to November. The second amount is for continuation throughout the rest of the year. An original \$10 million was initially requested for additional incremental funds. At the last Branding Standing Committee, there was a suggestion to split it between the two fiscal years to be more palatable to the availability of funds.

Dir. Tokioka said they all appreciated signature events and should there be additional money, they should consider how they fund that going forward instead of lapsing the money. He said they could have a consultant from the marketing or finance committee to help with the programs. Mr. Ka'anā'anā said some of the programs were canceled because of the Maui wildfires, some related to the sensitivity to the wildfires, etc., so none of the funds for the next cycle are on the list. The funding buckets are in the Kilohana contract, so he doesn't anticipate any shortage of signature events as they are already encumbered under Kilohana's contracts.

Mr. Nāho'opi'i said the evaluation or review of the sports programs is more research to identify KPIs for media value and find the ROI for those programs. Mr. Ka'anā'anā spoke about third-party verification. The HTA does staff evaluations and sends the staff to contractors to evaluate them. They survey attendees as residents and visitors about the event, pulling in data from everyone for signature events to ensure they have wise investments. They do them frequently enough not to do them every year. Mr. Nāho'opi'i said that when they planned the previous years' programs and contracts, there was a reason for selecting everyone to align with the HTA's Strategic Plan and DMAP. A lot of thought and discussion went into it.

Chair Miyasato supported the plans but said they have to pivot and shift due to the fires. Ms. Duarte asked Mr. Arakawa to outline the steps from now until December 20, so he reiterated what he mentioned previously about the meetings and program cuts. They would all receive mail to arrange meetings.

Mr. Arakawa mentioned the second issue under the agenda item, that Rep. Quinlan had sent an email about the HTA's current budget that was sent to Gov. Green. Mr. Nāho'opi'i distributed it to the BFCC. They will ensure everyone gets a copy. Mr. Nāho'opi'i and Mr. Choy are working on the response.

The third issue is regarding salaries and bonuses, covered by the Administrative Committee. The bonus terms and criteria were not seen or approved by the Board, and he said the last Administrative Committee, there was interest in knowing what the criteria were and how they were going to be implemented, so the Administrative Committee would include that number in the budget.

The fourth issue was outstanding accounts. The HTA had owed \$4 million to past contractors, and that had been paid up. He said Mr. Nāho'opi'i and Mr. Choy had implemented measures to ensure no outstanding accounts.

Another issue was ROI; for the BFCC it is the HCC, but as they look at presenting the budget to the legislature, some are interested in ROI on the contracts. Mr. Arakawa said another critical issue is travel, the costs, and outcomes of travel for the HTA. This will be in the future review.

Mr. Nāhoʻopiʻi said DBEDT has created a tracking and approval system, so all the HTA information is fed and approved into a database that is tracked at DBEDT. Dir. Tokioka said every department goes through that process, and it is not really an approval of the correct forms being submitted, etc.

12. Discussion, Recommendation, and Action on the Assignment of a New Chair for the Branding Standing Committee

Chair Miyasato motioned for Mr. Hannemann to replace himself as Chair of the Branding Standing Committee. Ms. Duarte seconded. There was no discussion. Mr. Gionson did the roll call, and the motion passed unanimously. Dir. Tokioka excused himself for another meeting.

13. Report and Update of the Branding Standing Committee of their Meetings Held on October 12, 2023 and October 23, 2023

a. Discussion and/or Action on the Purpose, Charter, and Description of the Branding Standing Committee

Mr. Hannemann said this item was brought up due to revising the purpose and description of the Branding Committee. Mr. Hannemann read the draft. Branding Committee Description: This standing committee is responsible for the review, evaluation, and recommendation of the Authority's branding, marketing, and messaging initiatives, programs, and/or activities that support the Authority's vision, mission, goals, and objectives, including meetings, conventions, and incentive business.

Roles and Responsibilities:

The HTA Staff, under the direction and oversight of the HTA Board, shall develop through a collaborative process with the community, industry, all levels of government, subject matter experts, and contractors the following:

Hawaiian Islands Brand

Individual Island Brands

Brand Guidelines

Annual Brand Marketing Plan & Budget

Key Performance Indicators & Performance Measures

There was no further discussion.

Mr. Hannemann made a motion, and Chair Miyasato seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

b. Discussion and/or Action on Hawai'i Tourism Japan Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Japan Market

Chair Miyasato said the motion is to approve the Brand Marketing plans for Japan, including the base and incremental funding amounts subject to funding, and to prioritize the incremental funding for the Japan market, by design, is number one. Mr. Arakawa seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

c. Discussion and/or Action on Hawai'i Tourism Canada Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Canada Market

Chair Miyasato motioned to approve the Brand Marketing plans for Canada, including the base and incremental funding amounts subject to funding, and to prioritize the incremental funding for the Canadian market, as implied in item number two. Mr. Arakawa seconded. There was no discussion. Mr. Gionson did the roll call, and the motion passed unanimously. Mr. Cole said the last two motions were brought up because at the prior meeting in September, there was a lot of discussion and action by the Board about the Brand Marketing Plans for the various areas, and two were decided to be prioritized, namely Japan and Canada for their incremental funding. The way it was done was not to include the language "subject to funding". To clarify, they are making the technical motions to affirm that they understand that all state expenditures through contracts are subject to the availability of funds.

d. Discussion and/or Action on Funding the Incremental Spend for the US Market, Oceania, and Korea

Mr. Hannemann recommended that they approve up to \$2.5 million incremental spending for the U.S. market and not take any action on Oceania or Korea now. The key to the recovery of Maui is its two largest markets, the U.S. and Canadian markets. He said this is an opportunity to bolster what has been done with the Mālama Maui campaign, and this will be a further opportunity to enhance the efforts, all subject to available funding.

Mr. Ching made a motion, and Chair Miyasato seconded. There was no further discussion. Mr. Gionson did the roll call, and the motion passed unanimously.

Mr. Ka'anā'anā asked about the Board prioritizing b & c and if there is a preference for priority for the additional \$2.5 million they approved. Mr. Hannemann said it is at the same level as Japan and Canada.

e. Discussion and/or Action on the Review of 2024 Marketing Initiatives and Spend, Including Recommendations for Maintaining or Dissolving Programs

f. Discussion and/or Action On The Review Of 2024 Grants Programs, Protocols to Obtain Grants, and 2025 Planning

Mr. Hannemann said these items Chair Miyasato thought were important to view at the Branding Standing committee meeting. As they head into the FY2025 budget, they need to consider what has happened and the challenges they face in the 2025 budget. After emerging from the committee discussions, the feeling was that they did not need action but would defer it as there would be an ongoing series of updates, and they would need clarity to make a good decision.

14. Presentation, Discussion, and Action on Resolution No. 2023-3 Delegation of Authority to Present Policy Positions

Mr. Nāho'opi'i said the staff recommends that the Board adopt resolution number 2023-3, delegating authority to present policy positions. Mr. White made a motion, and Mr. McCully seconded. Mr. Nāho'opi'i said that annually, as part of the process of the legislative PIG, it is to create a policy statement, which is the overall position of the Board for the coming legislative session setting its priorities. This allows the legislative PIG to discuss, present, and craft responses to any legislation that may come about during a session, as long as they are in line with the parts listed in the resolution.

Mr. McCully said they wanted a large umbrella they could shelter under. It helps the CEO and chair's responsibility by allowing them to designate others to represent the policies or positions of the HTA. The information was circulated to the PIG and the staff, and there has been a lot of editing.

- They started with the West Maui fire in the economic recovery. They wanted to message in the statement that the HTA's position and responsibility would be in the most general fashion. They did not want to get into specific positions or elements that they thought were critical and where they best applied their resources. There are subject matter chairs or interaction group members who have much more granular knowledge of how they feel about these issues. He wanted to keep it open so the Board members could give input.

- The HTA will support legislation and take positions to support an annual deposit of the TAT into a special fund administered by the HTA to carry out its stated priorities. This does not include a number.
- The HTA is engaged in a governance study that will provide background, guidance, and actionable recommendations regarding amending HRS §201B to reflect the changes in Hawai'i and the tourism economy since its adoption. This is the crux of the issues between the legislature and the HTA for many years. The earlier presentations from Kilohana represent the changes within the HTA since the statutory language was generated in 1999. Governance needs to be respected and accepted. Mr. Nāho'opi'i said the sentence "In the interim HTA will support legislation that further defines or establishes its responsibility for destination management and stewardship (see HRS201B-7(b)) or that would enhance its effectiveness in implementing HRS201B" is important.
- The HTA will support legislation and take positions to support the reestablishment of an appropriation ceiling and increased funding for the HCCESF to enable the expenditure of funds for the operations, repair, and maintenance of the HCC.
- The HTA will review and comment on all proposed taxes and fees which impact tourism and will study the potential effects of increased taxes and fees on visitor demand and tourism management efforts.
- The HTA is guided by and will support its Strategic Plan 2020-2025 and the principles and values represented under the concept of Mālama Hawai'i.

Mr. Arakawa commented on the fifth bullet point. He said to add "all proposed taxes and fees, mandates and other issues that impact tourism." He also suggested talking about any other legislation affecting and impacting tourism. During the session, Mr. Cole said that the resolution would include evolving or different policy interests or support by the Board in every Board meeting. Mr. Arakawa said the testimony they submitted over the past few years does not fit in, so it would be good to have them all included so they do not have to review it for every meeting. Mr. Hannemann said that sometimes there is legislation at the county level. If the Board is open to amending it as they go along, he supports that, but they have to take the stance of offense and defense.

Mr. McCully said the PIG is necessary, and everything is subject to change so everyone can engage. Ms. Duarte asked if the Board would entertain receiving private dollars or donations and if the HTA would support establishing a special fund. Mr. Cole said the second bullet point covers that point. They could add the words, "or other funding." They all agreed to that. Mr. Nāho'opi'i said one of the suggested legislations they submitted for drafting was regarding once the Tour Guide Certification programs are done, and the qualifications are made; they turn it into licensing or other program that gives the HTA authority to review and put penalties, etc.

They will take it to the PIG next time. Mr. McCully said this is not a report but a staff submission.

Mr. Nāho'opi'i said they need a motion to adopt the resolution as amended. Chair Miyasato made a motion, and Mr. McCully seconded. Mr. Gionson did the roll call, and the motion passed unanimously.

15. Discussion and Action on the Formation of an HTA FY25 Supplemental Budget Permitted Interaction Group (PIG)

16. Discussion and Action on Assignment of Board Members to the HTA FY25 Supplemental Budget Permitted Interaction Group (PIG)

Agenda items 15 and 16 were covered by the previous meeting to create a BFCC PIG, and members were appointed to that.

17. Adjournment

Mr. Nāho'opi'i said the next Board meeting will be the week after Thanksgiving in November. The meeting will be held at the State Capitol and will work on a better configuration that will be more conducive to discussions. They will be inviting the legislators to attend.

Chair Miyasato adjourned the meeting at 2:19 p.m.

Respectfully submitted,



Sheillane Reyes