



**REGULAR MARKETING STANDING COMMITTEE MEETING  
HAWAII TOURISM AUTHORITY  
Wednesday, December 20, 2017 at 12:00 noon  
Hawai'i Convention Center, Executive Board Room A  
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815**

**AGENDA**

1. Call to Order
2. Approval of Minutes from the November 29, 2017 Marketing Standing Committee Meeting
3. Digital Marketing Strategy and Plan
4. L.A. Clippers: Year 2 Activation
5. Hawai'i Takeover of L.A. Live in January
6. Update on Partner Meetings\*\*\*
  - Sports Tourism Strategy Communications Plan
  - Meeting with Stadium Authority
7. Sports Opportunity \*\*\*
8. Adjournment

\*\*\* 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 § 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; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

Members of the public are invited to attend the public meeting and provide oral testimony on any agenda item. Written testimony may also be provided on any agenda item by submitting the testimony prior to the meeting to the HTA by email to [Lauren@gohta.net](mailto:Lauren@gohta.net); by mail at the above address; or by facsimile transmission. Any person requiring special assistance to participate in the meeting, please contact Lauren Fetherston (973-2255) no later than 3 days prior to the meeting so arrangements can be made.