



***HĀLĀWAI KŪMAU O KE KŌMIKE HOKONA KŪMAU  
KE'ENA KULEANA HO'OKIPA O HAWAI'I***

**REGULAR MARKETING STANDING COMMITTEE MEETING  
HAWAII TOURISM AUTHORITY**

***Po'akolu, 26 'Aukake 2020, 1:00 p.m.***  
**Wednesday, August 26<sup>th</sup> 2020 at 1:00 p.m.**

***Hālāwai Kikoho'e***  
**VIRTUAL MEETING**

*Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.  
E leka uila mai iā [ariana@gohta.net](mailto:ariana@gohta.net), he iwakāluakūmāhā hola ma mua o ka hālāwai ka lohi loa,  
a nāna nō e leka uila aku i ka loulou ho'okāinoa.*

**Teleconferencing will be live streaming via ZOOM.**

**Public is invited to register to participate through ZOOM:**

**Email [ariana.kwan@gohta.net](mailto:ariana.kwan@gohta.net) no later than 24 hours prior to the meeting and a  
ZOOM Invitation will be emailed to you.**

***Papa Kumumana'o***  
**AGENDA**

1. *Ho'omaka A Pule*  
Call to Order and Pule
2. *'Āpono I Ka Mo'o'ōlelo Hālāwai*  
Approval of Minutes of the July 29<sup>th</sup>, 2020 HTA Marketing Standing Committee Meeting
3. *Hō'ike No Ko HTO Papahana Ho'omōhala Hou A Papahana Hokona*  
Presentation of Oceania GMT on the Recovery for 2020 and Brand Marketing Plan for 2021. Presenter is Darragh Walshe / HTO – New Zealand Country Manager will be presenting current events for Australia and New Zealand along with how to recover tourism into Hawai'i
4. *Hō'ike No Ko HTCAN Papahana Ho'omōhala Hou A Papahana Hokona*  
Presentation of Canada GMT on the Recovery for 2020 and Brand Marketing Plan for 2021. Susan Webb / Hawaii Tourism Canada (HTCAN) - President will be presenting what is happening in market followed by the recovery plan for travel to Hawai'i
5. *Hō'ike No Ko HTK Papahana Ho'omōhala Hou A Papahana Hokona*  
Presentation of S. Korea GMT on the Recovery Plan for 2020 and Brand Marketing Plan for 2021. Irene Lee / Hawaii Tourism Korea (HTK) Korea Country Director



6. *Hō'ike No Ko HTJ 'Ōnaehana Palekana*  
Presentation of HTJ by Eric Takahata / Managing Director of their newly created Safety Protocol Video for the Japanese consumers and travel trade
7. *Hō'ike No Ko HVCB Ka'akālai Pāpaho Hou*  
Presentation of HVCB Jay Talwar / Sr. VP & CMO of the newly updated video, social media messages and media strategy
8. *Hō'ike A 'Āpono I Ka Ho'okumu I 'Aha Kūkā He'enalu A Hoe Wa'a*  
Presentation and approval of establishing a Surfing & Canoe Paddling Advisory Group. Kalani Kaanaana to present recommendations for the Advisory Group Members followed by discussions of this Advisory Group Members responsibilities in this leadership role. Once approved by the Marketing Standing Committee, will seek approval from the Regular Board Members on 7/30/20
9. 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 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 § 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.

*Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā ariana.kwan@gohta.net. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Ariana Kwan (973-2254 a i 'ole ariana.kwan@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.*

Members of the public are invited to view the public meeting and provide written testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to ariana.kwan@gohta.net; Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Ariana Kwan (973-2254 or ariana.kwan@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.