



**HĀLĀWAI PAPA ALAKA'I KŪMAU
KE'ENA KULEANA HO'OKIPA O HAWAII'**

**HĀLĀWAI KINO A KIKOHO'E
IN-PERSON AND VIRTUAL**

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

Pō'ahā, lā 29 o Iulai 2021, 9:30 a.m.
Thursday, July 29, 2021 at 9:30 a.m.

Kikowaena Hālāwai O Hawaii'
Papahale 'Ehā | Lumi Nui C
1801 Alaākea Kalākaua
Honolulu, Hawaii' 96815

Hawaii Convention Center
Fourth Floor | Ballroom C
1801 Kalākaua Avenue
Honolulu, Hawaii' 96815

'O ka ho'opakele i ke ola o ka lehulehu ka makakoho nui. E maliu ana ke ke'ena i ke kuhikuhina a nā loea no ke kū kōwā, ka uhi maka, me nā koina pili olakino 'ē a'e. Koi 'ia ke komo i ka uhi maka a me ke kū kōwā ma nā ke'ena a ma nā hālāwai.

Koi 'ia ka hō'oiā i kou olakino maika'i ma mua o ke komo i ke Kikowaena Hālāwai O Hawaii' ma ka 'ipuka o waena o ka hale ho'okū ka'a. E pāpā 'ia ke komo 'ana o ke kanaka nona ka piwa ma luna a'e o ka 100.4°F. Inā 'ōma'ima'i 'oe, e 'olu'olu, e 'imi i ke kauka nāna e kōkua iā 'oe.

The safety of the public is of the utmost importance. Pursuant to expert guidance, HTA will be following strict physical distancing, facial coverings, and other health-related requirements. Face coverings and physical distancing are required in HTA offices and meetings.

Entrance to the Hawaii Convention Center requires a health screening at the center parking garage entrance. Persons with a temperature of over 100.4°F will be denied entry. If you are not feeling well, we urge you to contact a healthcare provider.

Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.
Webinar will be live streaming via ZOOM.

E kāinoa mua no kēia hālāwai:
Register in advance for this webinar:

https://us06web.zoom.us/webinar/register/WN_nBnbntIteiOHMOpiu057Q

Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila hō'oiā iā 'oe me ka 'ikepili ho'oku'i hālāwai.
After registering, you will receive a confirmation email containing information about joining the webinar.



Papa Kumumana'o
AMENDED AGENDA

1. *Ho'omaka*
Call to Order
2. *Wehena*
Opening Cultural Protocol
3. *'Āpono I Ka Mo'o'ōlelo Hālāwai*
Approval of Minutes of the June 24, 2021 Board Meeting
4. *Hō'ike Lālā*
Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)
5. *Hō'ike Na Ke Komikina Lula Maika'i O Ka Moku'āina*
Presentation by the Hawai'i State Ethics Commission Regarding an Overview of the State Ethics Code for State Board Members
6. *Hō'ike A Ka Luna Ho'okele*
Report of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer Relating to Staff's Implementation of HTA's Programs During June 2021
7. *Hō'ike No Nā Hopena Kānāwai, Mo'okālā, A Hana O HB862*
Presentation of Legal, Financial and Operational Impacts of HB862 (Act 001, Special Session 2021) to the Hawai'i Tourism Authority and the Hawai'i Convention Center
8. *Hō'ike No Ko HTA Ho'okō I Ka Papahana Ho'okele Huliau*
Update on HTA's Implementation of Change Management Plan
9. *Hō'ike 'Ikepili Noi'i 'Oihana Ho'omāka'ika'i*
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets
10. *Hō'ike A Ke Kōmike Hokona Kūmau No Ke Kūkākūkā A Ho'oholo*
Report of the *Marketing Standing Committee* with the Committee's Recommendations to Support three RFPs for the US Major Market Area, Global MCI, Global Support Services for Discussion and Action by the Board



11. *Hō'ike, Kūkākūkā A 'Āpono I Ka Papahana Mālama 'Āina Ho'okipa O'ahu*
Presentation, Discussion and Approval of the O'ahu Destination Management Action Plan

12. *Hō'ike A Ka Hui Noi'i Loiloi Mo'okālā*
Report of the *Budgetary Review Investigative Committee* of their Meeting Held on July 27, 2021

13. *Kūkākūkā A Ho'oholo No Ka 'Ae I Ka Ho'onohonoho Mo'ohelu 2022*
~~Discussion and Action to Authorize Staff to Format a Partial Fiscal Year 2022 Budget Using Three Categories: (1) Payroll; (2) Operations; and (3) Brand Marketing; and, Authorize Specific Spending Amounts for each of the Three Categories; and Authorize Staff to Initiate the RFP Process to Expend up to \$28.5m on NA MMA, Global Conventions, and Global Support Contracts~~

Discussion and Action to Authorize Staff to Format a Partial Fiscal Year 2022 Budget Using Three Categories: (1) Payroll; (2) Operations; and (3) Brand Marketing; and, Authorize Specific Spending Amounts for each of the Three Categories; and Authorize Staff to Initiate the RFP Process to Expend up to \$28.5m on US Major Market Area, Global MCI, Global Support Services Contracts

14. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*
Presentation, Discussion and Action on HTA's Financial Reports for May and June 2021

15. *Panina*
Closing Cultural Protocol

16. *Ho'oku'u*
Adjournment

*** *Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawaii 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 Hawaii '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 Hawaii 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 Hawaii'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 Hawaii, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

Kono 'ia ka lehulehu e komo 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 carole@gohta.net a i 'ole ma o ke kelepa'i. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara (973-2289 a i 'ole carole@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

Members of the public are invited to attend the public meeting and provide written testimony on any agenda item. Written testimony may also be provided by submitting the testimony prior to the meeting by email to carole@gohta.net or by facsimile transmission. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara (973-2289 or carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.