



Hawaii Convention Center
1801 Kalākaua Avenue, Honolulu, Hawaii 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaiiitourismauthority.org

David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

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

**BRANDING STANDING COMMITTEE
HAWAI'I TOURISM AUTHORITY**

Pō'akolu, 27 'Apelila, 2022, 2:30 p.m.
Wednesday, April 27, 2022 at 2:30 p.m.

Hālāwai Kikoho'e
VIRTUAL MEETING

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

E kāinoa mua no kēia hālāwai:

https://us06web.zoom.us/webinar/register/WN_W5a2QNkuTjmBwEDb-Ljw9w

*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 I Ho'ololi 'Ia
AMENDED AGENDA

1. *Ho'omaka a Pule*
Call to Order and Pule
2. *'Āpono i ka Mo'ō'ōlelo Hālāwai no ka Hālāwai Kōmike Alowelo Kūmau no Malaki 30, 2022*
Approval of Minutes of the March 30, 2022 Branding Standing Committee Meeting
3. *Ka Nūhou RFP maiā Luna Ho'okō Alowelo Kalani Ka'anā'anā no ka Mākeke USA*
Update by Chief Brand Officer Kalani Ka'anā'anā on HTA RFP NO. 22-01-HTA Hawaii Destination Brand Marketing & Management Services for the United States Major Market Area



4. *Hō'ike, Kūkākūkā, a me ka Hana e Pili Pū ana i ka 'Āpono 'Ana i nā Lula Alowelo a Hokona no ke Ke'ena Kuleana Ho'okipa o Iapana e Ho'omaka ma Mei 1, 2022.*
Presentation, Discussion and/or Action on Approving Hawaii'i Tourism Japan to Fully Implement it's 2022 Brand Marketing & Management Plan Effective May 1, 2022
5. *Ka Nūhou mai ka Manakia Alowelo 'o Ross Willkom no ka Hanana LPGA LOTTE 2022*
Update and Initial Feedback by Brand Manager Ross Willkom on the 2022 LPGA LOTTE Championship Event
6. *Ka Nūhou RFP no nā Hana Alowelo a Hokona Hā'uki na ka Manakia Alowelo 'o Ross Willkom*
Sports Brand Marketing & Management Update by Brand Manager Ross Willkom for RFP
7. *Ka Hō'ike a me ke Kūkākūkā Alaka'i 'ia e ka Hope Pelekikena Ki'eki'e o HVCB, Luna Ho'okō Kū'ai MCI John Reyes a me ka Manakia Nui o ka Hale 'Aha 'o Teri Orton no nā Hana Global MCI*
Presentation and Discussion by HVCB Senior Vice President, Chief MCI Sales Officer John Reyes and Hawaii'i Convention Center General Manager Teri Orton on Global MCI Initiatives
8. *Ka Nūhou mai ka Luna Ki'eki'e HTUSA o Nā Pāhana Ho'olaha a me ka Hokona 'o Gina Chun e pili pū ana i ka Papahana 'o Pono Travel Education na Ka HTUSA.*
Update by HTUSA Senior Director of Digital Marketing Kara Imai **Senior Director of Advertising and Marketing Programs Gina Chun on Pono Travel Education Program by HTUSA.**
9. *Ka Nūhou mai ka Luna Ho'okō Alowelo 'o Kalani Ka'anā'anā e Pili Pū ana i ko HTA mau Hoa 'Oihana Ho'okipa me nā Hālāwai Hui no Kēlā me Kēia Mākeke Nui*
Update by Chief Brand Officer Kalani Ka'anā'anā on HTA's reinstated Industry Partners Group Meetings for each Major Market Area
10. *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 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.

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 carole@gohta.net a i 'ole ho'ouna i ka leka i Ke'ena Kuleana Ho'okipa O Hawai'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara-Loo (808-973-2289 a i 'ole carole@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

Members of the public are invited to 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 carole@gohta.net or by postal mail to the Hawaii Tourism Authority, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara-Loo (808-973-2289 or carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.

E like nō me ka 'ōlelo a ke Kānāwai 220, e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi e hiki ai ka po'e o ka lehulehu ke noho a komo pū ma nā hālāwai ma o ka ho'ohana 'ana i ka 'enehana pāpaho (ICT). Aia ana kēia 'enehana pāpaho ma ka papahale mua o ka lumi ho'okipa i mua o ke Ke'ena Kuleana Ho'okipa o Hawai'i ma ka Hale 'Aha. 'O 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815 ka helu wahi.

In accordance with Act 220, the Hawaii Tourism Authority will 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). The ICT audiovisual connection will be located on the 1st Floor in the Lobby area fronting the Hawaii Tourism Authority at the Hawaii Convention Center at 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815.