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David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

**BRANDING STANDING
COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Wednesday, May 25, 2022, at 2:30 p.m.**

Virtual Meeting

MINUTES OF THE BRANDING STANDING COMMITTEE MEETING

MEMBERS PRESENT:

Fred Atkins (Chair), Dylan Ching (Vice Chair),
Sherry Menor-McNamara, Kyoko Kimura,
Ben Rafter, Sig Zane

NON-VOTING MEMBER:

David Arakawa, Micah Alameda, Keone
Downing, George Kam

HTA STAFF PRESENT:

John De Fries, Keith Regan, Kalani
Ka'anā'anā, Marc Togashi, Maka Casson-
Fisher, Ross Willkom, Carole Hagihara,
Iwalani Kahooohanohano, Ilihia Gionson,
Jadie Goo, Irina De La Torre, Maile
Carvalho, Todd Toguchi, Yvonne Lam

GUESTS:

Jack Dugan, Harriet Mizuguchi, Reid
Mizuguchi, Teri Orton, John Reyes, Mark
Taketa, Andrea Wallace

ATTENDEES:

Senator Bennette Misalucha, Senator Glenn
Wakai, Representative Richard Onishi, Ross
Birch, Kylie Butts, Karishma Chowfin, Gina
Chun, Jennifer Chun, Minh Chau Chun,
Sherry Duong, Jeffrey Eslinger, Lei-Ann
Field, Robyn Heaps, Len Higashi, Kara Imai,
Ayako Ishiwari, Sue Kanoho, Cheyenne
Kelekoma, Erin Khan, Susie Kim, Donna
Kimura, Sunnie Lasconia, John Monahan,
Darlene Morikawa, Tom Mullen, Justin

Nakaahiki, Karen Wataru Nakaoka, Barbara Okamoto, , Joseph Patoskie, Allison Schaefers, Eric Takahata, Jay Talwar, Luke Teramoto, Pris Texeira, , John White, Mike White, Marisa Wong

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order and Pule

Mr. Casson-Fisher did the roll call, and all confirmed in attendance, and that they were alone, except for Ms. Kimura who had Mr. Glenn Yamasaki Kimura in the house. Mr. Casson-Fisher welcomed the presenters and special guests, from Clear Channel Airports (CCA), Ms. Mizuguchi, Mr. Mizuguchi, Mr. Taketa, as well as HTUSA Managing Director, Mr. Takahata, Senior Director of Advertising and Marketing Program, Ms. Chun, Senior VP from Meet Hawai'i, Mr. Reyes, and Ms. Orton from the HCC. Mr. Casson-Fisher recognized that Rep. Onishi was on the call.

Chair Atkins called the meeting to order at 2:30 p.m.

Mr. Casson-Fisher did the opening pule and recognized that Sen. Misalucha has also joined the meeting online.

2. Approval of Minutes of the April 27, 2022, Branding Standing Committee Meeting

Ms. Kimura mentioned that on page 6, the fourth paragraph from the bottom, it should read Mr. Takahata, not Mr. Takata. Chair Atkins said that would be corrected.

Chair Atkins asked for a motion to approve the minutes. Ms. Menor-McNamara made a motion and Ms. Kimura seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

3. Presentation, Discussion and/or Action on the 2022-2023 Pono Travel Education Program (Hawai'i Airport Advertising and Clear Channel Airports) with a Recommendation to Approve to the Full Board

Mr. Ka'anā'anā said this program is a concerted effort to reach the needs of residents in educating visitors on arrival at airports statewide - how to visit Hawai'i respectfully,

responsibly, mindfully, and safely. The messaging is based around kuleana and mālama, how to care for each other, and surroundings.

There are two phases in the program. Phase 1 is with HTUSA. They took the campaign from inception, starting April 18, 2022, and will run through the end of June 2022. From June 2022, it will go back to HTA for Phase 2. He said they are grateful to the partners, Clear Channel Airports, who manages advertising at the Daniel K. Inouye International Airport, and Pacific Radio Group, which covers airports on Maui, Kaua'i, and Hawai'i. Both will talk about how HTA will take over Phase 2 of the program and what it entails.

Mr. Ka'anā'anā thanked them for their help, support, and effort. He noted that in addition to the kuleana and mālama messaging that is up and running, HTA would also be implementing the Ocean Safety videos that were developed in partnership with the Department of Health and the various county lifeguard agencies. They created the content, and HTA did the paid media behind it to educate people about ocean safety. This will be included in the Phase 2 rotation at the end of June 2022.

He turned the floor over to Clear Channel. Ms. Mizuguchi thanked everyone for the opportunity to present their proposal for HTA's media campaigns, and introduced herself and the members of the team. She is the founder and owner of Sky HI Media LLC founded in January 2015. Her career in advertising dates back to 1982. Over the years, society has become mobile due to technological advances, so she expanded the outdoor advertising platform to include transit advertising opportunities. Sky HI partnered with Clear Channel Airports (CCA) to pursue the advertising concession for Hawai'i's airports. In February 2017, the Department of Transportation awarded the CCA the advertising concession for the Daniel K. Inouye International Airport. Sky HI entered into an agreement with Clear Channel Airports to be their exclusive, local sales representative Hawai'i.

In 2015, Sky HI signed an agreement with Kinsen Corp. Japan, to serve as their local service and sales representative for the bus and tour advertising concession. Mr. Mizuguchi is the manager of Sky HI media and vice president of Hawai'i malls, overseeing local operations and sales. He has over 30 years of experience in advertising in malls, airports, bus, and sports marketing. Mr. Taketa is the project manager for the airport. His responsibility is to maintain all the static and digital displays at the airport. Mr. Taketa also has extensive experience in graphic art, design, and digital media. Ms. Mizuguchi said Clear Channel Airports is a division of Clear Channel Outdoor Holdings, one of the world's largest advertising companies with a diverse portfolio of over 500,000 print and digital displays in 29 countries across North America, Europe, Latin America, and Asia.

In 2006, Clear Channel Outdoor Holdings purchased Interspace Services Incorporated for \$94.5 million to expand its airport presence to North America, the Caribbean, Latin America, and the Pacific Rim. Interspace Services operates as a separate unit of Clear Channel Outdoor Holdings as DBA Clear Channel Airports, with headquarters in Pennsylvania. Clear Channel Airports manages over 260 airports across the world. She said the resources of Clear Channel Airports and SkyHi Media are available to HTA. They work together to assist HTA in achieving the mission to manage tourism sustainably for Hawai'i. Daniel K. Inouye International Airport is Hawai'i's busiest airport. It is a good venue to launch the Pono Travel Education Program and Ocean Safety Campaign to target domestic arrivals.

Ms. Mizuguchi noted that approximately 1,811,297 passengers passed through Honolulu's airport in 2019. The latest update of passengers from February 2021 to January 2022 showed 1,014,000 monthly passengers. Their demographics include decision-makers with significant influence on spending. There will be two phases to HTA's media campaign. Phase 1, Sky HI Media has already signed a contract with MVNP on behalf of the Hawai'i Visitors & Convention Bureau (HVCB) and launched HTA's Pono Travel Education Program on April 18, 2022. It will run through June 26, 2022. Visitors are targeted during three stages of their journey to Hawai'i – pre-travel, pre-arrival, while on their way, and once they arrive in Honolulu. CCA's signage is in strategic areas of Honolulu airport and will engage the large numbers of domestic arrivals cost-effectively. For Phase 2, HTA will take over HVCB's signage on June 27, 2022. In addition to the Pono Travel Education Program, HTA will also launch its Ocean Safety campaign to target summer arrivals.

She said the Pono Travel Education Program will launch on June 27, 2022, and Ocean Safety Campaign will launch on June 27, 2022. The Ocean Safety Campaign will terminate on September 18, 2022, and the Pono Travel Education Program will terminate on October 16, 2022. As new opportunities become available and the international market rebounds, SkyHi will present new opportunities to HTA for consideration. The rationale that Sky HI applied in selecting locations for digital and static displays was based upon targeting the largest number of domestic arrivals, with additional exposure to those airlines with the largest market share. They used Geopath as their data source.

She showed the chart with Hawaiian Airlines with 43.62% of the market share, followed by United Airlines, Southwest Airlines, American Airlines, and Delta Airlines. She spoke about the proposed inventory. She said priority placement was given to four welcome walls, with comprehensive coverage of all domestic arrivals in terminals one and two. Visitors are engaged with long exposure in an uncluttered environment with exclusivity. Four-week traffic

count is 1,085,088 visitors. The digital format allows HTA flexibility to change the content within 48 hours.

She showed the map with some welcome walls and elaborated on the positioning. She said there is a fifth video wall plan for the Mauka terminal, which will be installed on the wall above the escalator, but there is no firm installation date by CCA yet. They project a late summer installation but will keep HTA advised on the installation schedule. She spoke about the CCA installing three large backward displays on the way to the baggage claim area. At the entrance of the baggage claim area there will be tension fabric displays, and LCDs on the baggage claim belts.

The second digital platform she recommended is the 20 LCDs on baggage belts in terminals 1 and 2, offering wide exposure to domestic and inter-island arrivals. There is long dwell time there while passengers wait for their bags. The digital platform allows HTA the flexibility here once again to change the content within 48 hours. She showed the maps of the LCD's positions. They recommended tension fabric additional displays at arrivals in high traffic baggage claim areas. She showed a few of the displays and maps where some were positioned and gave a brief summary of all the maps.

Mr. Ching asked what happens when the programs expire. Mr. Ka'anā'anā said it would involve a conversation with DOT airports to see if there is a permanent solution. One of the challenges over time had been the costs of the placements.

Ms. Menor-McNamara asked if there is feedback or measurement they can get from visitors going through and seeing the displays. Mr. Ka'anā'anā said he is unaware of a mechanism to survey visitors' thoughts on the messages. He said in terms of the Mālama Hawai'i campaigns, they are focus group tested, and the messaging is tested and vetted through the island chapters and processes.

Ms. Mizuguchi added that some of their research studies show a large percentage, and it has been as high as 80% of passengers that read the advertisements, and 54% do take action as a result of reading the advertisements. She could provide some of the backup information if needed. She said they have advertisers that have been with them for five years, and they claim that the advertisements at the airport have been impactful and influenced visitors to call and book.

Mr. Ka'anā'anā said HTA's call to action is different - it is how people act. He said it is calling their attention to the Hawai'i way of life, the idea and value of mālama as a way of living and

caring for one another. He said the success of the advertisements would be measured in behavior, in how visitors treat Hawai'i communities.

Mr. Casson-Fisher said there were no questions from the public. He recognized that Sen. Wakai had joined the meeting online.

Chair Atkins asked if the making of the banners is part of the package. Mr. Ka'anā'anā confirmed that it is. He asked if it is realistic to start the program on June 27, and if they will have everything ready and installed by then. Ms. Mizuguchi said the video walls are in place and will be ready for the campaign to launch. She mentioned the new one is being planned, but it will not be until late summer, so it was not included in the plan. It could be added to the plan later, depending on the installation date.

Chair Atkins asked if they are keeping some of the old displays and if they are all new messaging. Mr. Ka'anā'anā said they are keeping a lot of the existing placements as part of the HTUSA program. For O'ahu and Honolulu International Airport, there will be the same as the HTUSA program. Chair Atkins asked if they owned the banners and images, and Mr. Ka'anā'anā confirmed they did.

Rep. Onishi asked if the program is an O'ahu program only. Mr. Ka'anā'anā said it is not O'ahu only, but different concessioners for Honolulu and the neighbor island.

Chair Atkins asked for a motion to recommend that the Board approves the program in the following day's Board meeting. Mr. Ka'anā'anā said there is one more presentation, so once they have discussed that, they can put the motion forward to approve both as one package.

Mr. Ka'anā'anā introduced Mr. Dugan, and Ms. Wallace, representing the neighbor island airports.

Mr. Dugan said the goal for their company, Pacific Media Group, with airport advertising, is to improve the travel experience within the airports while exceeding the goals and requirements of their contract with Hawai'i. The program they put together is a big step, especially with the effort to improve the traveler experience and influence the travelers to be more mindful during their visit.

Mr. Dugan spoke about the Hawai'i Islands takeover programs. The overall strategy for the programs is to manage the large demand from the wind-down of the pandemic and to put forth prime/premium units. There are more than 50 units allocated across the four airports. He noted that Pacific Media Group is locally owned and operated and have five offices in

Hawai'i. They are proud to present more than \$500,000 of PSA support in the campaign in the airports. They manage the neighbor islands – Līhu'e, Kapalua, Kahului, Kona and Hilo. He pointed out that they are targeting all arriving passengers from all airlines. He showed a slide with some of their advertising partners.

He spoke about the campaign highlights at Kahului Airport and showed a map of the inbound passenger arrival flow up to the baggage claim, showing the various units. He said ten large video walls are more than 12 feet wide and 4 feet tall, synchronized on the five carousels. There are also flight information displays and video kiosks. He showed the map of the rental car facility as well as a few images of the different kiosks and screens. He showed the overhead tension fabric banner on display en route to the baggage claim.

He spoke about the campaign highlights for Līhu'e Airport and showed the map with the various units on display. There are two overhead vinyl units on concourse gates 3 & 4. There is a large tension fabric unit at the center exit. At baggage claim, there are eight video walls. There are four tension fabric banner pillars from baggage claim to the rental car walkway. There is a large tension fabric unit overhead at the rental car shuttles.

He spoke about the campaign highlights for Kona Airport and showed the overall traffic flow with the various units. There are digital video walls on the baggage claim carousel.

He spoke about the campaign highlights for Hilo Airport, and showed the overall traffic flow with the various units. There is a large overhead tension fabric banner at the baggage claim exit and digital video walls at the baggage claim carousel. There are two tension fabric banner units in the baggage claim area.

Ms. Kimura asked what the cost was for each vendor. Mr. Ka'anā'anā said he could get the breakdown, but overall, the entire investment from the existing budget of \$175,000 in the base 2022 budget, the total they are asking is \$400,000. The BFCC voted the previous day to approve the budget reallocation to add the \$225,000 into the line item for a total investment of \$400,000 between the two vendors.

Ms. Kimura asked if that is until the end of September 2022, but Mr. Ka'anā'anā said they have different end dates for other inventories. The longest inventory goes through June 2023 on the neighbor islands, but some are shorter. He said he could have it detailed out and send it on. Ms. Menor-McNamara asked if those were similar rates compared to other text fabric advertising at the airport and if it was discounted. Mr. Ka'anā'anā said they had negotiated heavily with Mr. Dugan and Ms. Wallace for the best prices.

Chair Atkins concurred with Mr. Ka'anā'anā's comment, and said Mr. Ka'anā'anā embraces the idea of walking through airports seeing the advertising units telling their story to visitors. Chair Atkins said he appreciated the amount of concessions they had, and the budget they got, and commended them on a phenomenal job.

Mr. Casson-Fisher said there were no questions from the public.

Chair Atkins asked about Kaua'i, and mentioned the banners which they have already, and asked Mr. Ka'anā'anā if they can get them all up as soon as possible. He asked what the starting date is. Mr. Ka'anā'anā said the intention for both vendors, all airports statewide, without interruption, is the plan, and the creative assets are there, and they have been working with HVCB and the contractor MVNP to make sure they have all the creatives sent over to the concessioners. Once the committee has approved the funding, they can go through the procurement process. He said they are sole-sourced contracts because there is only one vendor for each of the specific airports, and they will file the paperwork with SPO to handle that once the budget has been approved.

Chair Atkins asked if Mr. Ka'anā'anā and his team are working with the island chapters on the messaging in case there are tweaks. Mr. Ka'anā'anā said they are, and because they are digital, they have the opportunity to swap them out. He said Ms. Chun had presented the messaging in April 2022 for the HTUSA campaign and will continue with that specialized messaging for each island and the placements.

Mr. Ching asked Mr. Dugan to explain more about the \$500,000 he was putting in. Mr. Dugan said it ties into the question about rates, and for retail standard rates that businesses pay, that is what it totals to, which can be thought of as a discount.

Ms. Kimura asked if Mr. Ka'anā'anā could provide the detailed information by island, before the next day's Board meeting before they vote. Mr. Ka'anā'anā said he would work on that.

Mr. Casson-Fisher said there were no further questions or comments.

Chair Atkins asked for a motion to approve the entire budget for \$400,000. Mr. Ching made a motion, and Mr. Rafter seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

4. Sports Brand Marketing & Management Update by Brand Manager Ross Willkom for RFP

Mr. Willkom gave a brief update. He said this is the RFP to award the \$1.5 million of unallocated sports funds for the fiscal year 2022, and for the programs for events that will take place in the calendar year 2022. The deadline for proposals is May 26, 2022, 4:30 p.m. Then the procurement department will review the proposals that have been submitted to determine compliance from an administrative standpoint. They will then be distributed to the evaluation committee members for their review and scoring. They plan to make awards in the week of June 13, 2022. He said he will have a more complete report for the committee at that time.

Mr. Ching asked if Mr. Willkom knew how many had been submitted. Mr. Willkom said he does not have a number, but what they had requested interested parties to submit an intent to apply (HTA did not require it). As of May 24, 2022, they had 18 intents to apply, but the number may vary from the total submissions made.

Mr. Casson-Fisher said there were no further comments or questions.

Chair Atkins asked if Mr. Willkom would have the final statistics on Lotte at the next Board meeting. Mr. Willkom said they will. The report will come in the next week.

Chair Atkins asked the committee members if they wanted Mr. Willkom to present this to the Branding Committee or if it was better to put it at the Board meeting for the Board members to know what happened. He said they could decide before the next meeting in June 2022.

Mr. Ching recommended presenting it to this group, and then Chair Atkins could provide a recap if needed. Ms. Kimura concurred with Mr. Ching. Mr. Casson-Fisher said there were no questions or comments.

5. Presentation and Discussion by HVCB Senior Vice President, Chief MCI Sales Officer John Reyes and Hawai'i Convention Center General Manager Teri Orton on Global MCI Initiatives

Chair Atkins introduced Mr. Reyes from HVCB and Ms. Orton from the HCC. Ms. Orton updated everyone on the fiscal year, and year to date April 2022 ending. She mentioned the HCC was very busy, where they budgeted for 11 events, but 21 events materialized. There was an increase in the number of events as well as an increase in attendance. Thirteen thousand attendees were budgeted for, and they actualized a little over 40,000 attendees in the HCC.

She spoke about some of the events. Kawaii Kon 2022, (April 22-24), where they budgeted for 4,000 attendees, but they had 17,850 attendees. They had volleyball and basketball events in

April, collectively budgeted for about 2,300, but about 11,000 actualized for both the events. They anticipated Kawaii Kon to generate \$24,000 income, but they generated seven times that - \$170,000 in food, beverage, and other revenue in the building. The two sporting events also exceeded their budget and attendee expectations.

Ms. Orton said that since the fiscal year began in July 2021, they have experienced 37 event cancelations and about \$2.2 million in lost revenue but are busy closing that gap. The forecast for the remainder of the year is looking up in attendees and events. As of April 2022, they are sitting at \$650,000 better than they budgeted for. She highlighted some definite city-wides as of the end of April 2022 fiscal year. They serviced three city-wides and one more in May 2022, Material Research. The three city-wides generated \$32 million in visitor spending and about \$3,7 million in tax revenue.

The ROI is roughly \$3 for every dollar spent at the HCC to date. The ROI runs about \$23-\$25 annually. COVID affected the ROI, but they are working hard to fill the calendar to ensure the ROI increases and exceeds previous years. She mentioned the upcoming local/city-wide events. There will be 2,000 attendees for the Hawai'i Baptist Academy Commencement on June 4. This is new to the HCC. Due to social distancing, they picked up a few commencement ceremonies during the pandemic. They are now up to nine commencement ceremonies, which has been a great business. The Monet Exhibit, The Immersive Experience, is coming up from June 13 to July 31, estimating an influx of 100,000 attendees.

Also upcoming is the Joy of Sake on June 24, 2022. She listed the definite city-wide bookings for the remainder of the year. Next forthcoming event is Goldschmidt conference, anticipating 2,500 attendees. The American Medical Association is closing out in November 2022. Many city-wides and local businesses are moving in between conferences, generating visitor spend of \$80 million, and tax generation of \$10,000. Businesses and attendees are coming back strong. Some conferences are still doing hybrid, but face-to-face attendees are growing. People want to get out, travel, network, and interact.

She highlighted the 18 local business events coming up in May 2022. She noted the forecasted attendance on the slide. Some of the events are over the course of multiple days. There are only a few dark days during May, June, and July 2022. The convention center staff are working hard to accommodate the demands.

She mentioned 17 events for June 2022 and 13 events in July 2022. The list of events keeps growing, and they will exceed pre-pandemic levels soon.

She spoke about tentative local bookings for the next three months they are trying to make definite. Most of the list is now definite business. She highlighted some advertisement drops and pick-ups, letting everyone know that the HCC is open.

She reported that the new trellis system was replaced on the rooftop's third and fourth floor on the rooftop. It was all wood trellis prior, and it has been replaced with an automated makeshift roof, with automated louvers that can be opened and closed, made from PVC. They are all electronically controlled with an app, so the event managers can open and close the louvers on any outdoor terrace and rooftop areas. It provides shade and shelter from sun and rain. There is electricity running through the base pillars, and they can tap into the electrical outputs. They also have lighting options to change the colors and dim the lighting.

Ms. Orton turned the floor over to Mr. Reyes. Mr. Reyes said the teamwork they all have together is very important. He spoke about the global MCI team and the areas they focus on: the city-wide sales (CW), single property (SP) sales, Asia/Oceania CW & SP sales, and service & support. He spoke about team updates and the activities. He spoke about what they are doing in 2022 to maximize city-wide conventions. He said they had added Mr. Phadungkiatipong as their MCI County director. Mr. Reyes said there is good momentum for customers wanting to come to Hawai'i.

He spoke about priorities and activities. Their focus is short-term, from 2023 to 2026. They want to get city-wide booked for 2026 and beyond 2027, but they are focused on high-value customers with the city-wide team. They are getting a lot of good conversation and interest from Midwest and East Coast accounts. They are also focused on corporate groups. Oceania and Japan have a strong interest in wanting to utilize the HCC. They will also ensure to book sports groups based on the strong investment they have all put into the HCC.

Mr. Reyes spoke about the long-term goals. They are looking to book city-wides beyond the short-term focus. It takes five to nine years to book a city-wide in Hawai'i. There are perception, cost, and extended planning issues, so they have to be focused on whom they go after.

He mentioned some of the sales activities - Material Research Society (MRS), which has close to 4,000 attendees. It was their third city-wide. There was a strong showing from the international market. Professional Convention Management Association is a key customer base, with a lot of customers in the corporate world and the association world that plan city-wide conventions and single property. This convention will be in Educon, New Orleans. Another good market is Financial & Insurance Conference Professionals Education in

Pasadena, California, from June 22 to June 24. Another one is the Meeting Professional International (MPI) World Education Congress in San Francisco.

He spoke about pace and production. He showed info graphs for city-wide and single property combined efforts. 2024 and 2025 are good years for them. He showed the slide with the HCCs 8-year pace. Production statistics show they are doing well with city-wide tentatives, only 15% off the pace. Last year they were 40% off the pace, but compared to COVID statistics, it shows the momentum is getting better. There will be more bookings and reports of definite room nights in the HCC, which they are striving for. Last year, there were no bookings, and they are now ahead of pace in 2022.

Single property is 70% of their production, and the HCC is a big focus. April 2022 to April 2021 shows they are 56% ahead of pace. He spoke about the last normal year, in 2019, and showed a slide with the statistics. They have a 50% pace increase. There is a positive trend for room nights. Tentatives are coming back, much better than the last couple of years. He spoke about what they are focusing on as a city-wide team. There are 29 outstanding tentatives; there are 249,716 tentative rooms per year. They closed eight city-wides in different years. The team is focused on closing the room nights and what they need to do on the city-wide side and single property front. Mr. Reyes thanked the HTA for the opportunity to give updates.

Chair Atkins thanked Mr. Reyes for the presentation and said it looks like it is moving in a positive direction.

There were no questions from the committee or the public.

Chair Atkins said it is nice to see the momentum building on both sides. He thanked Ms. Orton and the team for the good work.

Mr. Ka'anā'anā thanked everyone for their commitment and good work.

Chair Atkins said it looks like they are getting a good return on their investment in the HCC. Ms. Orton confirmed they made their return on investment in year three, and they are doing nine to ten sporting events per year - volleyball, basketball, and Futsal. She said they made their revenue back ten-fold. She said it's a great opportunity for the local children to participate in sanctioned tournaments as well.

Ms. Menor-McNamara commended Ms. Orton and her team for providing a local feel and supporting local at the HCC.

There were no further comments or questions.

6. Adjournment

Chair Atkins asked for a motion to adjourn. Ms. Menor-McNamara made a motion, and Mr. Ching seconded. The motion passed unanimously.

Mr. Casson-Fisher concluded the meeting at 3:57 p.m.

Respectfully submitted,



Sheillane Reyes
Recorder