



Ke'ena Kuleana Ho'okipa O Hawai'i
 Hawai'i Convention Center
 1801 Kalākaua Avenue, Honolulu, HI 96815
 kelepona tel (808) 973-2255
 kelepa'i fax (808) 973-2253
 kahua pa'a web hawaiiitourismauthority.org

Josh Green, M.D.
 Kia'aina Governor

John De Fries
 Pelekikena & Luna Ho'okele
 President & Chief Executive Officer

**HĀLĀWAI PAPA ALAKA'I KŪMAU O KE KE'ENA KULEANA HO'OKIPA O HAWAII'
 REGULAR BOARD MEETING OF THE HAWAII TOURISM AUTHORITY**

**HĀLĀWAI HŌ'EA KINO A KELEKA'A'IKE
HYBRID IN-PERSON & VIRTUAL MEETING**

**PŌ'AHĀ, 27 IULAI 2023 MA KA 10:30AM
 THURSDAY, JULY 27 AT 10:30 AM**

Kikowaena Hālāwai O Hawai'i
 Papahale Ho'okū Ka'a | Lumi Nui A
 1801 Alaākea Kalākaua
 Honolulu, Hawai'i 96815

Hawai'i Convention Center
 Parking Level | Executive Boardroom A
 1801 Kalākaua Avenue
 Honolulu, Hawai'i 96815

E ho'olele 'iwā 'ia ka hālāwai ma o ka Zoom. Meeting will be live streaming via Zoom.
<https://us06web.zoom.us/j/85948138332>

*E noi 'ia 'oe e kainoa me kou inoa. E 'olu'olu, e ho'okomo i kou inoa piha akā hiki nō iā 'oe ke ho'ohana i ka inoa kapakapa e like me kou makemake. E noi 'ia 'oe e hā'awi mai i kāu helu leka uila. Hiki nō ke ho'opihapiha penei, ****@****mail.com*

You may be asked to enter your name. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous. You may also be asked for an email address. You may fill in this field with any entry in an email format, e.g., [**@***mail.com](mailto:****@***mail.com).**

E Kelepona Mai: (253) 205-0468 | KELEKA'A'IKE: 859 4813 8332
 Call In: (253) 205-0468 US | Webinar ID: 859 4813 8332

Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha. E kau palena 'ia ka hō'ike mana'o waha (ma ke kino a i 'ole ma o ka Zoom) he 'elima minuke ka lō'ihī no kēlā me kēia kumuhana. E kāinoa no ka hō'ike mana'o waha ma ke pākaukau ho'okipa ma ka lumi hālāwai. E kāinoa no ka hō'ike mana'o waha ma o ka Zoom ma o ke pihi "Q&A."

Members of the public may provide written or oral testimony on agenda items. Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. Signup for oral testimony in-person will be at the registration table in the meeting room. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.

E ho'ohui 'ia nā palapala hō'ike mana'o i hiki ma ka pū'olo hālāwai. No nā palapala hō'ike mana'o i hō'ea mai ma hope o ka pa'a o ka pū'olo hālāwai (he 48 hola ma mua o ka hālāwai), e kāka'ahi 'ia nā kope i ka papa alaka'i a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai. E leka uila 'ia nā palapala iā Carole Hagihara-Loo ma carole@gohta.net, a i 'ole, e lawe kino 'ia i ke ke'ena.

Written testimony received ahead of the preparation of the board packet will be included in the board packet. Written testimony received after the issuance of the board packet (48 hours ahead of the meeting) will be distributed to the board and available for public inspection at the meeting. Email written testimony to Carole Hagihara-Loo at carole@gohta.net or hand-delivered to the HTA office.

Papa Kumumana'ō
AGENDA

1. *Ho'omaka*
Call to Order
2. *Kikolā*
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic
3. *Wehena*
Opening Cultural Protocol
4. *'Āpono Mo'olelo Hālāwai*
Approval of Meeting Minutes
 - a. *Hālāwai Papa Alaka'i Kūmau*
June 29, 2023 Regular Board Meeting
5. *Hō'ike O Nā Hālāwai 'Ae 'Ia*
Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(c)
6. *Hō'ike a Ka Luna Ho'okele Ho'okō/Ka Luna Kāko'ō Ke'ena/Ka Luna Alowelo*
Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer
 - a. *Nūhou No Nā Papahana Iune 2023*
Update on Programs During June 2023
 - b. *Nūhou Ho'oholomua Papahana Ho'okele Loli*
Update on HTA's Implementation of Change Management Plan
 - c. *Nūhou Ho'oholomua Papahana DMAP no ka Mokupuni 'O Hawai'i*
Update on the Destination Management Action Plan Implementation for Maui Island
7. *Kūkākūkā A Ho'oholo No Ka Ho'okumu I Ka Māhele Mālama 'Āina Ho'okipa*
Discussion and Action on the Creation of a Destination Stewardship Branch
8. *Kūkākūkā A Ho'oholo No Ka Ho'olimahana*
Discussion and Action on the Hiring of a Chief Stewardship Officer, Three Positions for Finance, and One Position in Planning

9. *Kūkākūkā A Ho'oholo No Ka Ho'okumu I Ka Hui Noi'i Nohona Kuleana*
Discussion and Action on the Creation of a Governance Study Permitted Interactive Group for the Purpose of Developing the Governance, Strategic Organization, and Business Review Process Study

10. *Kūkā A Ho'oholo No Ka Ho'okuleana I Ka Hui Noi'i Nohona Kuleana*
Discussion and Action on the Assignment of Board Members to the Governance Study Permitted Interactive Group. This Agenda Item is Dependent on the Approval of the Creation of the Governance Study Permitted Interaction Group

11. *Ka Wae, Koho, A Ho'onoho I Ka Luna Ho'omalu*
Nominations, Selection and Appointment of the Board Chair of the Hawai'i Tourism Authority

12. *Kūkā A Ho'oholo I Nā Kuleana Kōmike*
Discussion and Action on the Assignment of Board Members to Standing Committees

13. *Hō'ike'ike No Nā Hana Kāko'o Mālama 'Āina Ho'okipa*
Update on the Hawaiian Islands Stewardship Activities Under the Support Services for Destination Stewardship Contract for the Initial Contract Period 2023-2024

14. *Hō'ike'ike A Kūkā I Ka 'Ike Mākeke*
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets

15. *Hō'ike'ike No Ke Anamana'o Kama'āina Kupulau 2023*
Presentation on the Resident Sentiment Survey Spring 2023 Results

16. *Hō'ike'ike a Kūkā no ka Holomua o ka Papahana Ho'oponopono he 6 Makahiki o ke Kikoweana Hālāwai, 'Aha, a Hana Ho'oholomua*
Presentation and Discussion on the Hawai'i Convention Center's June 2023 Financial Reports and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan

17. *Hō'ike'ike a Kūkā no ka Hana Mākeke Hālāwai, 'Aha, a Hana Ho'oholomua a me ka Mo'olelo Pace, a me ka Hana Kikowaena Hālāwai o Hawai'i a me ke Kālā Loa'a Kūloko*

Presentation and Discussion Regarding an Update on the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawai'i Convention Center Activity and Local Sales

18. *Hō'ike'ike a Kūkā no ka Papahana EDA*

Presentation and Discussion on the EDA State Travel, Tourism & Outdoor Recreation Grant (State Tourism Grant)

a. *Kūkā a Hana no ka Pāhana Ho'ōla Pūko'a a DLNR Ma Lalo o ka Pāhana EDA*

Discussion and Action of DLNR's O'ahu Coral Restoration Enhancement Project for EDA State Tourism Grant

b. *Ka Nū Hou no ka Papahana Alowelo*

Update and Discussion on Brand and Cooperative Marketing Campaigns

19. *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 i 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 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 Hawai'i's competitive advantage as a visitor destination.

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'aina '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 Hawai'i, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

Inā he lawelawe a mea like paha e pono ai ke kīnānā, e hoʻokaʻaʻike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila carole@gohta.net e like me ka wikiwiki i hiki, ʻaʻole hoʻi a ma ʻō aku o ka ʻekolu lā ma mua o ka hālāwai. Inā ʻike ʻia he noi i ka lā ma mua o ka hālāwai, e hoʻāʻo mākou e ʻimi i ka lawelawe a mea like paha, ʻaʻole naʻe hoʻi e hiki ke hoʻohiki ʻia ke kō o ua noi lā. Ua noa pū kēia hoʻolaha ma nā kino ʻokoʻa e laʻa ke kope paʻi nui, Braille, a kope uila pū ma ke noi.

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or carole@gohta.net as soon as possible, preferably no later than 3 days prior to the meeting. If a response is received the day before the meeting, we will try to obtain the auxiliary aid/service or accommodation, but we cannot guarantee that the request will be fulfilled. Upon request, this notice is available in alternative formats such as large print, Braille, or electronic copy.

E like nō me ka ʻōlelo o ke Kānāwai Hawaiʻi i hoʻoholo ʻia māhele 92-32.7, ʻaʻole e mālama ana ke Keʻena Kuleana Hoʻokipa o Hawaiʻi i kekahi wahi kaʻawale no ka lehulehu a lālā papa alakaʻi e nānā a e komo ai i ka hālāwai ma ka hoʻohana i ka ʻenehana komo hālāwai, no ka mea, hiki nō i ka poʻe o ka lehulehu a lālā papa alakaʻi ke nānā a komo pū ma ka hālāwai hōʻea kino.

In accordance with HRS section 92-3.7, the Hawaiʻi Tourism Authority will not 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) because there will be an in-person option for members of the public and board member to view and participate in the meeting.