



Ke'ena Kuleana Ho'okipa O Hawai'i  
Hawai'i Convention Center  
1801 Kalākaua Avenue, Honolulu, HI 96815  
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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, 29 IUNE 2023, 9:30 AM**  
**THURSDAY, JUNE 29, 2023 AT 9:30 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 'iwa'ia ka hālāwai ma o ka Zoom.

Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/85936260525>

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](mailto:****@****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: (669) 444-9171 | KELEKA'A'IKE: 859 3626 0525**

Call In: (669) 444-9171 | Webinar ID: 859 3626 0525

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'ihi 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](mailto: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](mailto:carole@gohta.net) or hand-delivered to the HTA office.

**Papa Kumumanaʻo**  
**AGENDA**

1. *Hoʻomaka*  
**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. *ʻĀpono Moʻolelo Hālāwai*  
**Approval of Meeting Minutes**
  - a. *Hālāwai Papa Alakaʻi Kūmau*  
**May 25, 2023 Regular Board Meeting**
  - b. *Hālāwai Papa Alakaʻi Kūikawā*  
**June 15, 2023 Special Board Meeting**
5. *Hōʻike O Nā Hālāwai I ʻAe ʻIa*  
**Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(c)**
6. *Hōʻike A Ka Luna Hoʻokele Hoʻokō/Ka Luna Kākoʻo Keʻena/Ka Luna Alowelo*  
**Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer**
  - a. *Nūhou No Nā Papahana Mei 2023*  
**Update on Programs During May 2023**
  - b. *Nūhou Hoʻoholomua Papahana Hoʻokele Loli*  
**Update on HTA's Implementation of Change Management Plan**
  - c. *Hōʻikeʻike A Nūhou No Ka Papahana Mālama ʻĀina Hoʻokipa*  
**Presentation and Update on the Hawaiʻi Island Destination Management Action Plan**
7. *Nūhou No Ka Papahana Hawaiʻi on the Hill Ma Wakinekona D.C.*  
*Ma 13-15 June 2023*  
**Update on Hawaiʻi on the Hill Held in Washington D.C., June 13-15, 2023**
8. *Nūhou No Western Regional Native Hawaiian Convention Ma Las Vegas*  
*Ma 19-22 June 2023*  
**Update on the Western Regional Native Hawaiian Convention Held in Las Vegas, June 19-22, 2023**

9. *Hō'ike'ike, Kūkā, A Ho'oholo No Nā Hana Kāko'o Mālama 'Āina Ho'okipa*  
**Presentation, Discussion and/or Action on the Hawaiian Islands Stewardship Activities Under the Support Services for Destination Stewardship Contract for the Initial Contract Period 2023-2024**
10. *Hō'ike'ike, Kūkā, A Ho'oholo No Nā Hana A Hawai'i Tourism Canada*  
**Presentation, Discussion and/or Action on Hawai'i Tourism Canada's Activities Under the Brand Management & Marketing Services Contract and HTA's 2023-2024 Brand Marketing Plans for the Canada Market**
11. *Hō'ike Noi'i 'Oihana Ho'okipa*  
**Report on Tourism Research**
  - a. *Hō'ike'ike A Kūkā I Ka 'Ike Mākeke No Hawai'i A Me Nā Mākeke 'Oihana Ho'okipa Nui O Hawai'i*  
**Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets**
12. *Kūkā A Hana No Ko HTA Mo'olelo Kālā No Mei 2023*  
**Discussion and Action on the HTA's Financial Report for May 2023**
13. *Kūkā A Hana No Ka Mo'olelo Kālā O Ke Kikowaena Hālāwai Hawai'i No Mei 2023 A Me Ka Nūhou No Ka Papahana Ho'olālā CIP He 6 Makahiki O Ke Kikowaena Hālāwai O Hawai'i*  
**Discussion and Action on the Hawai'i Convention Center's May 2023 Financial Reports and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan**
14. *Kūkā no ka Nūhou 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*  
**Discussion Regarding an Update on the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawaii Convention Center Activity and Local Sales**
15. *Hō'ike'ike, Kūkā, A Ho'oholo No Ke Noi Makahiki Kālā 2024*  
**Presentation, Discussion and/or Action on an Update on HTA's FY24 Funding Request**
16. *Hō'ike O Ka Hui Noi'i Launa Aupuni A 'Aha'ōlelo No Ke Kau 'Aha'ōlelo 2023*  
**Report of the Legislative Permitted Interaction Group on the 2023 Legislative Session**
17. *Hō'ike'ike, Kūkā, A Hana No Ka Pelekikena A Luna Ho'okele\*\*\**  
**Discussion and/or Action Regarding Transition and Reorganization Update\*\*\***
18. *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'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 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 ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila [carole@gohta.net](mailto:carole@gohta.net) e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ekolu lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā. Ua noa pū kēia ho'olaha ma nā kino 'oko'a e la'a ke kope pa'i 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](mailto: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 'ōlelo o ke Kānāwai Hawai'i i ho'oholo 'ia māhele 92-32.7, 'a'ole e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi ka'awale no ka lehulehu a lālā papa alaka'i e nānā a e komo ai i ka hālāwai ma ka ho'ohana i ka 'enehana komo hālāwai, no ka mea, hiki nō i ka po'e o ka lehulehu a lālā papa alaka'i ke nānā a komo pū ma ka hālāwai hō'ea kino.*

In accordance with HRS section 92-3.7, the Hawai'i 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.