



**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, 28 Kepakemapa 2023, 9:30 A.M.
THURSDAY, SEPTEMBER 28, 2023 AT 9:30 A.M.**

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 ʻiwa ʻia ka hālāwai ma o ka Zoom.

Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/86021689696>

*E noi ʻia ʻoe e kainoa me kou inoa. E ʻoluʻolu, e hoʻokomo i kou inoa piha akā hiki nō iā ʻoe ke hoʻohana i ka inoa kapakapa e like me kou makemake. E noi ʻia ʻoe e hāʻawi mai i kāu helu leka uila. Hiki nō ke hoʻopihapiha 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).**

**Kelepona / Call In: (669) 444-9171
Helu Hālāwai / Webinar ID: 860 2168 9696**

Hiki i ka lehulehu ke hōʻike manaʻo ma o ka palapala a i ʻole ma o ka waha. E kau palena ʻia ka hōʻike manaʻo waha (ma ke kino a i ʻole ma o ka Zoom) he ʻelima minuke ka lōʻihi no kēlā me kēia kumuhana. E kāinoa no ka hōʻike manaʻo waha ma ke pākaukau hoʻokipa ma ka lumi hālāwai. E kāinoa no ka hōʻike manaʻo 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 hoʻohui ʻia nā palapala hōʻike manaʻo i hiki ma ka pūʻolo hālāwai. No nā palapala hōʻike manaʻo i hōʻea mai ma hope o ka paʻa o ka pūʻolo hālāwai (he 48 hola ma mua o ka hālāwai), e kākaʻahi ʻia nā kope i ka papa alakaʻi a e mākaukau no ka ʻike ʻia e ke anaina ma ka hālāwai. E leka uila ʻia nā palapala iā Carole Hagihara-Loo ma carole@gohta.net, a i ʻole, e lawe kino ʻia i ke keʻena.

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-deliver or send via postal mail to the Hawai'i Tourism Authority office, 1801 Kalākaua Avenue, 1st Floor, Honolulu, HI 96815.

PAPA KUMUMANA'O
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 Protocol
4. *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(e)
5. *'Āpono Mo'olelo Hālāwai*
Approval of Meeting Minutes
 - a. *15 'Aukake 2023, Hālāwai Pōpilikia O Ka Papa Alaka'i*
August 15, 2023 Emergency Meeting of the Board
 - b. *31 'Aukake 2023, Hālāwai Papa Alaka'i Kūmau*
August 31, 2023 Regular Board Meeting
6. *Hō'ike a ka Luna Ho'okele Ho'okō*
CEO Report
7. *Hō'ike a ka Luna Ho'omalu Papa Alaka'i HTA*
Board Chair Report
8. *Mo'olelo a Nūhou na ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a me ke Kikowaena Hālāwai o Hawai'i no ka Hālāwai o ka 27 Kepakemapa 2023*
Report and Update by the Budget, Finance, and Convention Center Committee of their Meeting Held on September 27, 2023
 - a. *Kūkākūkā a Ho'oholo no ko ke Ke'ena Kuleana Ho'okipa O Hawai'i Mo'olelo Kālā no 'Aukake 2023*
Discussion and/or Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on HTA's Financial Report for August 2023

- b. *Kūkākūkā a Ho'oholo no ke Noi Mo'ohelu Kūhelu o ka Makahiki Kālā 2025 i ka 'Aha'olelo*
Discussion and Action on the FY25 Legislative Budget Request
 - c. *Kūkākūkā a Ho'oholo no kā ke Kikowaena Hālāwai O Hawai'i Hana ma 'Aukake 2023 a me ka Papa Hana CIP 6 Makahiki*
Discussion and/or Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Hawai'i Convention Center's August Financial Report and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan
 - d. *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*
Discussion Regarding an Update of the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawai'i Convention Center Activity and Local Sales
 - e. *Kūkākūkā a Ki'ina Hana no nā Kuleana a me nā Mana'o 'Ē A'e e Pili ana i ka Mo'ohelu Kālā HTA i Hāpai 'ia e nā Lālā o ka 'Aha'olelo, ka Papa Alaka'i, nā Limahana, nā Kāko'o, apwa.*
Discussion and Action on HTA Budget Issues, Comments, and Suggestions Raised by Legislators, Board Members, Staff, Stakeholders, etc.
9. *Mo'olelo a Nūhou na ke Kōmike Alowelo no ka Hālāwai o ka 27 Kepakemapa 2023*
Report and Update of the Branding Standing Committee of their Meetings Held on September 15, 2023 and September 27, 2023
- a. *Kūkā a Ho'oholo no ke Kuleana o ke Kōmike Alowelo a me Nā Pahuhopu*
Discussion and/or Action on the Purpose, Charter, and Description of the Branding Standing Committee
 - b. *Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism Japan no ka Makahiki 2024*
Discussion and/or Action on Hawai'i Tourism Japan Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Japan Market

- c. *Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism USA no ka Makahiki 2024*
Discussion and/or Action on Hawai'i Tourism USA Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the USA Market
 - d. *Kūkā a Ho'oholo no nā Hana a Meet Hawai'i no ka Makahiki 2024*
Discussion and/or Action on Meet Hawai'i Activities Under the HTA's 2024 Brand Marketing Plans for Meet Hawai'i
 - e. *Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism Canada no ka Makahiki 2024*
Discussion and/or Action on Hawai'i Tourism Canada Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Canada Market
 - f. *Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism Oceania no ka Makahiki 2024*
Discussion and/or Action on Hawai'i Tourism Oceania Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Oceania Market
 - g. *Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism China no ka Makahiki 2024*
Discussion and/or Action on Hawai'i Tourism China Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the China Market
 - h. *Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism Korea no ka Makahiki 2024*
Discussion and/or Action on Hawai'i Tourism Korea Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Korea Market
10. *Kūkākūkā a Ho'oholo no ka Ho'okumu Hui Kolokolo Mo'ohelu Kālā*
Discussion and Action on the Formation of an HTA Budget, Finance, and Convention Center Permitted Interaction Group (PIG)
 11. *Kūkākūkā a Ho'oholo no ka Ho'okuleana i ka Hui Kolokolo Mo'ohelu Kālā*
Discussion and Action on Assignment of Board Members to the HTA Budget, Finance, and Convention Center Permitted Interaction Group (PIG)
 12. *Kūkākūkā A Ho'oholo No Ka Ho'okumu I Hui No Ke Kau 'Aha'ōlelo 2024*
Discussion and Action on the Creation of the 2024 Legislative Permitted Interaction Group

13. *Kūkākūkā A Ho'oholo No Ka Ho'onohonoho Hui 'Aha'olelo*
**Discussion and Action on the Assignment of Board Members to the 2024
Legislative Permitted Interaction Group**

14. *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 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 like me ka mea pono.

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. **Requests made as early as possible have a greater likelihood of being fulfilled.** Upon request, this notice is available in **alternative/accessible** formats.

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.

