



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

**REGULAR MARKETING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY**

Pō'akolu, lā 28 o Iulai 2021, 2:00 p.m.
Wednesday, July 28, 2021 at 2:00 p.m.

**HĀLĀWAI KINO A KIKOHO'E
IN-PERSON AND VIRTUAL**

Kikowaena Hālāwai O Hawai'i
Papahele 'Ehā | Lumi Nui C
1801 Alaākea Kalākāua
Honolulu, Hawai'i 96815

Hawai'i Convention Center
Fourth Floor | Ballroom C
1801 Kalākāua Avenue
Honolulu, Hawai'i 96815

'O ka ho'opakele i ke ola o ka lehulehu ka makakoho nui. E maliu ana ke ke'ena i ke kuhikuhina a nā loea no ke kū kōwā, ka uhi maka, me nā koina pili olakino 'ē a'e. Koi 'ia ke komo i ka uhi maka a me ke kū kōwā ma nā ke'ena a ma nā hālāwai.

The safety of the public is of the utmost importance. Pursuant to expert guidance, HTA will be following strict physical distancing, facial coverings, and other health-related requirements. Face coverings and physical distancing are required in HTA offices and meetings.

Koi 'ia ka hō'oiā i kou olakino maika'i ma mua o ke komo i ke Kikowaena Hālāwai O Hawai'i ma ka 'ipuka o waena o ka hale ho'okū ka'a. E pāpā 'ia ke komo 'ana o ke kanaka nona ka piwa ma luna a'e o ka 100.4°F. Inā 'ōma'ima'i 'oe, e 'olu'olu, e 'imi i ke kauka nāna e kōkua iā 'oe.

Entrance to the Hawai'i Convention Center requires a health screening at the center parking garage entrance. Persons with a temperature of over 100.4°F will be denied entry. If you are not feeling well, we urge you to contact a healthcare provider.

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

E kāinoa mua no kēia hālāwai:
Register in advance for this webinar:

https://us06web.zoom.us/webinar/register/WN_Dzd0SoLPTnyvLFZ_OVLI9g

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
AGENDA

1. *Ho'omaka A Pule*
Call to Order and Pule
2. *Hō'ike A HVCB No Ka Heluna Makemake No Hawai'i*
Presentation by HVCB including updates on market insights, airlift, vaccination exception outreach, Mālama Hawai'i and other programs for the balance of 2021
3. *Hō'ike A HTJ No Ka Heluna Makemake No Hawai'i*
Presentation by HTJ including updates on market insights, airlift, vaccination progress, Mālama Hawai'i and other programs for the balance of 2021
4. *Hō'ike No Nā 'Aelike Mākeke Nui 2021-2022*
2021-2022 Major Market Area Contract Updates
5. *Hō'ike No Ka Ho'olālā 'Imi Noi Pāhana*
RFP Planning Updates: United States Major Market Area, Global Meetings Conventions & Incentives, and Global Support Services.
6. *Hō'ike No Ka Papahana Alowelo 2022*
2022 Brand Marketing Plan Updates
7. *Ka Mo'okālā 2021*
Calendar Year 2021 Budget vs. Actuals
8. *Ho'olālā No Nā Hō'ike'ike 'Oihana Ho'okipa Hā'ulelau a Kupulau*
Planning for Fall (September) and Spring (March) Tourism Updates
9. *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 Hawai'i Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to § 92-5 (a)(4), § 92-5 (a)(8) and



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Hawai'i Convention Center
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David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

§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; and to discuss information that must be kept confidential to protect Hawai'i'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 ariana.kwan@gohta.net. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Ariana Kwan (973-2254 a i 'ole ariana.kwan@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 ariana.kwan@gohta.net; Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Ariana Kwan (973-2254 or ariana.kwan@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.