



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

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

Pō'akahi, lā 15 o Nowemapa 2021, 9:00 a.m.
Monday, November 15, 2021 at 9:00 a.m.

**HĀLĀWAI KIKOHO'E
VIRTUAL MEETING**

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_dJH_6sPyTpeTQgh6w6L-4g

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. *'Āpono I Ka Mo'o'olelo Hālāwai*
Approval of Minutes of the September 29, 2021 Marketing Standing Committee Meeting
3. *Hō'ike, Kūkākūkā A Ho'oholo No Ka Pāhana Ho'ālowelo Hou*
Presentation and Discussion and/or action on the Hawaiian Islands Rebranding Project
4. *Hō'ike, Kūkākūkā A Ho'oholo No Ka Pāhana A'oa'o 'Enehana Ho'okele Kipa*
Presentation and Discussion and/or action on the Destination Management Technology Consulting Services Project



5. *Hō'ike, Kūkākūkā A Ho'oholo No Ka Pāhana Kāko'o 'Oihana Kūloko*
Presentation and Discussion and/or action on the Local Business Support Project

6. *Hō'ike, Kūkākūkā A Ho'oholo No Ka Pāhana Smart Destination Hawai'i*
Presentation and Discussion and/or action on Smart Destination Hawai'i Project

7. *Ho'oku'u*
Adjournment

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 carole@gohta.net. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara-Loo (973-2289 a i 'ole carole@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 carole@gohta.net; Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara-Loo (973-2289 or carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.