



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

**BRANDING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY**

Po'akolu, lā 22 o kekemapa 2021, 2:30 p.m.
Wednesday, December 22, 2021 at 2:30 p.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_FWHXSqonQw6xRFEGNcNgww

Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila hō'ōia 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 November 15, 2021 Marketing Standing Committee Meeting
3. *Hō'ike No Nā Lula Ho'opakele A Me Ka Ho'omaka Hou O Ka Holoholo Moku 'O NCL*
Presentation by Norwegian Cruise Line Vice President of Revenue Operations Ms. Sandi Weir on its Protocols for Safety and Resumption of Operations in 2022



4. *Hō'ike No Ka Ho'omaka Hou A Ka 'Oihana Holoholo Moku No Ka Makahiki 2022*
Presentation by Ms. Shannon McKee on Cruise Industry Updates and Resumption of Cruise Operations in Hawaii for 2022
5. *Hō'ike No Ka Papahana Ho'okele Mo'olelo A HTJ A Me Ka Holomua 'Ana I Ka Papa Alaka'i*
Update on Japan BMMP and the Process to Get it to the Full Board
6. *Hō'ike No Ka Papahana Ho'okele Mo'olelo A HTUSA A Me Ka Holomua 'Ana I Ka Papa Alaka'i*
Update on USA BMMP and the Process to Get it to the Full Board
7. *Hō'ike A Kūkākūkā No Nā Pāhana Ha'uki A HTA No Ka Makahiki 2022*
Presentation and Discussion on HTA's Sports Programs for 2022
8. *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 a i 'ole ho'ouna i ka leka i Ke'ena Kuleana Ho'okipa O Hawai'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara-Loo (808-973-2289 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 or by postal mail to the Hawai'i Tourism Authority, 1801 Kalākaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara-Loo (808-973-2289 or carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.