



**HĀLĀWAI PAPA ALAKA'Ī KŪMAU  
KE'ENA KULEANA HO'OKIPA O HAWAII'**

**HĀLĀWAI KIKOHO'E  
HYBRID IN-PERSON & VIRTUAL MEETING**

**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY**

**Po'ahā, Pepeluuli 24, 2022 ma ka 9:30 kak.  
Thursday, February 24, 2022 at 9:30 a.m.**

**Kikowaena Hālāwai O Hawaii'**  
Papahēle 'Ehā | Lumi Nui C  
1801 Alaākea Kalākaua  
Honolulu, Hawaii 96815

**Hawaii Convention Center**  
Fourth Floor | Ballroom C  
1801 Kalākaua Avenue  
Honolulu, Hawaii 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 loa 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 Hawaii' ma ka 'īpuka 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 Hawaii 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.**

*No nā kānaka a pau e komo ana i kēia hale, koi 'ia ka hō'ike 'ana i ke kāleka lā'au ko'oko'o a i 'ole ka hō'ike COVID-19 'ole i loko o nā lā 'ehiku ma mua pono o ke komo.*

**Anyone entering this facility are required to provide proof of vaccination or proof of a negative COVID-19 test result within the past 72 hours before entering our facility.**

**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\\_CpNCDF9WR\\_enJ-JHA-2aBg](https://us06web.zoom.us/webinar/register/WN_CpNCDF9WR_enJ-JHA-2aBg)

**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.**



*‘O ka po‘e e komo ana ma nā hālāwai kikoho‘e, ua hiki iā lākou ke hō‘ike mai i ko lākou mau ‘ōlelo hō‘ike ma o ka māhele nīnau a hā‘ina o Zoom.*

**Members of the public attending via Zoom may provide testimony through the questions and answer feature of the Zoom platform.**

***Papa Kumumana‘o***  
**AGENDA**

1. *Ho‘omaka*  
**Call to Order**
2. *E Mālama ‘Ia Ana Ke Kikolā I Hiki Ke Ho‘olauna ‘Ia Nā Lālā Papa Luna Ho‘okele A Me Nā Kānaka ‘Ē A‘e E Komo Pū Ana Ma Ka Hālāwai*  
**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. *‘Āpono I Ka Mo‘o‘ōlelo Hālāwai*  
**Approval of Minutes** of the January 27, 2022 Board Meeting
5. *Hō‘ike Lālā*  
Report of **Permitted Interactions** at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)
6. *Hō‘ike A Ka Luna Ho‘okele*  
**Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer**
  - a. *Hō‘ike No Ka Ho‘okō I Nā Pāhana HTA Like ‘ole*  
Relating to Update on **HTA’s Programs During January 2022**
  - b. *Hō‘ike No Ko HTA Ho‘okō I Ka Papahana Ho‘okele Huliau*  
Relating to Update on **HTA’s Implementation of Change Management Plan**
7. *Ka Nū Hou Mai Ka Hālāwai Kūmau ‘o Ho‘okahua*  
Ho‘okahua Hawai‘i Standing Committee Update
  - a. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Nā Mana‘o A Ke Kōmike Ho‘okahua Hawai‘i Kūmau I Hāpai Ai No Ka Papa Hana Hokona No Ka Ho‘ōla ‘Ana I Ka ‘Oihana Kipa Malihini, Me Ka Nā‘ana Pū ‘Ia O Nā Loli Hou I Hāpai ‘Ia Ma Ka Hālāwai O Pepeluuli 15, 2022*  
Discussion and Action on the Recommendation by the **Ho‘okahua Hawai‘i Standing**



**Committee** on the Tourism Recovery Marketing Plan's Section as Presented and Proposed Revisions Discussed at the February 15, 2022 Meeting

8. *Hō'ike Mai Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me Ke Kikowaena Hālāwai*  
Report by the **Budget, Finance, and Convention Center Standing Committee**
  - a. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*  
Discussion and Action on the Recommendation by the **Budget, Finance, and Convention Center Standing Committee** on the **HTA's Financial Report for January 2022** as Presented at the February 22, 2022 Meeting
  - b. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Ka Mana'o A Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me Ke Kikowaena Hālāwai I Hāpai Ai No Ka Ho'oka'awale 'Ana I Ke Kālā Mai Ka Makahiki 'Auhau 2022, No Ke Kāko'o 'Ana I Ko HTA 'Aelike Alowelo Me Ko Ke Kulanui O Hawaii'i Māhele 'Ālapa, Ma O Ko HTA 'Aelike Me Ka Hui Kūkā 'O Big West, E Like Me Ka Mea I Hō'ike 'Ia Ma Ka Hālāwai O Pepeluali 22, 2022*  
Discussion and Action on the Recommendation by the **Budget, Finance, and Convention Center Standing Committee** to Allocate FY22 Funds to Support HTA's Branding Partnership with University of Hawaii Athletics through Funding of HTA's Contract with the Big West Conference as Presented at the February 22, 2022 Meeting
  - c. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Ko Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me Ke Kikowaena Hālāwai Kūmau 'Āpono 'Ana I Ko Ke Kikowaena Hālāwai Mo'ohelu Kālā Kānāwai Papa Hana Ho'opakele o 'Amelika (ARPA) O Ka Makahiki 2021 No Ka Makahiki 'Auhau 2022, E Like Me Ka Mea I Hō'ike 'Ia Ma Ka Hālāwai O Kekemapa 21, 2021*  
Discussion and Action on the Recommendation by the **Budget, Finance, and Convention Center Standing Committee** to approve the Convention Center's American Rescue Plan Act of 2021 (ARPA) FY 2022 Budget as Presented at the December 21, 2021 Meeting
  - d. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Ka Mana'o A Ke Kōmike Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me Ke Kikowaena Hālāwai I Hāpai Ai, No Ka Palapala Waiwai A Ke Kikowaena Hālāwai O Ianuali No Ianuali 2022, E Like Me Ka Mea I Hō'ike 'Ia Ma Ka Hālāwai O Pepeluali 22, 2022*  
Discussion and Action on the Recommendation by the **Budget, Finance, and Convention Center Standing Committee** on the **Hawaii Convention Center's January Financial Report for January 2022** as Presented at the February 22, 2022 Meeting
  - e. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Ka Mana'o A Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me Ke Kikowaena Hālāwai I Hāpai Ai No Ka 'Imi 'Ana I Ke Kālā E Kāko'o Ai I Ka Ho'āno Hou 'Ia 'O Ka Hō'ike A Ke Kikowaena Hālāwai O Hawaii'i No Ka Wā E Hiki Mai Ana*  
Discussion and Action on the Recommendation by the **Budget, Finance, and Convention Center Standing Committee** for the Funding to Support an Update of the Hawaii Convention Center Futures Study as Presented at the February 22, 2022 Meeting



- f. *Ka Hō'ike'ike, Ke Kūkākūkā, A Me Ka Hana E Pili Pū Ana I Ka Ho'okumu 'Ana I Hui Ho'okolokolo E Noi'i Ai Ma Nā Hihia E Pili Pū Ana I Ke Kikowaena Hālāwai O Hawai'i A Me Nā Hihia RFP*  
Presentation, Discussion, and Action to Create a Convention Center Permitted Investigative Group to Explore Issues Relating to the Future of the Hawai'i Convention Center and RFP Issues

9. *Hō'ike 'Ikepili Noi'i 'Oihana Ho'omāka'ika'i*

Presentation and Discussion of **Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets**

10. *Hō'ike No Ke Kōmike Alowelo*

Report by the **Branding Standing Committee** of their Meeting held on February 22, 2022

- a. *Ke Kūkākūkā A Me Ka Hana Mai Ke Kōmike Alowelo Kūmau E Pili Pū Ana I Nā Lula Alowelo A Hokona GMT No Ka Hapahā 'Elua O Ka Makahiki 2022, E Like Me Ka Mea I Hō'ike 'Ia Ma Ka Hālāwai o Pepeluali 22, 2022*

Discussion and Action on Recommendation by the **Branding Standing Committee** on the GMT's Brand Marketing & Management Guidelines for Q2 2022 as Presented at the February 22, 2022 Meeting

- b. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Ko Ke Kōmike Alowelo Kūmau No Ka Ho'ōla Hou 'Ana I Ka 'Oihana Kipa Malihini, Ma Ka 'Ao'ao Hokona Alowelo, E Like Me Ka Mea I Hō'ike 'Ia Ma Ka Hālāwai O Pepeluali 22, 2022*

Discussion and Action on the Recommendation by the **Branding Standing Committee** on the Tourism Recovery Marketing Plan's Brand Marketing Section as Presented at the February 22, 2022 Meeting

- c. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Ko Ke Kōmike Alowelo Kūmau Mana'o No Ka Hai 'Ana I Kekahi Kanaka Mana'o A'oa'o No Ka Pāhana 'o Hawai'i Smart Destination, E Like Me Ka Mea I Hō'ike 'Ia Ma Ka Hālāwai O Pepeluali 22, 2022*

Discussion and Action on the Recommendation by the **Branding Standing Committee** to Solicit a Consultant Related to the Hawai'i Smart Destination Initiative at the February 22, 2022 Meeting

11. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Ka Papa Hana Hokona No Ka Ho'ōla Hou 'Ana I Ka 'Oihana Kipa Malihini*

Discussion and Action on the Tourism Recovery Marketing Plan



12. *Ka Nū Hou No Ka 'Aha'ōlelo E Pili Pū Ana I Ke Kau 'Aha'ōlelo 2022 A Me Nā Pila E Pili Pū Ana I Ke Ke'ena Kuleana Ho'okipa o Hawai'i*

**Legislative Update** on the 2022 Legislative Session and Related Bills Relevant to the Hawai'i Tourism Authority

- a. *Ka Hō'ike'ike, Ke Kūkākūkā, A Me Ka Hana E Pili Pū Ana I Ka Memo O Ka Maopopo 'Ana (MOU) Ma Waena O HTA A Me Nā Kalana No Nā Hana Ma Nā Ka'akālai Hana Mālama 'Āina A Ho'okele Kumuwaiwai (DMAP)*

Presentation, Discussion, and Action on Memorandum of Understandings (MOU) Between HTA and Counties Related to the Destination Management Action Plans (DMAP) Actions and Sub-Actions

13. *Panina*

Closing Cultural Protocol

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 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 Hawaii, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.



# HAWAII TOURISM AUTHORITY

Hawaii Convention Center  
1801 Kalakaua Avenue, Honolulu, Hawaii 96815  
kelepona tel 808 973 2255  
kelepa'i fax 808 973 2253  
kahua pa'a web hawaiiitourismauthority.org

David Y. Ige  
Governor

John De Fries  
President and Chief Executive Officer

*Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouana mai i ka 'ōlelo hō'ike kākau 'ia no kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouana mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā [carole@gohta.net](mailto:carole@gohta.net) a i 'ole ho'ouana i ka leka i Ke'ena Kuleana Ho'okipa O Hawaii'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](mailto: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 and oral testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to [carole@gohta.net](mailto:carole@gohta.net) or [by postal mail to the Hawaii'i Tourism Authority, 1801 Kalakaua 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](mailto:carole@gohta.net)) no later than 3 days prior to the meeting so arrangements can be made.

*E like nō me ka 'ōlelo a ke Kānāwai 220, e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawaii'i i kekahi wahi e hiki ai ka po'e o ka lehulehu ke noho a komo pū ma nā hālāwai ma o ka ho'ohana 'ana i ka 'enehana pāpaho (ICT). Aia ana kēia 'enehana pāpaho ma ka papahelu mua o ka lumi ho'okipa i mua o ke Ke'ena Kuleana Ho'okipa o Hawaii'i ma ka Hale 'Aha. 'O 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815 ka helu wahi.*

In accordance with Act 220, the Hawaii 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. As a reminder, the in-person option will be available on the 4th Floor in Ballroom C at the Hawaii Convention Center at 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815.