



**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, Malaki 31, 2022, i ka 9:30 kak.
Thursday, March 31, 2022 at 9:30 a.m.

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

Hawaii Convention Center
Fourth Floor | Ballroom C
1801 Kalākaua Avenue
Honolulu, Hawaii 96815

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_XoCI91nKSSeLqOk26iCMiQ

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 I Ho'ololi 'Ia
AMENDED 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 February 24, 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 February 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**
 - c. ~~*Ka Hō'ike'ike a Me Ke Kūkākūkā Mai Ko Ke Kūlanakauhale a Kalana o Honolulu Māhele Ke'ena Ho'olako Wai, e Pili Pū Ana i Nā Hihia Wai E Pā Nei i Ka 'Oihana Kipa Malihini*~~
~~Presentation and Discussion by the **City and County of Honolulu's Board of Water Supply on Water Related Matters Impacting the Visitor Industry**~~
7. *Ka Nū Hou Mai Ke Kōmike Papa Luna Ho'okele a Hō'oiā Loi Helu*
Administrative and Audit Standing Committee Update
 - a. *Ke Kūkākūkā, a Me Ka Hāpai Mana'o/Ka Hana Pili i Ka Loiloī Kūmakahiki o Ka Hana a Ka Pelekikena & Luna Ho'okō Nui o HTA*
Discussion, Recommendations and/or Action **Regarding the Annual Evaluation of the HTA President & Chief Executive Officer's Performance**
 - b. *Ka Nā'ana, Ke Kūkākūkā, a Me Ka Hana Pili i Ko Ke Ke'ena Kuleana Ho'okipa o Hawai'i Mau Kōmike Mana'o Ho'okō, Hāna, a Ho'okolokolo, E Like Me Ka Mea i Wala'au 'Ia Ma Malaki 24, 2022 Ma Ka Hālāwai Kōmike Papa Luna Ho'okele a Hō'oiā Loi Helu*
Review, Discussion and Action on Hawai'i Tourism Authority's Policies, Procedures, and Investigatory Committees as Discussed at the March 24, 2022 **Administrative and Audit Standing Committee** Meeting



8. *Ka Nū Hou Mai Ka Hālāwai Kūmau 'o Ho'okahua*

Ho'okahua Hawaii'i Standing Committee Report and Update

- a. *Ke Kūkākūkā a Me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia Ma Ka Hālāwai Ho'okahua Kūmau No Ka Ho'okumu Hou 'Ana i Ka Polokalamu Ho'ōla Mo'omeheu Hawaii'i Ma Nā Wahi i Loko o Nā Hokele, e Like Me Ka Mea i Wala'au 'Ia Ma Ka Hālāwai o Malaki 28, 2022*

Discussion and/or Action on the Recommendation by the ***Ho'okahua Hawaii'i Standing Committee*** on Reinstating the Resort Area Hawaiian Culture Initiative Program in 2022 as Presented at the March 28, 2022 Meeting

9. *Hō'ike No Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me Ke Kikowaena Hālāwai*

Report and Update 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 February 2022 as Presented at the March 29, 2022 Meeting

- b. *Ke Kūkākūkā a me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia Ma Ka Hālāwai o Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Me Ke Kikowaena Hālāwai No Nā Palapala Hō'ike Waiwai o Pepeluuli 2022 o Ke Kikowaena Hālāwai, a me Ka Nū Hou No Ko Ke Kikowaena Hālāwai Papa Hana CIP He 6 Makahiki Ka Lō'ihī, e Like Me Ka Mea i Hō'ike 'Ia Ma Ka Hālāwai o Malaki 29, 2022*

Discussion and Action on the Recommendation by the ***Budget, Finance, and Convention Center Standing Committee*** on the Hawaii Convention Center's February 2022 Financial Report and Update on the Hawaii Convention Center's 6-Year CIP Plan as Presented at the March 29, 2022 Meeting

- c. *Ke Kūkākūkā a Me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia e Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Me Ke Kikowaena Hālāwai Pili i Ke Noi No Ka Ho'ohana 'Ana i Ka Mo'ohelu Kālā o Ka Makahiki 'Auhau 2022 Mai Ka Ho'omōhala Ala Hele, i Ka Polokalamu Ho'ōla Mo'omeheu Hawaii'i, He Noi o Ka \$250,000 Ka Nui, No Ke Kāko'o 'Ana i Nā Hana Pili i Ka DMAP, e Like Me Ka Mea i Hō'ike'ike 'Ia Ma Ka Hālāwai o Malaki 29, 2022*

Discussion and Action on the Recommendation by the ***Budget, Finance, and Convention Center Standing Committee*** to Reallocate FY22 Funds from Route Development to Resort Area Hawaiian Culture Initiative in the Amount of \$250,000 to Support DMAP-Related Activities as Presented at the March 29, 2022 Meeting

- d. *Ke Kūkākūkā a Me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia e Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Me Ke Kikowaena Hālāwai Pili i Ke Noi No Ka Ho'ohana 'Ana i Ka Mo'ohelu Kālā o Ka Makahiki 'Auhau 2022 Mai GoHawaii, No Nā Hana Ha'uki i Ho'oka'awale 'Ole 'Ia, He Noi o Ka \$167,000 Ka Nui, No Ka Ho'onui 'Ana i Ka Huinanui o Ke Kālā i Ka \$1,500,000 e Kāko'o Ai i Ka Palapala Ha'uki RFP, e Like Me Ka Mea i Hō'ike'ike 'Ia Ma Ka Hālāwai o Malaki 29, 2022*

Discussion and Action on the Recommendation by the ***Budget, Finance, and Convention***



Center Standing Committee to Reallocate FY22 Funds from GoHawaii to Sports Unallocated in the Amount of \$167,000 to Increase the Total Funding in Support of the Sports RFP to \$1,500,000 as Presented at the March 29, 2022 Meeting

- e. *Ke Kūkākūkā a Me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia e Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Me Ke Kikowaena Hālāwai Pili i Ke Noi No Ka Ho'ohana 'Ana i Ka Mo'ohelu Kālā o Ka Makahiki 'Auhau 2022 Mai GoHawaii, No LPGA, He Noi o Ka \$500,000 Ka Nui, e Kāko'o Ai i Ka Ho'okūkū Kahului 'o LPGA Lotte, e Like Me Ka Mea i Hō'ike'ike 'Ia Ma Malaki 29, 2022*
Discussion and Action on the Recommendation by the **Budget, Finance, and Convention Center Standing Committee** to Reallocate FY22 Funds from GoHawaii to LPGA in the Amount of \$500,000 to Support the LPGA Lotte Championship as Presented at the March 29, 2022 Meeting
- f. *Ke Kūkākūkā a me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia e Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Me Ke Kikowaena Hālāwai Pili i Ke Noi e Ho'ohana i Ka Mo'ohelu Kālā o Ka Makahiki 'Auhau 2022 Mai GoHawaii, No Kekahi Hana Hokona, He Noi o Ke \$43,000 Ka Nui, e Kāko'o Ai i Ke Ka'ina Hana Ho'omāhelehele Hokona, e Like Me Ka Mea i Hō'ike'ike 'Ia Ma Ka Hālāwai o Malaki 29, 2022*
Discussion and Action on the Recommendation by the **Budget, Finance, and Convention Center Standing Committee** to Reallocate FY22 Funds from GoHawaii to Marketing Opportunity Fund in the Amount of \$43,000 to Support the Market Allocation Platform as Presented at the March 29, 2022 Meeting
- g. *Ke Kūkākūkā a me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia e Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Me Ke Kikowaena Hālāwai No Ke Kāko'o 'Ana i Ka Mo'ohelu Kālā e Kāko'o Ana i Ka Ho'āno Hou 'Ana i Ko Ka Hale 'Aha Noi'i No Ka Wā e Hiki Mai Ana, e Like Me Ka Mea i Hō'ike'ike 'Ia Ma Ka Hālāwai o Malaki 29, 2022*
Discussion and Action on the Recommendation by the **Budget, Finance, and Convention Center Standing Committee** for the Funding to Support an Update of the Hawai'i Convention Center Futures Study as Presented at the March 29, 2022 Meeting

10. *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**

11. *Hō'ike No Ke Kōmike Alowelo*

Report by the **Branding Standing Committee** of their Meeting held on March 30, 2022

- a. *Ke Kūkākūkā a Me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia e Ke Kōmike Alowelo Pili i Nā Lula Alowelo a Hokona No Ke Ke'ena Kuleana Ho'okipa o Kina a me Ke Ke'ena Kuleana Ho'okipa o Kōlea no ka Hapahā 'Elua o ka Makahiki 2022, e Like Me Ka Mea i Hō'ike'ike 'Ia Ma Ka Hālāwai o Malaki 30, 2022*
Discussion and Action on Recommendation by the **Branding Standing Committee** on the



Hawaii Tourism China and Hawaii Tourism Korea Brand Marketing & Management Guidelines for Q2 2022 as Presented at the March 30, 2022 Meeting

- b. *Ke Kūkākūkā a Me Ka Hana Pili i Ka Mana'o i Hāpai 'Ia e Ke Kōmike Alowelo Pili i Ka Ho'okūkū LPGA Lotte 2022 e Mālama 'Ia Ana Ma 'Apelila, e Like Me Ka Mea i Hō'ike'ike 'Ia Ma Ka Hālāwai o Malaki 30, 2022*

Discussion and Action on the Recommendation by the **Branding Standing Committee** on the Ladies Professional Golf Association (LPGA) Lotte Championship 2022 to be Held in April as Presented at the March 30, 2022 Meeting

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 Pili i Ka MOU Ma Waena o HTA A Me Ke Kalana e Pili Pū Ana i Nā Hana Nui/'U'uku o Ka Papahana Mālama 'Āina Ho'okipa*

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. **Ke Kuleana Hou**
New Business

14. *Panina*
Closing Cultural Protocol

15. *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.

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 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 or [by postal mail to the Hawaii 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.

E like nō me ka 'ōlelo a ke Kānāwai 220, e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'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 papahale mua o ka lumi ho'okipa i mua o ke Ke'ena Kuleana Ho'okipa o Hawai'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.