



Hawai'i Convention Center
1801 Kalākāua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
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David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

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

**BRANDING STANDING COMMITTEE
HAWAI'I TOURISM AUTHORITY**

Pō'akolu, 15 Iune, 2022, 3:00 p.m.
Wednesday, June 15, 2022 at 3:00 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:

https://us06web.zoom.us/webinar/register/WN_JNNAjV54TD6MJO_HOV-qkA

*Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila
hō'ouia 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'ōlelo Hālāwai no ka Hālāwai Kōmike Alowelo Kūmau no 25 Mei, 2022*
Approval of Minutes of the May 25, 2022 Branding Standing Committee Meeting
3. *Nā Nūhou no ka RFP 22-01-HTA 'o ka Polokalamu Ho'okele Alowelo a Hokona no ka Mākeke Nui o 'Amelika*
Update on RFP 22-01-HTA Hawai'i Destination Brand Marketing & Management Services for The United States Major Market Area



4. *Hō'ike, Kūkākūkā, a me Ka Hana E Pili Pū ana i ka Polokalamu Alowelo a Hokona no ke Ke'ena Kuleana Ho'okipa o Kina*
Presentation, Discussion and/or Action on Hawaii'i Tourism China's Brand Marketing & Management Services Contract
5. *Ka Hō'ike a me ke Kūkākūkā no nā Hana Global MCI na ka Hope Pelekikena Kī'eki'e o HVCB, Luna Ho'okō Kū'ai MCI John Reyes a me ka Manakia Nui o ka Hale 'Aha o Hawaii'i 'o Teri Orton*
Presentation and Discussion by HVCB Senior Vice President, Chief MCI Sales Officer John Reyes and Hawaii'i Convention Center General Manager Teri Orton on Global MCI Initiatives
6. *Hō'ike a me ke Kūkākūkā no ka Hopena o ka Hanana LPGA 2022*
Presentation and Discussion on 2022 LPGA Championship Results
7. *Ka Nūhou no ka RFP 22-06-HTA 'o ka Polokalamu Ha'uki 2022*
Update on HTA RFP 22-06 2022 Sports Program
8. *Hō'ike a me ke Kūkākūkā no ka Nūhou Mākeke lāpana na Ke Ke'ena Kuleana Ho'okipa o Hawaii'i i lāpana*
Presentation and Discussion by Hawaii'i Tourism Japan on Japan Market Update
9. *Hō'ike, Kūkākūkā, a me ka Hana e Ho'āpono i ka Mo'ohelu Kālā HTA FY23*
Presentation, Discussion, and/or Action to Recommend Approval of the HTA FY23 Budget
10. *Hō'ike, Kūkākūkā, a me ka Hana no ka Polokalamu Alowelo HTA no kā ka Lawelawe Ho'oulu Waiwai FY21 Kānāwai Ho'opalekana o 'Amelika i Pili i ka Huaka'i, Ho'okipa, a me ke Kālā Hana Nanea Kūlohelohe*
Presentation, Discussion, and/or Action on the HTA Branding Plan for the Economic Development Administration FY21 American Rescue Plan Act – Travel, Tourism, and Outdoor Recreation Grant
11. *Ho'oku'u*
Adjournment



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***** '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.

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](mailto:carole@gohta.net). 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 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). The ICT audiovisual connection will be located on the 1st Floor in the Lobby area fronting the Hawaii Tourism Authority at the Hawaii Convention Center at 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815.