



**HĀLĀWAI PAPA ALAKA'I KŪMAU O KE KE'ENA KULEANA HO'OKIPA O HAWAII'  
REGULAR BOARD MEETING OF THE HAWAII' TOURISM AUTHORITY**

**HĀLĀWAI HŌ'EA KINO A KELEKA'A'IKE**  
**HYBRID IN-PERSON & VIRTUAL MEETING**

***Pō'ahā, 26 Ianuali 2023, 9:30 kak.***  
**Thursday, January 26, 2023 at 9:30 a.m.**

***Kikowaena Hālāwai O Hawaii'***  
***Papahale Ho'okū Ka'a | Lumi Nui A***  
***1801 Alaākea Kalākaua***  
***Honolulu, Hawaii 96815***

***Hawaii' Convention Center***  
***Parking Level | Executive Boardroom A***  
***1801 Kalākaua Avenue***  
***Honolulu, Hawaii 96815***

***E ho'olele 'iwā 'ia ka hālāwai ma o ka Zoom. E kāinoa mua no kēia hālāwai:***  
Webinar will be live streaming via Zoom. Register in advance for this webinar:  
[https://us06web.zoom.us/webinar/register/WN\\_6CiXgQimQduNj96WpEGARg](https://us06web.zoom.us/webinar/register/WN_6CiXgQimQduNj96WpEGARg)

***Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ana ka leka uila hō'oiā iā 'oe nona ka 'ikepili komo hālāwai.***

After registering, you will receive a confirmation email containing information about joining the webinar.

***Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha.***  
Members of the public may provide written or oral testimony on agenda items.

***E kau palena 'ia ka hō'ike mana'o waha (ma ke kino a i 'ole ma o ka Zoom) he 'elima minuke ka lō'ihī no kēlā me kēia kumuhana. E kāinoa no ka hō'ike mana'o waha ma ke pākaukau ho'okipa ma ka lumi hālāwai. E kāinoa no ka hō'ike mana'o waha ma o ka Zoom ma o ke pihi "Q&A."***

Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. Signup for oral testimony in-person will be at the registration table in the meeting room. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.

***E ho'ohui 'ia nā palapala hō'ike mana'o i hiki ma ka pū'olo hālāwai. No nā palapala hō'ike mana'o i hō'ea mai ma hope o ka pa'a o ka pū'olo hālāwai (he 48 hola ma mua o ka hālāwai), e ka'aka'ahi 'ia nā kope i ka papa alaka'i a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai. E leka uila 'ia nā palapala hō'ike mana'o iā Carole Hagihara-Loo ma [carole@gohta.net](mailto:carole@gohta.net) a i 'ole e lawe kino 'ia i ke ke'ena.***

Written testimony received ahead of the preparation of the board packet will be included in the board packet. Written testimony received after the issuance of the board packet (48 hours ahead of the meeting) will be distributed to the board and available for public inspection at the meeting. Email written testimony to **Carole Hagihara-Loo** at [carole@gohta.net](mailto:carole@gohta.net) or hand-delivered to the HTA office.

**Papa Kumumana‘o**  
**AGENDA**

1. *Ho‘omaka*  
**Call to Order**
2. *E Mālama ‘Ia Ana Ke Kikolā E Kāhea Ai I Nā Lālā Papa Alaka‘i Komo A E Hō‘oia Ai I Nā Kānaka ‘Ē A‘e E Komo Pū Ana Me Ka Lālā Papa Alaka‘i Inā Aia Ma Kahi Ka‘awale*  
**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‘olelo Hālāwai O Ka Hālāwai Papa Alaka‘i I Ka 22 Kēkēmapa 2022*  
**Approval of Minutes** of the December 22, 2022 Regular Board Meeting
5. *Hō‘ike O Nā Alu Like ‘Ae ‘Ia Ma Ka Hālāwai ‘Ikepili A I ‘Ole He Hō‘ike I Ho‘onohonoho ‘Ole ‘Ia E Ka Papa Alaka‘i Ma Lalo O Ka HRS Māhele 92-2.5(C)*  
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 Ho‘okō/Ka Luna Kāko‘o Ke‘ena/Ka Luna Alowelo*  
**Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer**
  - a. *No Ka ‘Ikepili Hou O Ko HTA Mau Papa Hana Ma Kēkēmapa 2022*  
Relating to **Update on HTA’s Programs During December 2022**
  - b. *No Ka ‘Ikepili Hou O Kā HTA Ho‘oholomua ‘Ana I Ka Papa Hana Ho‘okele Loli*  
Relating to **Update on HTA’s Implementation of Change Management Plan**
7. *Hō‘ike Na Ka OmniTrak Group No Ka Hopena Anamana‘o Mana‘o Mea Noho*  
Presentation by the **OmniTrak Group on the Resident Sentiment Survey Results**
8. *Hō‘ike‘ike A Kūkā No Nā ‘Ike A Kūlana Mākeke O Kēia Wā I Hawai‘i A Me Nā Mākeke Ho‘okipa Nui I Hawai‘i*  
Presentation and Discussion of **Current Market Insights and Conditions in Hawai‘i and Key Major Hawai‘i Tourism Markets**
9. *Mo‘olelo A Nūhou Na Ke Kōmike Ho‘okahua Hawai‘i No Ka Hālāwai I Mālama ‘Ia Ma Ka Lā 17 Ianuali 2023*  
Report and Update by the **Ho‘okahua Hawai‘i Standing Committee of their Meeting held on January 17, 2023**
  - a. *Hō‘ike‘ike, Kūkā A Ki‘ina Hana No Ka Noniakahi Ai Nā Kahua Hana ‘Āina Aloha Economic Futures A Me Ka Hana A Ka HTA.*  
Presentation, Discussion and Action on the Recommendation by the Hookahua Hawaii Standing Committee Regarding **Implementation of Aina Aloha Economic Futures Principles in the Work of the HTA**
10. *Hō‘ike, Kūkā A Ki‘ina Hana No Ka Hana Like Me LA Clippers 2023*  
Presentation, Discussion and Action on **2023 Los Angeles Clippers Partnership**

11. *Mo'olelo A Nūhou Na Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me Ke Kikowaena Hālāwai O Hawai'i (BFCC) No Ka Hālāwai I Mālama 'Ia Ma Ka 15 Nowemapa 2022*  
Report and Update by the **Budget, Finance and Convention Center Standing Committee of their Meeting held on January 25, 2023**

- a. *Kūkā, A Ki'ina Hana No Ko HTA Mo'olelo Kālā O Kēkēmapa 2022*  
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the **HTA's Financial Report for December 2022**
- b. *Nūhou Ko Ke Ke'ena Kuleana Ho'okipa O Hawai'i Noi Mo'ohelu Kūhelu O Ka Makahiki Kālā 2024 A 2025 I Ka 'Aha'ōlelo 2023*  
Update by the Budget, Finance, and Convention Center Standing Committee on the **HTA's FY 2024 and FY 2025 Executive Budget Request to the 2023 Legislature**
- c. *Kūkākūkā A Ki'ina Hana No Ka Ho'oku'u 'Ia Ai Ke Kālā No Ka Ho'okūkū Noi Kālā Mākeke Nui 'Amelika Hui Pū 'Ia No Ka Hokona Alowelo A Ho'okele Wahi Huaka'i*  
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to **Release Funds for the United States Major Market Area Brand Marketing and Destination Management Support Services Requests for Proposals\*\*\***
- d. *Kūkākūkā A Ki'ina Hana No Ka Palapala Hō'ike Kālā No Kēkēmapa 2022 A Me Ka 'Ikepili Hou Ma Ko Ke Kikowaena Hālāwai O Hawai'i Papa Hana CIP 6 Makahiki*  
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on **Hawai'i Convention Center's December 2022 Financial Reports and Update on the Hawai'i Convention Center's 6-Year CIP Plan**

12. *Hō'ike'ike A Kūkā No Ka Nūhou No Nā Hana Hālāwai, Kikowaena, Papa Hana Mākeke, Ka Pace Report, A Me Nā Hana O Ke Kikowaena Hālāwai O Hawai'i A Me Nā Loa'a Kūloko*  
Presentation and Discussion Regarding an **Update on the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawai'i Convention Center Activity and Local Sales**

13. *Kūkākūkā A Ki'ina Hana No Ka Ho'opihapiha I Ka Hui Noi'i Launa Aupuni A 'Aha'ōlelo*  
Discussion and Action on **Selection of Legislative and Governmental Affairs Investigative Committee Members**

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

*Inā he lawelawe a mea like paha e pono ai ke kīnānā, e ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila: [carole@gohta.net](mailto:carole@gohta.net) e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ekolu lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā. Ua noa pū kēia ho'olaha ma nā kino 'oko'a e la'a ke kope pa'i nui, Braille, a kope uila pū ma ke noi.*

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or [carole@gohta.net](mailto:carole@gohta.net) as soon as possible, preferably no later than 3 days prior to the meeting. If a response is received the day before the meeting, we will try to obtain the auxiliary aid/service or accommodation, but we cannot guarantee that the request will be fulfilled. Upon request, this notice is available in alternative formats such as large print, Braille, or electronic copy.

*E like nō me ka 'ōlelo o ke Kānāwai 220, 'a'ole e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi ka'awale no ka lehulehu a lālā papa alaka'i e nānā a e komo ai i ka hālāwai ma ka ho'ohana i ka 'enehana komo hālāwai (ICT), no ka mea, hiki nō i ka po'e o ka lehulehu a lālā papa alaka'i ke nānā a komo pū ma ka hālāwai hō'ea kino.*

In accordance with Act 220, the Hawai'i 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.