



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

**BRANDING STANDING COMMITTEE MEETING
HAWAII' TOURISM AUTHORITY**

HĀLĀWAI KELEKA'A'IKE
VIRTUAL MEETING

Pō'akolu, 23 'Aukake, 2023, 1:00 p.m.
Wednesday, August 23, 2023 at 1:00 p.m.

E ho'olele 'iwa 'ia ka hālāwai ma o ka Zoom. Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/83317252780>

E noi 'ia paha 'oe e kāinoa me kou inoa a leka uila paha. E 'olu'olu, e ho'okomo i kou inoa piha akā hiki nō iā 'oe ke ho'ohana i ka inoa kapakapa e like me kou makemake.

You may be asked to enter your name or email. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous.

**Kelepona / Call In: (253) 205-0468
Helu Hālāwai / Webinar ID: 833 1725 2780**

Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha. 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."

Members of the public may provide written or oral testimony on agenda items. 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 kāka'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 iā Carole Hagihara-Loo ma carole@gohta.net, a i 'ole, e lawe kino 'ia i ke ke'ena.

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

AGENDA

1. *Ho'omaka a Wehena*
Call to Order and Opening Protocol

2. *Kikolā*
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic

3. *'Āpono i ka Mo'olelo o ka Hālāwai 29 Malaki, 2023 a ke Kōmike Alowelo Kūmau*
Approval of Minutes of the March 29, 2023 Branding Standing Committee Meeting

4. *Hō'ike'ike, Kūkā, a Hana no nā Hō'alowelo E Kū Nei, nā Pāhana Hokona a me ka Ho'omohala Hou no ka Hikiāpoko, ka Hikiālōpū a me ka Hikiāloa o ka Ho'opakele Alowelo me Hokona****
Presentation, Discussion, and/or Action on Existing Branding and Marketing Activities and Development of New Positioning for Short, Mid and Long Term Recovery Branding and Marketing***

5. *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.

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 Ke'ena Kuleana Ho'okipa O Hawai'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. 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 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.

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.** If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808)973-2289 or by email: 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 Hawai'i i ho'oholo 'ia māhele 92-32.7, 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 Kalākaua Avenue, Honolulu, Hawai'i, 96815 ka helu wahi.

In accordance with HRS section 92-3.7, the Hawai'i 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 Hawai'i Convention Center at 1801 Kalākaua Avenue, Honolulu, Hawai'i, 96815.

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Approval of Minutes of the
March 29, 2023 Branding Standing
Committee Meeting



Ke'ena Kuleana Ho'opipa O Hawai'i
Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaii tourism authority.org

Josh Green, M.D.
Kia'āina Governor

John De Fries
Pelekikena & Luna Ho'okele
President and Chief Executive Officer

**BRANDING STANDING
COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Wednesday, March 29, 2023, at 3:00 p.m.**

Virtual Meeting

MINUTES OF THE BRANDING STANDING COMMITTEE MEETING

MEMBERS PRESENT:	Dylan Ching (Chair), Mike White (Vice-Chair), James McCully, Sig Zane
NON-VOTING MEMBERS:	Kimberly Agas, George Kam
MEMBERS NOT PRESENT:	David Arakawa, Ben Rafter
HTA STAFF PRESENT:	Kalani Ka'anā'anā, Maka Casson-Fisher
GUESTS:	Dennis Suo
LEGAL COUNSEL:	John Cole

1. Call to Order and Opening Protocol

Mr. Casson-Fisher called the meeting to order at 3:10 p.m. and did the opening cultural protocol.

2. Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic

Mr. Casson-Fisher did the roll call. All confirmed that they were in attendance and alone. Mr. Casson-Fisher did the opening protocol.

3. Approval of Minutes of the February 15, 2023 Branding Standing Committee Meeting.

Chair. Ching asked for a motion to approve February 15, 2023, minutes. Mr. McCully made a motion, and Mr. White seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

4. Presentation, Discussion, and/or Action on Hawai'i Tourism China's 2023 Budget Plan

Mr. Ka'anā'anā said they covered the agenda item at the BFCC as well. The full Board would review it in the regular Board meeting the following day. He showed an overview. \$1.8 million was the total contract amount the HTA started in 2021. They spent \$733,000 in 2022, leaving a balance of just over \$1 million. They had discussed it and received SPO approval and everything else needed to keep the contract alive and the money attached to it. The Board approved the spending and restricted it to \$87,000 from January through June 2023. The remaining balance was \$979,384 for the rest of the contract. He wanted to discuss how to spend the available funding related to the Chinese market and the contract.

He spoke about the budget details. He showed the figures approved by the Board and the total revised budget details they would like for 2023. He said some opportunities make sense for them to leverage, to their advantage, in partnership with the U.S. Embassy, which is doing most of the heavy lifting.

Mr. Ka'anā'anā spoke about the Trade Mission they want to do, which they have been unable to do for many years. They are in consultation with some of the industry partners.

He showed the breakdown for the 2024 and 2025 ask from the Board. \$376,000 is for the calendar year 2024, and \$293,284 is for the calendar year 2025. Mr. McCully asked about the increases. Mr. Ka'anā'anā said some of it was due to market shifting and the intelligence they are receiving from in-market people. Some of it has been their consultation with the Chinese Chamber of Commerce and local industry stakeholders. He said they have a China Advisor Committee that helps the HTA stay in touch with those directly in the Chinese market. He said it is the staff's recommendation based on what they see from the contractors' point of view and the fact sheets from Ms. Jennifer Chun collected monthly. Mr. McCully said those amounts are a fraction of any other market. Mr. Ka'anā'anā said they had been around the \$2 million mark for the Chinese market, but based on what he has seen, he said the current figures are reasonable and pragmatic to ensure they can continue their presence as a destination in-market doing what needs to be done. He added that when looking at the January fact sheet, they had a little over 1,100 arrivals in January 2023 from the Chinese market. For China's expenditures in January, it totaled \$3.9 million.

Their average length of stay was 8.27 days, with 70% first-timers and 30% repeat Chinese visitors.

Mr. McCully asked about the airlift update. Mr. Ka'anā'anā said there would be an airlift update at the BOD, and there is an opportunity for the HTA. He said they must keep trade secrets confidential. He said there is an ANA route between Beijing, Haneda, and Honolulu. The HTA needs to discuss this for cooperation opportunities and ensure the cooperation is patterned so that the HTA would be incentivizing or supporting the airlift from China through to Honolulu. Chair Ching asked if there were any takeaways from the BFCC regarding this. Mr. Ka'anā'anā said everything was covered at the previous days' BFCC Standing Committee meeting.

Chair Ching requested a motion to recommend this agenda item to the full Board. Mr. White made a motion, and Mr. McCully seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

5. Presentation, Discussion, and Action on Proposal to Reallocate FY22 Funds from Hawaiian Culture Initiative to Marketing Opportunity Fund in the Amount of \$50,000

The BFCC meeting also recommended approval of this agenda item. Mr. Ka'anā'anā said this item is a budget reallocation that would straighten out some of the bookkeeping on how the HTA applies certain costs. They did not anticipate having to apply some of the costs related to IPW the previous year, as well as smaller events. This put them a little over their budget in the Marketing Opportunity Fund, so the \$50,000 would give them some cushioning in case something else came up. The money was coming from the 202, the Hawaiian Culture Initiative, because they received guidance from BNF that the HTA was not allowed to spend ARPA money on something they originally planned for, so they wanted to move it from 202 to 380. Chair Ching asked about the money that could not be spent with ARPA funds. He asked if that initiative is being funded some other way. Mr. Ka'anā'anā said it was specifically related to FESPAC, so FESPAC was receiving funds through another way, so it does not necessarily impact the HTA. It did free up some funding to use for other things. He said there was a total of \$250,000 for FESPAC.

There were no questions. Chair Ching asked for a motion to approve the reallocation of the funds. Mr. White made a motion, and Mr. McCully seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

6. Update on RFP 23-02 Hawai'i Tourism Destination Brand Management & Marketing

Services for the Canada Major Market

Mr. Ka'anā'anā gave an update. He said the procurement was open for RFP 23-02. He spoke about the timelines. He said proposals are due on April 21 at 2 p.m. HST. He said everything is going smoothly for the procurement. Mr. White asked how many people filed a notice of intent to offer. Mr. Ka'anā'anā said he was not able to disclose that information publicly.

There were no questions. Chair Ching said there was no action necessary.

7. Update on RFP 23-03 Hawai'i Tourism Destination Brand Management & Marketing Services for the United States Market

Mr. Ka'anā'anā said the due date is March 30 at 2 p.m. HST. There was no further update. Everything is going smoothly, and deadlines are being met.

There were no questions. Chair Ching said there was no action necessary.

8. Adjournment

Mr. White made a motion to adjourn, and Mr. White seconded. The motion passed unanimously.

Mr. Casson-Fisher adjourned the meeting at 3:31 p.m.

Respectfully submitted,



Sheillane Reyes
Recorder