



**HĀLĀWAI KŪMAU O KE KŌMIKE HOKONA KŪMAU
KE'ENA KULEANA HO'OKIPA O HAWAII**

**REGULAR MARKETING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY**

**Po'akolu, 27 Mei 2020, 2:00p.m.
Wednesday, May 27th 2020 at 2:00 PM**

**Hālāwai Kikoho'e
VIRTUAL MEETING**

Ma loko o kēia wā kūlanalana o ka ma'i COVID-19, 'o ka ho'opakele i ke ola a me ka nohona o ke kaiāulu ka makakoho nui. Hiki i ka lehulehu ke nānā mai i kēia hālāwai ma o ka 'ao'ao Pukealo a ke Ke'ena Kuleana Ho'okipa O Hawaii.

In light of the evolving COVID-19 situation, protecting the health and welfare of the community is of utmost concern. This public meeting may be monitored remotely and will be streamed via the Hawaii Tourism Authority's Facebook Page.

facebook.com/HawaiiHTA

**Papa Kumumana'o
AGENDA**

1. *Ho'omaka*
Call to Order
2. *'Āpono I Ka Mo'olelo Hālāwai*
Approval of Minutes of the January 29th, 2020 HTA Marketing Standing Committee Meeting
3. *Hō'ike No Ke Ala Pohala Hou O Ka Hokona*
Presentation on Recovery Marketing Initiatives. In line to the Kuleana, Rooted and Share Aloha Videos a Soft Messaging: When the Time is Right, Opening the Hawaiian Islands with an Abundant of Natural Beauty, Ocean, Mountains and Rejuvenation
4. *Hō'ike No Ka 'Ōnaehana Palekana*
Report on Safety Protocol from our industry partners, small businesses, activities, airlines, retail merchants and hotels



5. *Nā'ana I Ke Noi Mo'ohelu Hokona Makahiki Kālā 2021*
Review of the Proposed Budget for Brand Marketing for Fiscal Year 2021

6. *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 § 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; 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 ariana.kwan@gohta.net. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Ariana Kwan (973-2254 a i 'ole ariana.kwan@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

Members of the public are invited to monitor 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 ariana.kwan@gohta.net; Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Ariana Kwan (973-2254 or ariana.kwan@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.