



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

**BRANDING STANDING COMMITTEE
HAWAII TOURISM AUTHORITY**

Pō'aluā, 22 Pepeluali 2022, 2:30 p.m.
Tuesday, February 22, 2022 at 2:30 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:

Register in advance for this webinar:

https://us06web.zoom.us/webinar/register/WN_JxLbthnhR3uMI46WrT4P_Q

*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*
Approval of Minutes of the January 26, 2022 Branding Standing Committee Meeting
3. *Kūkākūkā no ke Ka'akālai Ha'awina Kālā i nā 'Oihana Hokona a me ke Alaka'ina no nā Limahana HTA*
Discussion on HTA's Future Global Brand Marketing & Management Allocations Strategy and Guidance for Staff



4. *Hō'ike, Kūkākūkā, a me Ka Hana E Pili Pū ana i nā Lula Alowelo a Hokona GMT no ka Hapahā 'Elua o ka Makahiki 2022*
Presentation, Discussion and/or Action on the GMT's Brand Marketing & Management Guidelines for Q2 2022
5. *Ka Hō'ike'ike, Ke Kūkākūkā, A Me Ka Hana E Pili Pū Ana I Ke 'Āpono 'Ana I Ka Papa Hana Hokona No Ka Ho'ōla Hou 'Ana I Ka 'Oihana Ho'okipa Malihini, Ma Ka 'Ao'ao Hokona Alowelo*
Presentation, Discussion and/or Action on Approval of Tourism Recovery Marketing Plan's Brand Marketing section
6. *Ka Nūhou no nā Hana Alowelo a Hokona Hā'uki*
Sports Brand Marketing & Management Updates
7. *Ka Nūhou no GoHawaii.com*
Update on GoHawaii.com
 - a. *Ka Hopena o ko OMD/Socratic "Anamana'o Noi'i Me Ka 'Āpana Po'e Malihini E Kipa Ai Iā Hawai'i, No GoHawaii.com"*
Results of OMD/Socratic's "The Hawai'i Visitor Segmentation Research Study for GoHawaii.com"
 - b. *Ka Hopena O Ko HVCB Anamana'o Mai Nā Lālā O Ia 'Oihana No GoHawaii.com*
Results of HVCB Membership Survey for GoHawaii.com
 - c. *Ka Nūhou No Ko GoHawaii.com KPI O Ka Makahiki 2021 Maiā Miles Partnership Mai 2021*
2021 GoHawaii.com KPI and Performance Update by Miles Partnership
 - d. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Ke 'Āpono 'Ana I Pū'ulu Kālā E Lako Kūmau 'Ia Ana No Ka Mālāma A Ho'oholo 'Ana iā GoHawaii.com*
Discussion and Action for Approval of Ongoing Maintenance Cost for GoHawaii.com
8. *Hō'ike, Kūkākūkā, a Ho'oholo i ka 'Āpono 'ana i ka Hai 'ia o Kekahi Kanaka Mana'o A'oa'o no ka Pāhana Hawai'i Smart Destination*
Presentation, Discussion and/or Action on Approval to Solicit a Consultant Related to the Hawai'i Smart Destination Initiative
9. *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.

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. 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



Hawai'i Convention Center
1801 Kalakaua Avenue, Honolulu, Hawai'i 96815
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David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

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.