



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

**Chris Tatum**  
President and Chief Executive Officer

**HĀLĀWAI PAPA ALAKA'I KŪMAU  
KE'ENA KULEANA HO'OKIPA O HAWAII'**

**REGULAR BOARD MEETING  
HAWAII' TOURISM AUTHORITY**

*Po'ahā, lā 22 o Aukake 2019, 9:30 a.m.*  
**Thursday, August 22, 2019 at 9:30 a.m.**

**Kikowaena Hālāwai O Hawai'i  
Lumi Papa Ho'okō A  
1801 Alaākea Kalākaua  
Honolulu, Hawai'i 96815**

**Hawai'i Convention Center  
Executive Board Room A  
1801 Kalākaua Avenue  
Honolulu, Hawai'i 96815**

***Papa Kumumana'o Ho'ololi 'Ia***  
**AMENDED AGENDA**

1. *Ho'omaka A Pule*  
Call to Order and Pule
2. *'Āpono I Ka Mo'o'ōlelo Hālāwai*  
Approval of Minutes of the July 25, 2019 Board Meeting
3. *Hō'ike Lālā*  
Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)
4. *Hō'ike A Ka Luna Ho'okele*  
Report of the CEO Relating to Staff's Implementation of HTA's Programs During July 2019:
  - Major Market Management including Destination Marketing Management Services, Global Meetings, Conventions and Incentives (MCI) Program Management Services, Japan Summit – Hawai'i Island, Fall Tourism Update, and Responsible Tourism
  - Hawaiian Culture Initiatives including an Update on Activities within the Kūkulu Ola Program, Native Hawai'i Festivals and Events such as Prince Lot Festival, Duke's Ocean Fest, Queen Lili'uokalani Long Distance Canoe Race, Aloha Festivals, and the 2020 Polynesian Football Hall of Fame
  - Natural Resources Initiatives including an Update on Activities within the Aloha 'Āina Program, DLNR Partnerships including Na Ala Hele Trails and Access, Mālama Hawai'i, Rapid 'Ōhi'a Death, and the Ambassador Program



- Communication and Outreach Update from the CEO and the Communications Director on News Releases and Reports Issued During the Month, Media Interviews with Staff that were Conducted, Publicity Support that was Provided to HTA's Various Programs, Social Media Activity and Posts, the HTA's Communications Strategy, the Tourism Marketing Plan, and International News Media Inquiries
  
- 5. *Nā'ana I Nā Kānāwai Akaaka Aupuni Na Ke Ke'ena Lawelawe 'Ikepili*  
Overview by the Office of Information Practices of the Sunshine Law and Uniform Information Practice Act
  
- 6. *Hō'ike A Kūkākūkā Na Lunamaka'āinana Ed Case No Nā Nīnūnē Pekelala Pili I Ka 'Oihana Ho'okipa Ma Hawai'i*  
A Report and Discussion on Federal Issues and their Effect on Tourism in Hawai'i by Congressman Ed Case:
  - *Brand USA*. Marketing Effort to Brand the United States (and Hawai'i) as a Tourist Destination
  - *Appropriations*. Discussion on the House Appropriations Committee, Which Oversees a \$1.3 Trillion Federal Budget, and its Impact on the Tourism Industry Both Nationally and for the State of Hawaii
  - *Visas* – What Visas are Needed to Come to Hawai'i
  - *Vacation Rentals*. What Needs to be Done on the Federal Level to Regulate Illegal Short-Term Rentals
  - *Tour Helicopters*. Safety Concerns – Both in the Air and on the Ground – Especially after that Fatal Crash of a Tour Helicopter in Kailua Town
  
- 7. *Hō'ike 'Ikepili Noi'i 'Oihana Ho'omāka'ika'i*  
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets, Including the United States, Japan, Canada, Oceania, Other Asia, Europe, and Cruise
  
- 8. *Hō'ike, Kūkākūkā a Ho'oholo No Nā Mo'okālā*  
Presentation, Discussion and Action on HTA's Financial Reports for July 2019
  
- 9. *Hō'ike No Ka Papahana Ho'oponopono*  
Update on the Status of the 2018 Audit Action Plan
  
- 10. *Hō'ike No Ka Hana A Ke Kōmike Noi'i Papahana Ho'okele*  
Report of the Strategic Plan Investigative Committee's Activities



11. *Hō'ike A Ke Kōmike Hokona Kūmau*

Report of the Marketing Standing Committee with the Committee's Recommendations to Support Various Marketing Proposals, for Discussion and Action by the Board

12. *Hō'ike Hanana Kikowaena Hālāwai O Hawai'i*

Presentation by AEG Regarding an Update of Hawai'i Convention Center Recent Operational Activities and Sales Initiatives

13. *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 i ka hālāwai no ka ho'olohe a hāpai mana'o waha paha no nā kumuhana i helu 'ia ma ka papa kumuhana'o. Inā hoihoi i ka hāpai mana'o kākau, hiki ke ho'ouna 'ia i ke Ke'ena Kuleana Ho'okipa O Hawai'i ma mua o ka hālāwai ma o ka leka uila iā carole@gohta.net; ma o ka leka i ka helu wahi o luna; a i 'ole ma o ke kelepa'i i ka helu o luna. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara (973-2255 a i 'ole carole@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.*

Members of the public are invited to attend the public meeting and provide oral testimony on any agenda item. Written testimony may also be provided by submitting the testimony prior to the meeting to by email to carole@gohta.net; by mail at the above address; or by facsimile transmission. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara (973-2255) no later than 3 days prior to the meeting so arrangements can be made.