



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

**HĀLĀWAI KIKOHO'E  
VIRTUAL MEETING**

**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY**

**Po'ahā, Ianuali 27, 2022, ma ka hola 9:30 kak.  
Thursday, January 27, 2022 at 9:30 a.m.**

**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\\_I8UV2wDITnSyjF0I1TkxQ](https://us06web.zoom.us/webinar/register/WN_I8UV2wDITnSyjF0I1TkxQ)

*Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila hō'ōia iā 'oe me ka 'ikepili ho'oku'i hālāwai.*  
**After registering, you will receive a confirmation email containing information about joining the webinar.**

*'O ka po'e e komo ana ma nā hālāwai kikoho'e, ua hiki iā lākou ke hō'ike mai i ko lākou mau 'ōlelo hō'ike ma o ka māhele nīnau a hā'ina o Zoom.*

**Members of the public attending via Zoom may provide testimony through the questions and answer feature of the Zoom platform.**

**Papa Kumumana'o  
AGENDA**

1. *Ho'omaka*  
**Call to Order**
2. *E Mālama 'Ia Ana Ke Kikolā I Hiki Ke Ho'olauna 'Ia Nā Lālā Papa Luna Ho'okele A Me Nā Kānaka 'Ē A'e E Komo Pū Ana Ma Ka Hālāwai*  
**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'o'ōlelo Hālāwai*  
**Approval of Minutes of the November 25, 2021 and December 23, 2021 Board Meetings**



5. *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)

6. *Hō'ike A Ka Luna Ho'okele*

**Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer**

a. *Hō'ike No Ka Ho'okō I Nā Pāhana HTA Like'ole*

Relating to Update on **HTA's Programs During December 2021**

b. *Hō'ike No Ko HTA Ho'okō I Ka Papahana Ho'okele Huliau*

Relating to Update on **HTA's Implementation of Change Management Plan**

7. *Ka Nū Hou Mai Ka Hālāwai Kūmau 'o Ho'okahua*

**Ho'okahua Hawai'i Standing Committee** Update

- a. Presentation by Presley Wann, President of Hui Maka'āinana O Makana and Chipper Wichman of Limahuli Gardens on Their Experiences Related to the Destination Management Action Plans (DMAPs)

8. *Ka Nū Hou No Ka 'Aha'ōlelo E Pili Pū Ana I Ke Kau 'Aha'ōlelo 2022 A Me Nā Pila E Pili Pū Ana I Ke Ke'ena Kuleana Ho'okipa o Hawai'i*

**Legislative Update** on the 2022 Legislative Session and Related Bills Relevant to the Hawai'i Tourism Authority

9. *Hō'ike No Ke Kōmike Alowelo*

Report by the **Branding Standing Committee** of their Meeting held on January 26, 2022

- a. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Nā Pāhuhopu A Me Nā Ka'akālai Hokona Hā'uki, Me Nā 'Ōlelo Paipai Mai ke Kōmike Alowelo Mai Ko Lākou Hālāwai O Ianuali 26, 2022*  
Discussion and/or Action on **Sports Marketing Goals and Strategy** and **Branding Standing Committee** Recommendation from its Meeting Held on January 26, 2022

- b. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Ke Noi O Ka Makahiki 2022, Mai Ka Los Angeles Clippers Mai, A Me Nā 'Ōlelo Paipai Mai Ke Kōmike Alowelo Mai Ko Lākou Hālāwai O Ianuali 26, 2022*  
Discussion and/or Action on the **2022 Los Angeles Clippers** Proposal and **Branding Standing Committee** Recommendation from its Meeting Held on January 26, 2022



- c. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Ke Noi O Ka Makahiki 2022, Mai Ka Los Angeles Dodgers Mai, A Me Nā 'Ōlelo Paipai Mai Ke Kōmike Alowelo Mai Ko Lākou Hālāwai O Ianuali 26, 2022*  
Discussion and/or Action on the **2022 Los Angeles Dodgers Proposal and Branding Standing Committee** Recommendation from its Meeting Held on January 26, 2022
  - d. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Ka Hai 'Ia O Kekahi Kanaka Mana'o A'oa'o E Pili Pū Ana I Ka Hana Hawaii Smart Destination, A Me Nā 'Ōlelo Paipai Mai Ke Kōmike Alowelo Mai Ko Lākou Hālāwai O Ianuali 26, 2022*  
Discussion and/or Action on Request to **Solicit a Consultant Related to the Hawaii Smart Destination Initiative** and **Branding Standing Committee** Recommendation from its Meeting Held on January 26, 2022
  - e. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Nā Papa Hana Ho'okele A Hokona Alowelo A HTUSA Mai Ka Mahina 'O Ianuali A Hiki I Iune 2022, A Me Nā 'Ōlelo Paipai Mai Ke Kōmike Alowelo Mai Ko Lākou Hālāwai O Ianuali 26, 2022\*\*\**  
Discussion and/or Action on **HTUSA's Brand Marketing and Management Plan** for January to June 2022 and **Branding Standing Committee** Recommendation from its Meeting Held on January 26, 2022\*\*\*
  - f. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Nā Lula Hokona A GMT, A Me Nā 'Ōlelo Paipai Mai Ke Kōmike Alowelo Mai Ko Lākou Hālāwai O Ianuali 26, 2022*  
Discussion and/or Action on the **GMT's Marketing Guidelines** and **Branding Standing Committee** Recommendation from its Meeting Held on January 26, 2022
  - g. *Ke Ka'analike 'Ana I Ka Nū Hou E Pili Ana I Ko HTA Ka'akālai Kōkua Ma Ka Ho'omāhelehele Alowelo Puni Honua O Ka Wā E Hiki Mai Ana No Nā Limahana No Ka CY23, E Like Me Ka Mea I 'Ōlelo 'Ia Ma Ka Hālāwai O Ianuali 26, 2022*  
Report on the Status **HTA's Future Global Branding Allocations Strategy** and Guidance for Staff for CY23 as Discussed at its Meeting Held on January 26, 2022
10. *Hō'ike 'Ikepili Noi'i 'Oihana Ho'omāka'ika'i*  
Presentation and Discussion of **Current Market Insights and Conditions in Hawaii and Key Major Hawaii Tourism Markets**
- a. *Hō'ike No Ka Hopena Anamana'o Kama'aina*  
Presentation by the Omnitrak Group of the **Fall 2021 Resident Sentiment Survey Results**
11. *Hō'ike No Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me A Me Ke Kikowaena Hālāwai*  
Report by the **Budget, Finance, and Convention Center Standing Committee** of their Meeting held on January 20, 2022
- a. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*  
Discussion and Action on the Recommendation by the **Budget, Finance, and Convention**



**Center Standing Committee on the HTA's Financial Report for December 2021 as Presented at the January 20, 2022, Meeting**

- b. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Nā 'Ōlelo Paipai A Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me Ka Hale 'Aha I Hāpai Ai No Ke Kumuhana Mo'ohelu Kālā A HTA, He \$475,000 E Like Me Ka Mea I 'Ōlelo 'Ia Ma Ka Hālāwai O Ianuali 20, 2022*  
Discussion and Action on the Recommendation by the **Budget, Finance, and Convention Center Standing Committee** on the Budget Line Item for the **Native Hawaiian Hospitality Association** in the Amount of \$475,000 as Presented at the January 20, 2022 Meeting
- c. *Ke Kūkākūkā A Me Ka Hana E Pili Pū Ana I Nā 'Ōlelo Paipai A Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Me Ka Hale 'Aha No Ke 'Āpono 'Ana I Ko Ka Hale 'Aha Palapala Waiwai, A Me Ka Palapala Pāhonohono A Ho'okele Pāhana No Kekemapa 2021, E Like Me Ka Mea I Hō'ike 'Ia Ma Ka Hālāwai O Ianuali 20, 2022*  
Discussion and Action on the Recommendation by the **Budget, Finance, and Convention Center Standing Committee** on the Approval of the **Hawai'i Convention Center Financial Report and Repair and Maintenance Project Report for December 2021** as Presented in the January 20, 2022 Meeting

12. *Panina*

Closing Cultural Protocol

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



# HAWAII TOURISM AUTHORITY

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 hawaiiitourismauthority.org

David Y. Ige  
Governor

John De Fries  
President and Chief Executive Officer

*Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouana mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'ō. Hiki ke ho'ouana mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā [carole@gohta.net](mailto:carole@gohta.net) a i 'ole ho'ouana 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](mailto: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](mailto: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](mailto: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 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.