



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

**HĀLĀWAI HŌ'EA KINO & MA KA PŪNAEWELE
HYBRID IN-PERSON & VIRTUAL MEETING**

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

**Po'ahā, Ka Lā 28 o Iulai, 2022, 9:30 kak.
Thursday, July 28, 2022, at 9:30 a.m.**

Kikowaena Hālāwai O Hawaii
Papahēle 'Ehā | Lumi Nui A
1801 Alaākea Kalākaua
Honolulu, Hawaii 96815

Hawaii Convention Center
Parking Level | Executive Boardroom A
1801 Kalākaua Avenue
Honolulu, Hawaii 96815

**Hiki i ka lehulehu ke hālāwai pū ma o ZOOM.
Webinar will be live streaming via ZOOM.**

**E kāinoa mua no kēia hālāwai:
Register in advance for this webinar:
<https://bit.ly/3aLcZnR>**

**Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ana 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.**

**Hiki i ka po'e e komo ana ma ka hālāwai ma o Zoom ke hō'ike mai i nā '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 Ka Hea Inoa E Ho'olaha I Nā Lālā Papa Alaka'i e A E Hō'ōia I Nā Kānaka 'Ē A'e
E Komo Pū Ana Me Ka Lālā Papa Alaka'i Inā 'A'ole Ākea Kahi
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'ō'ōlelo Hālāwai mai ka Hālāwai Papa Alaka'i o ka lā 30 o Iune, 2022**

Approval of Minutes of the June 30, 2022 Board Meeting

5. **Hō'ike O Nā Alu Like 'Ae 'Ia Ma Ka Hālāwai 'Ikepili A I 'Ole He Hō'ike I Ho'onohonoho 'Ole 'Ia E Ka Papa Alaka'i Ma Lalo O HRS Mahele 92-2.5(c)**

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/Ka Luna Kāko'o Ke'ena/Ka Luna Alowelo**

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

a. **Pili I Ka 'Ikepili Hou O Kā HTA Mau Papahana Ma O Iune 2022**

Relating to Update on HTA's Programs During June 2022

b. **Pili I Ka 'Ikepili Hou O Kā HTA Ho'oholo 'Ana I Ka Papahana Ho'okele Loli**

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

7. **Ka Hō'ike A Kūkā Kama'ilio No Nā Hopena O Ke Anamana'o DestinationNext I Hō'ike 'Ia E Paul Ouimet, He Pelekikena/Pakanā, No MMGY NextFactor**

Presentation and Discussion on the DestinationNext Diagnostic Survey Findings Presented by Paul Ouimet, President/Partner, of MMGY NextFactor

8. **Ka Hō'ike Aku I Ka Palapala Hō'ike Holomua Kupulau O Nā Papahana Mālama 'Āina Ho'okipa No Kaua'i, Maui Nui, Hawai'i Mokupuni A Me O'ahu**

Presentation of the Spring Progress Reports for Kaua'i, Maui Nui, Hawai'i Island and O'ahu Destination Management Action Plans

9. **Ka Hō'ike, Ke Kūkā Kama'ilio A Me Ka Hana Ma Kā HTA Palapala Hō'ike Kālā No Mei Me Iune 2022**

Presentation, Discussion, and Action on the HTA's Financial Report for May and June 2022

10. **Ka Hō'ike, Ke Kūkā Kama'ilio A Me Ka Hana Ma Kā Ke Kikowaena Hālāwai O Hawai'i Palapala Hō'ike Kālā No Iune 2022 A Me Ka 'Ikepili Hou Ma Kā Ke Kikowaena Hālāwai O Hawai'i Papahana CIP he 6-Makahiki**

Presentation, Discussion, and Action on the Hawaii Convention Center's June 2022 Financial Report and Update on the Hawaii Convention Center's 6-Year CIP Plan



11. ***Ka Hō'ike A Kūkā Kama'ilio No Nā 'Ike A Kūlana Mākeke O Kēia Wā I Hawai'i A Me Nā Mākeke Ho'okipa Nui I Hawai'i***
Presentation and Discussion of **Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets**
12. *Ka 'Ikepili Hou O Kā Ke Ke'ena Ho'okipa Hawai'i O 'Amelika Papahana Hokona Alowelo & Ho'okele No Iulai A I Kepakemapa 2022*
Update on Hawai'i Tourism USA's Brand Marketing & Management Plan for July to September 2022
13. *Ka Hō'ike, Ke Kūkā Kama'ilio A Me/I 'Ole Ka Hana Ma Ke Kāko'o A Hā'awi Kālā Ho'okūkū Kahului Honua IRONMAN 2022*
Presentation, Discussion, and/or Action on the 2022 IRONMAN World Championship Sponsorship and Funding
14. *Ke Kūkā Kama'ilio Me Ka Hana O Nā Ha'awina Kōmike I Hāpai 'Ia No Ke Kōmike Kūmau Hō'oiā & Lawelawe Hana, Ke Kōmike Kūmau Hokona, Ke Kōmike Kūmau Mo'ohelu Kālā, 'Oihana Kālā A Me Ke Kikowaena Hālāwai, A Me Ke Kōmike Kūmau Ho'okahua Hawai'i*
Discussion and Action on Proposed Committee Assignments for the Administrative & Audit Standing Committee, the Branding Standing Committee, the Budget, Finance, and Convention Center Standing Committee, and the Ho'okahua Hawai'i Standing Committee
15. *Ke Kūkā Kama'ilio Me Ka Hana O Ka Ho'okumu 'Ia O Ka Hui Alu Like 'Ae 'Ia Māhele Kau Kānāwai No Ka Ho'omōhala Kūlana Kulekele A Me Mana Kau Kānāwai No Ka Wā Kau Kānāwai 2023*
Discussion and Action on the Creation of a Legislative Permitted Interaction Group for the Purpose of Developing Policy Positions and Legislation for the 2023 Legislative Session
16. *Ke Kūkā Kama'ilio Me Ka Hana O Ka Ho'okuleana 'Ana I Mau Lālā Papa Alaka'i I Ka Hui Alu Like 'Ae 'Ia Māhele Kau Kānāwai. Kauka'i Kēia 'Āpana Papa Kumumana'o Ma Ka 'Āpono 'Ia O Ka Ho'okumu I Ka Hui Alu Like 'Ae 'Ia Māhele Kau Kānāwai*
Discussion and Action on the Assignment of Board Members to the Legislative Permitted Interaction Group. This Agenda Item is Dependent on the Approval of the Creation of the Legislative Permitted Interaction Group
17. *Ho'oku'u*
Adjournment



*** *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawaii'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 Hawaii'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 Hawaii'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 Hawaii'i's competitive advantage as a visitor destination.

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina o Hawaii'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.

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 Hawaii'i, 1801 Kalākaua 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 and oral 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 Hawaii'i Tourism Authority, 1801 Kalākaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo](mailto:carole@gohta.net). 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 Hawaii'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).

In accordance with Act 220, the Hawaii Tourism Authority will not 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) because there will be an in-person option for members of the public and board member to view and participate in the meeting.