



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

**HĀLĀWAI HŌ'EA KINO A KELEKA'A'IKE  
HYBRID IN-PERSON & VIRTUAL MEETING**

**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY**

**Po'ahā, 29 Kepakemapa 2022, 9:30 kak.  
Thursday, September 29, 2022, at 9:30 a.m.**

**Kikowaena Hālāwai O Hawaii**  
Papahale Ho'okū Ka'a | Lumi Nui A  
1801 Alanui Ākea Kalākaua  
Honolulu, Hawaii 96815

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

**E ho'olele 'iwā 'ia ka hālāwai ma o ka ZOOM.  
Webinar will be live streaming via ZOOM.**

**E kāinoa mua no kēia hālāwai:  
Register in advance for this webinar:**

<https://bit.ly/hta09-22>

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

**Hiki i ka lehulehu e komo ana ma ka hālāwai ma o ka Zoom ke hō'ike mai i nā 'ōlelo hō'ike ma o ka māhele nīnau a pane o ka 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 E Kāhea Ai I Nā Lālā Papa Alaka'i Komo A E Hō'oiā Ai I Nā Kānaka 'Ē A'e E Komo Pū Ana Me Ka Lālā Papa Alaka'i Inā Aia Ma Kahi Ka'awale*  
**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'olelo Hālāwai o ka Hālāwai Papa Alaka'i o ka lā 25 o 'Aukake, 2022*  
**Approval of Minutes** of the August 25, 2022 Board Meeting
5. *Hō'ike No Nā Hana 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 Ka HRS Māhele 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 Ho'okō/Ka Luna Kāko'o Ke'ena/Ka Luna Alowelo*  
**Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer**
  - a. *No ka Nū Hou o ko HTA Mau Papa Hana Ma 'Aukake 2022*  
Relating to **Update on HTA's Programs During August 2022**
  - b. *No ka Nū Hou o kā HTA Ho'oholomua 'Ana i ka Papa Hana Ho'okele Loli*  
Relating to **Update on HTA's Implementation of Change Management Plan**
7. *Hō'ike a Nū Hou na ke Kōmike Ho'okahua Hawai'i Kūmau no ka pāhana Waikīkī Historic Trail Markers*  
Report and Update by **the Ho'okahua Hawai'i Standing Committee on the Waikīkī Historic Trail Markers**
8. *Hō'ike a Nū Hou na ke Kōmike Alowelo Kūmau o kā lākou Hālāwai i mālama 'ia ma ka lā 28 o Kepakemapa, 2022*  
Report and Update by the **Branding Standing Committee of their Meeting Held on September 28, 2022**
  - a. *Kūkā a Ki'ina no ka Mana'o Hāpai o ke Kōmike Alowelo Kūmau no ko ke Ke'ena Kuleana Ho'okipa o Hawai'i Papa Hana Ha'uki ho'okūkū noi kālā e like me kona kāko'o 'ia na ke Ka'akālai Papa Hana Ha'uki o ke Ke'ena Kuleana Ho'okipa o Hawai'i*  
Discussion and Action on the Recommendation by the Branding Standing Committee on the **HTA Sports Programs Request For Proposals as Supported by the HTA Sports Program Strategy**



- b. *Hō'ike a ke Kōmike Alowelo Kūmau no ka Mo'olelo no ko ke Ke'ena Kuleana Ho'okipa o Hawai'i Ho'okūkū Noi Kālā Major Market Area*  
Report by the Branding Standing Committee Regarding an **Update on the HTA's Major Market Area Request for Proposals**
- c. *Hō'ike a ke Kōmike Alowelo Kūmau no ko ke Ke'ena Kuleana Ho'okipa o Hawai'i mau Hālāwai, 'Aha, Pahuhopu*  
Report by the Branding Standing Committee on the **HTA's Meetings, Conventions and Incentives Targets**
- d. *Hō'ike a ke Kōmike Alowelo Kūmau no ko ke Ke'ena Kuleana Ho'okipa o Hawai'i Noi'ina no nā Wahi Mākeke Nui*  
Report by the Branding Standing Committee on the **HTA's Marketing Effectiveness Study**
9. *Hō'ike'ike na ka Anthology Marketing Group no ko ke Ke'ena Kuleana Ho'okipa o Hawai'i Mo'olelo Noi'ina Mākaukau Limahana*  
Presentation by the Anthology Marketing Group on the **HTA's Workforce Study Report**
10. *Hō'ike'ike A Kūkā No Nā 'Ike A Kūlana Mākeke O Kēia Wā I Hawai'i A Me Nā Mākeke Ho'okipa Nui o Hawai'i*  
Presentation and Discussion of **Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets**
11. *Hō'ike'ike, Kūkākūkā, A Kī'ina Hana No Ko Ke Ke'ena Kuleana Ho'okipa o Hawai'i Mo'olelo Kālā O 'Aukake 2022*  
Presentation, Discussion, and Action on the **HTA's Financial Report for August 2022**
12. *Hō'ike'ike, Kūkākūkā, A Kī'ina Hana E Hō'ano Hou 'Ia Ai Ko Ke Ke'ena Kuleana Ho'okipa o Hawai'i Mo'ohelu O Nā Makahiki Kālā 2022*  
Presentation, Discussion and Action to amend the **HTA's FY 2022 Budget**
13. *Hō'ike'ike, Kūkākūkā A Kī'ina Hana No Ko Ke Kikowaena Hālāwai O Hawai'i Palapala Hō'ike Kālā No 'Aukake 2022 A Me Ka 'ikepili Hou Ma Ko Ke Kikowaena Hālāwai O Hawai'i Papa Hana CIP 6 Makahiki*  
Presentation, Discussion, and Action on the **Hawai'i Convention Center's August 2022 Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan**
14. *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 i 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'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](mailto:carole@gohta.net) a i 'ole ho'ouna i ka leka i ke Ke'ena Kuleana Ho'okipa O Hawaii'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā he lawelawe a mea like paha e pono ai ke kīnānā, e ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila: [carole@gohta.net](mailto:carole@gohta.net) e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ekolu lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā.*

*Ua noa pū kēia ho'olaha ma nā kino 'oko'a e la'a ke kope pa'i nui, Braille, a kope uila pū ma ke noi.*

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 Hawaii'i Tourism Authority, 1801 Kalākaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo](#). If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808)973-2289 or by email: [carole@gohta.net](mailto:carole@gohta.net) as soon as possible, preferably no later than 3 days prior to the meeting. If a response is received the day before the meeting, we will try to obtain the auxiliary aid/service or accommodation, but we cannot guarantee that the request will be fulfilled.

*Upon request, this notice is available in alternative formats such as large print, Braille, or electronic copy.*

*E like nō me ka 'ōlelo o ke Kānāwai 220, 'a'ole e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawaii'i i kekahi wahi ka'awale no ka lehulehu a lālā papa alaka'i e nānā a e komo ai i ka hālāwai ma ka ho'ohana i ka 'enehana komo hālāwai (ICT), no ka mea, hiki nō i ka po'e o ka lehulehu a lālā papa alaka'i ke nānā a komo pū ma ka hālāwai hō'ea kino.*

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.