



Ke'ena Kuleana Ho'okipa O Hawai'i  
Hawaii Convention Center  
1801 Kalākaua Avenue, Honolulu, Hawaii 96815  
**kelepona** tel 808 973 2255  
**kelepa'i** fax 808 973 2253  
**kahua pa'a** web hawaii tourism authority.org

**Josh Green, M.D.**  
Governor

**John De Fries**  
President and Chief Executive Officer

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

**BRANDING STANDING COMMITTEE MEETING  
HAWAI'I TOURISM AUTHORITY**

*Po'akolu, 29 Malaki, 2023, 3:00 p.m.*  
**Wednesday, March 29, 2023 at 3:00 p.m.**

*Hālāwai Keleka'a'ike*  
**VIRTUAL MEETING**

*Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.*  
**Webinar will be live streaming via ZOOM.**  
<https://us06web.zoom.us/j/85348865776>

*E noi 'ia 'oe e kainoa me kou inoa. E 'olu'olu, e ho'okomo i kou inoa piha akā hiki nō iā 'oe ke ho'ohana i ka inoa kapakapa e like me kou makemake. E noi 'ia 'oe e hā'awi mai i kāu helu leka uila.*  
*Hiki nō ke ho'opihapiha penei, [\\*\\*\\*\\*\\*@\\*\\*\\*\\*mail.com](mailto:*****@****mail.com)*

You may be asked to enter your name. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous. You may also be asked for an email address. You may fill in this field with any entry in an email format, e.g., [\\*\\*\\*\\*\\*@\\*\\*\\*mail.com](mailto:*****@***mail.com).

*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 question and answer feature of the Zoom platform.

***Papa Kumumana'o***  
**AGENDA**

1. *Ho'omaka a Wehena*  
Call to Order and Opening Protocol
2. *E Mālama 'ia ana ke Kikolā e Kāhea ai nā Lālā Papa Alaka'i Komo a e Hō'oiā ai 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. *‘Āpono i ka Mo’olelo o ka Hālāwai 15 Pepeluai, 2023 a ke Kōmike Alowelo Kūmau*  
Approval of Minutes of the February 15, 2023 Branding Standing Committee Meeting
4. *Hō’ike’ike, Kūkā, a Hana e Hāpai ‘ia ai ka ‘Āpono ‘ia o ka Mo’ohelu Kālā no Hawai’i*  
*Tourism China no ka Makahiki 2023*  
Presentation, Discussion, and/or Action on Hawai’i Tourism China’s 2023 Budget Plan
5. *Hō’ike’ike, Kūkā, a Ki’ina Hana no ke Noi e Ho’oka’awale Hou i ke Kālā Mai ka Makahiki*  
*‘Auhau 2022 no \$50,000 Mai Hawaiian Culture Initiative i Marketing Opportunity Fund*  
Presentation, Discussion, and Action on Proposal to Reallocate FY22 Funds from  
Hawaiian Culture Initiative to Marketing Opportunity Fund in the Amount of \$50,000
6. *Mo’olelo no ka RFP 23-02 no ka Hawai’i Tourism Destination Brand Management &*  
*Marketing Services for the Canada Major Market*  
Update on RFP 23-02 Hawai’i Tourism Destination Brand Management & Marketing  
Services for the Canada Major Market
7. *Mo’olelo no ka RFP 23-03 Hawai’i Tourism Destination Brand Management & Marketing*  
*Services for the United States Market*  
Update on RFP 23-03 Hawai’i Tourism Destination Brand Management & Marketing  
Services for the United States Market
8. *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 i 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.



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*Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no 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 Hawai'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 a ke Kānāwai HRS 92-3.7, 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 papahelu 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 HRS section 92-3.7, 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.