



Ke'ena Kuleana Ho'okipa O Hawai'i  
Hawai'i Convention Center  
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Josh Green, M.D.  
Kia'aina Governor

John De Fries  
Pelekikena & Luna Ho'okele  
President & Chief Executive Officer

**HĀLĀWAI PAPA ALAKA'I KŪMAU O KE KE'ENA KULEANA HO'OKIPA O HAWAI'I  
REGULAR BOARD MEETING OF THE HAWAI'I TOURISM AUTHORITY**

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

**PŌ'AHĀ, 27 'APELILA 2023, 9:30 AM  
THURSDAY, APRIL 27, 2023 AT 9:30 AM**

**Kikowaena Hālāwai O Hawai'i**  
Papahale Ho'okū Ka'a | Lumi Nui A  
1801 Alaākea Kalākaua  
Honolulu, Hawai'i 96815

**Hawai'i Convention Center**  
Parking Level | Executive Boardroom A  
1801 Kalākaua Avenue  
Honolulu, Hawai'i 96815

*Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.*

**Webinar will be live streaming via ZOOM.**

**<https://us06web.zoom.us/j/89177519942>**

*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*

**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 ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha.*

**Members of the public may provide written or oral testimony on agenda items.**

*E kau palena 'ia ka hō'ike mana'o waha (ma ke kino a i 'ole ma o ka Zoom) he 'elima minuke ka lō'ihī no kēlā me kēia kumuhana. E kāinoa no ka hō'ike mana'o waha ma ke pākaukau ho'okipa ma ka lumi hālāwai. E kāinoa no ka hō'ike mana'o waha ma o ka Zoom ma o ke pihi "Q&A."*

**Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. Signup for oral testimony in-person will be at the registration table in the meeting room. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.**

*E ho'ohui 'ia nā palapala hō'ike mana'o i hiki ma ka pū'olo hālāwai. No nā palapala hō'ike mana'o i hō'ea mai ma hope o ka pa'a o ka pū'olo hālāwai (he 48 hola ma mua o ka hālāwai), e kāka'ahi 'ia nā kope i ka papa alaka'i a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai. E leka uila 'ia nā palapala hō'ike mana'o iā Carole Hagihara-Loo ma [carole@gohta.net](mailto:carole@gohta.net), a i 'ole, e lawe kino 'ia i ke ke'ena.*

**Written testimony received ahead of the preparation of the board packet will be included in the board packet. Written testimony received after the issuance of the board packet (48 hours ahead of the meeting) will be distributed to the board and available for public inspection at the meeting. Email written testimony to Carole Hagihara-Loo at [carole@gohta.net](mailto:carole@gohta.net) or hand-delivered to the HTA office.**

*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 Papa Alaka'i Kūmau o ka 30 Malaki, 2023*  
**Approval of Minutes of the March 30, 2023 Regular 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 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 Nūhou no nā Papa Hana o ke Ke'ena Kuleana Ho'okipa o Hawai'i no Malaki 2023*  
**Relating to Update on HTA's Programs During March 2023**
  - b. *No ka Nūhou o ko 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'ike a Kūkā i ka 'Ike Mākeke no Hawai'i a me nā Mākeke 'Oihana 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**
  
8. *Mo'olelo a Nūhou na ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Kikowaena Hālāwai o Hawai'i no ka Hālāwai o ka 20 'Apelila, 2023*  
**Report and Update by the Budget, Finance and Convention Center Standing Committee of their Meeting held on April 20, 2023**
  - a. *Kūkā a Hana no ka Mana'o Hāpai o ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Kikowaena Hālāwai o Hawai'i no ka Mo'olelo Kālā o ke Ke'ena Kuleana Ho'okipa o Hawai'i no Malaki 2023*  
**Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the HTA's Financial Report for March 2023**
  
  - b. *Kūkā a Hana no ka Mana'o Hāpai o ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Kikowaena Hālāwai o Hawai'i no ka Mo'olelo Kālā o ke Kikowaena Hālāwai Hawai'i no Malaki 2023 a me ka Nūhou no ka Papa Hana Ho'olālā CIP he 6 Makahiki o ke Kikowaena Hālāwai o Hawai'i*  
**Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on Hawai'i Convention Center's March 2023 Financial Reports and Update on the Hawai'i Convention Center's 6-Year CIP Plan**
  
9. *Kūkā no ka Nūhou Hana Mākeke Hālāwai, 'Aha, a Hana Ho'oholomua a me ka Mo'olelo Pace, a me ka Hana Kikowaena Hālāwai o Hawai'i a me ke Kālā Loa'a Kūloko*  
**Discussion Regarding an Update on the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawaii Convention Center Activity and Local Sales**
  
10. *Mo'olelo a Nūhou na ke Kōmike Alowelo no ka Hālāwai o ka 26 'Apelila, 2023*  
**Report and Update by the Branding Standing Committee of their Meeting held on April 26, 2023**
  - a. *Hō'ike'ike, Kūkā, a Hana e Hāpai 'ia ai ka 'Āpono 'ia o ka Hawai'i Tourism USA Brand Marketing Plan ('Apelila - Iune 2023)*  
**Discussion, and Action on Hawai'i Tourism USA's Brand Marketing Plan (April – June 2023)**
  
  - b. *Hō'ike'ike a Kūkā no ka 'Oihana Mokulele i Hawai'i*  
**Discussion on Air Service to Hawai'i**

- c. *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**
  - d. *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**
11. *Mo'olelo na ke Kōmike Ho'okele A Hō'ōia*  
**Report by the Administrative and Audit Standing Committee of their Meeting held on April 25, 2023**
- a. *Nūhou a Kūkā no ka Papa Hana Ho'okō Hō'ōia*  
**Update and Discussion Regarding the Audit Action Plan**
  - b. *Hō'ike'ike, Kūkā, a Hana no ka Loiloi 'Ia o nā Papa Hana o ke Ke'ena Kuleana Ho'okipa o Hawai'i*  
**Discussion, and/or Action Regarding the Monitoring and Measurement of HTA Programs**
  - c. *Kūkā a Hana no ka Noi'i Ho'okele, Haku Kino Ka'akālai, a Ki'ina Pā'oihana*  
**Discussion and/or Action Regarding a Governance, Strategic Organizational Design, and Business Process Review Study**
12. *Mo'olelo a Nūhou na ke Kōmike Ho'okahua Hawai'i no ka Hālāwai o ka 25 'Apelila, 2023*  
**Report and Update by the Ho'okahua Hawai'i Standing Committee of their Meeting held on April 25, 2023**
- a. *Hō'ike'ike a Kūkā no nā 'Onaehana Lako 'Ai ma Hawai'i*  
**Discussion on Hawai'i Food Systems**
  - b. *Ka Nū Hou no nā Papahana EDA*  
**Update on the EDA Projects**
  - c. *Ka Nū Hou no ka Papahana Waikīkī Historic Trail*  
**Update on the Waikīkī Historic Trail Project**
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 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.

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

*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.*

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or [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 Hawai'i i ho'oholo 'ia māhele 92-32.7, 'a'ole e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'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 HRS section 92-3.7, the Hawai'i 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.