



KA HĀLĀWAI KŪMAU A KE KŌMIKE ALOWELO  
KE'ENA KULEANA HO'OKIPA O HAWAII'

**BRANDING STANDING COMMITTEE MEETING  
HAWAII' TOURISM AUTHORITY**

HĀLĀWAI KELEKA'A'IKE  
VIRTUAL MEETING

Po'akahī, Nowemapa 20, 2023, 9:00 a.m.  
**Monday, November 20, 2023 at 9:00 a.m.**

E ho'olele 'iwa'ia ka hālāwai ma o ka Zoom. Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/81711659209>

*E noi 'ia paha 'oe e kāinoa me kou inoa a leka uila paha. E 'olu'olu, e ho'okomo i kou inoa paha akā hiki nō iā 'oe ke ho'ohana i ka inoa kapakapa e like me kou makemake.*

**You may be asked to enter your name or email. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous.**

**Kelepona / Call In: 253 205 0468**  
**Helu Hālāwai / Webinar ID: 817 1165 9209**

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

**Members of the public may provide written or oral testimony on agenda items. Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. 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. E leka uila 'ia nā palapala iā Carole Hagihara-Loo ma [carole@gohta.net](mailto:carole@gohta.net), a i 'ole, e lawe kino 'ia i ke ke'ena. 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 ke kōmike a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai.*

**Written testimony received ahead of the preparation of the committee packet will be included in the packet. Email written testimony to Carole Hagihara-Loo at [Carole@gohta.net](mailto:Carole@gohta.net) or hand-deliver or send via postal mail to the Hawai'i Tourism Authority office, 1801 Kalākaua Avenue, 1<sup>st</sup> Floor, Honolulu, Hawai'i 96815. Written testimony received after the issuance of the board packet (48 hours ahead of the meeting) will be distributed to the committee and available for public inspection at the meeting.**

## **AGENDA**

1. *Ho'omaka a Wehena*  
**Call to Order and Opening Protocol**
  
2. *Kikolā*  
**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 Mo'olelo Hālāwai*
  - a. *Āpono Mo'olelo Hālāwai no ka Hālāwai Kūmau a ke Kōmike Alowelo ma Kepakemapa 15, 2023*  
**Approval of Minutes of the September 15, 2023 Branding Standing Committee Meeting**
  
  - b. *Āpono Mo'olelo Hālāwai no ka Hālāwai Kūmau a ke Kōmike Alowelo ma 'Okakopa 23, 2023*  
**Approval of Minutes of the October 23, 2023 Branding Standing Committee Meeting**
  
4. *Hō'ike'ike, Kūkā a Ho'oholo no nā Polokalamu a me ka Ho'one'e Kālā ma ka Makahiki Kālā 24 e Kāko'o i nā Polokalamu Āpanakahi o ka Makahiki 2024*  
**Presentation, Discussion and/or Action on Select FY24 Program, Contract, and Budget Reallocations Related to Funding Incremental Marketing Programs in CY24**
  
5. *Hō'ike'ike, Kūkā a Ho'oholo no ke Kuleana Inoa na ke Kikowaena Hālāwai o Hawai'i*  
**Presentation, Discussion and/or Action on Exploring Naming Rights for the Hawai'i Convention Center**
  
6. *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.

*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 e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ehā 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 like me ka mea pono.*

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 4 days prior to the meeting. **Requests made as early as possible have a greater likelihood of being fulfilled.** Upon request, this notice is available in alternative/**accessible** formats.

*E like nō me ka 'ōlelo o ke Kānāwai Hawai'i i ho'oholo 'ia māhele 92-32.7, 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 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 Kalākaua Avenue, Honolulu, Hawai'i, 96815 ka helu wahi.*

In accordance with HRS section 92-3.7, the Hawai'i 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 Hawai'i Convention Center at 1801 Kalākaua Avenue, Honolulu, Hawai'i, 96815.

## **3**

### **Approval of Minutes**

- a. September 15, 2023 Committee Meeting**
- b. October 23, 2023 Committee Meeting**



Ke'ena Kuleana Ho'opipa O Hawai'i  
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**BRANDING STANDING  
COMMITTEE MEETING  
HAWAII TOURISM AUTHORITY  
Friday, September 15, 2023, at 1:00 p.m.**

**Virtual Meeting**

**MINUTES OF THE BRANDING STANDING COMMITTEE MEETING**

<b>MEMBERS PRESENT:</b>	Blaine Miyasato (Chair), Sig Zane (Vice-Chair), David Arakawa, Dylan Ching
<b>MEMBERS NOT PRESENT:</b>	Mufi Hannemann, Sherry Menor-McNamara
<b>NON-VOTING MEMBERS:</b>	James McCully, Mike White
<b>HTA STAFF PRESENT:</b>	Kalani Ka'anā'anā, Maka Casson-Fisher, Carole Hagihara
<b>GUESTS:</b>	Susan Webb, Lorenzo Campos, Jennifer Gaskin, Dennis Suo, Irene Lee
<b>LEGAL COUNSEL:</b>	John Cole

**1. Call to Order and Opening Protocol**

Chair Miyasato called the meeting to order at 1:04 p.m.

**2. Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic**

Mr. Casson-Fisher conducted the roll call, and all members were confirmed in attendance and were by themselves.

**3. Approval of Minutes of the August 23, 2023, Branding Standing Committee Meeting**

Mr. Ching made a motion to approve the minutes, and Mr. Zane seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

#### **4. Presentation, Discussion and/or Action on the Branding Standing Committee Charter & Goals**

Chair Miyasato explained that the purpose of this agenda item was to deliberate whether this was the proper forum to discuss messaging. He reminded the meeting that messaging led to branding, and branding led to marketing.

Vice-Chair Zane continued by stating that this was one of the most important of the several committees in the HTA. However, the status of this committee, as defined in the statutes, was not sufficiently broad to encompass the branding function of the HTA. This committee needed to discuss how it could become more aligned with the hope for the direction of tourism in Hawai'i.

Even though the present mission statement mentioned "preservation of natural resources and community," this seemed inadequate to mitigate customers' effects on products. The Hawaiian islands were the product marketed, but for years, they had not addressed the negative impact of customers on their product. An example was the road to Hana, the deterioration of which, due to overcrowding, had negatively affected the local community and Kama'āina. As responsible citizens of the state, it was incumbent on the HTA to be vigilant about the effect of their customers on the environment and people. It seemed that the Hawaiian people were paying a huge price for the tourism taking place in the state.

The question to be answered was how the Branding Committee could market the product in a way that would redress the balance. The Chair, the Vice-Chair, and Mr. Ka'anā'anā felt that the committee needed to discuss this topic given its kuleana. If, however, they felt this committee was not the right forum for this discussion, then they need to determine where the discussion should take place and make a more exact definition of the work this committee is assigned to conduct.

Mr. Ka'anā'anā presented a slide giving the current job description. This had appeared in the pdf document distributed to the Board with current committee assignments.

*This Standing Committee is responsible for the review, evaluation, and recommendation of the Authority's branding and marketing initiatives, programs, and/or activities that support the Authority's vision, mission, goals, and objectives including meetings, conventions, and incentive business.*

Chair Miyasato stated that given that this committee had a new Chair and a new Vice-Chair, it seemed necessary to review the committee's task. Since branding led to messaging and messaging to marketing, the committee should be involved in all three processes.

Mr. Arakawa commented that whenever the HTA voted to add people to a committee, the committee's function was also defined as part of the appointment process. He agreed with the Chair and Vice-Chair that messaging was the step between branding and marketing. The impact of tourism on the community, the HTA employees, and the public was a critical issue. However, he believed that resident and industry sentiment was the kuleana of the Ho'okahua committee since it oversaw destination management, which examined the impact of the tourism industry on the community. The Ho'okahua Committee might look at the data and pass on recommendations to the committee.

Mr. Zane shared this uncertainty about where this responsibility should be placed, but it was clear that any changes could only be implemented at the level of the entire Board.

Member Ching appreciated all the preceding comments and had also been confused about whether this committee did the branding, or the HTA staff did the branding with the committee's guidance. He needed clarification about who was leading and who was assisting. There might have been issues about the consistency and rate of the messaging in the past. Ever since he had been a member of the HTA Board, the impact of tourism on the community and residents has been a constant topic of conversation. There had been a significant effort in this direction at the level of the Board, but Mr. Ching was unsure how much positive effect had taken place for the environment and the residents. There had been substantial progress, but it had been somewhat slow.

On the other hand, they saw the adverse effects of not having enough tourism in Maui. At this point, they had to figure out a balance. It was also true that there was a degree of overlap between different committees, and it was challenging that discussions that had taken place in committees were then repeated in the full Board. If these committees were to be of any use, then the full Board needed to have done their research and reading so that progress could be made. They need to avoid wasting people's time.

Chair Miyasato noted that this was a volunteer committee, and the members of the entire Board should not cause the same material to be reviewed again. They needed to reach a stage where if a committee made a recommendation, the full Board would respect it.

Mr. Ching asked for the charter to be clarified as to who was driving branding, whether it was the Board or the HTA staff. Was the staff doing the work and then the Board critiquing it, or should the Board be driving for the staff to implement? Branding should be the place where messaging is defined. Logically, branding, messaging, and marketing should all be the responsibility of this committee, but was that the case in reality? He believed that, in general, the task of the Branding Committee was not marketing, but it was the mission of the HTA staff to set branding and determine marketing.

Mr. Cole reminded the meeting that the HTA by-laws contained a committee section that needed updating and cleaning up. For instance, the Ho'okahua committee was not mentioned, and some definitions did not match those on documents received from Ms. Hagihara.

Mr. White pointed out that messaging needed to be included in the charter of this committee, and it should also be in the charter of the Ho'okahua committee because messaging was part of stewardship. Messaging was also part of the work of the legislative PIG.

Mr. McCully stated that branding was overarching, while messaging was specific. Messaging could be defined as the practices that allowed their story to be told, either that of the overall brand or that of a specific market. He appreciated Mr. Cole's comments about the statutory basis for committees. Statute 201B established the authority and specified the composition of the Board, as well as the responsibilities of the CEO, but it did not tackle the job descriptions of individual staff members. Only a vote by the full Board could amend the by-laws. The present committee was advisory only and made recommendations to the Board. The HTA staff were to conduct branding and marketing through their contractors. The purpose of this committee was to "review, evaluate, and recommend." This was the forum where messaging which had not been clearly enunciated would be detected.

In response to these comments, Mr. Ka'anā'anā stated he had a recommendation and a solution. He proposed that messaging should be added to the role of this committee, and roles and responsibilities would be outlined as follows:

*Under the direction and oversight of the HTA Board and through a collaborative process with the community, industry, all levels of government, subject matter experts, and contractors, the HTA staff would specify the following: the overall Hawaiian islands brand, the individual islands' brands, brand guidelines, annual brand marketing plan, and budget, key performance indicators and performance measures.*

This would be brought to the Branding Committee and could be used as a working document.



Chair Miyasato commented that he had scheduled another meeting because he knew this would be a robust discussion. He hoped the committee could make recommendations before the next Board meeting. Mr. Ka'anā'anā would circulate his suggestion, and members could get back to him offline with their input. Chair Miyasato stated that it would be permissible for Mr. Ka'anā'anā to send out the document to those who were present but were not committee members.

#### **5. Presentation, Discussion and/or Action on the Overview of the BMP Approval Process and Timing**

Mr. Ka'anā'anā presented a graphic illustrating the procedure that had been used in previous years for HTA Board review, oversight, and approval of Brand Marketing Plans (BMPs) for all Global Marketing Teams (GMTs) as well as the Meet Hawai'i Meetings, Conventions, and Incentive (MCI). This process started months ago when the HTA staff met and finalized an outline and overview structure to be followed by the GMTs, with a deadline of July 31 for submission back to the HTA. This process took place through collaboration between the HTA staff and the GMTs. Usually, the HTA leadership team would have been given the presentation first before it reached the Branding Standing Committee. This year, there was to be a second Branding Standing Committee meeting to provide feedback before the next meeting. There would also be feedback from the HTA leadership, resulting in a definitive version to be presented to the Branding Standing Committee on September 27 and the entire Board on September 28. This timeline is intended to align with the fiscal year so that the programs will be ready to implement on January 1, 2024. The timing was also related to the fall Hawai'i Tourism conference on October 2 and 3, when GMTs would present their BMPs after approval by the Board. This would allow the tourism industry to become familiar with the state's plans and enable them to build their branding plans and budgets. Partners, such as hotels, activities, airlines, and others, would thus have time to work on their marketing budgets.

Mr. Ka'anā'anā informed the committee that the Board had already adopted the budget associated with each global marketing plan earlier in the year. However, the actual cash flow of disbursement of funds was divided across multiple fiscal years, so the total amounts presented were in line with what the Board had already approved.

The committee was informed that the 2024 brand marketing plans to be presented were overviews, and no action was needed at this time. Additionally, the plans were in the process of polishing, so they might still be somewhat rough. Given the situation with Maui, each presentation would end with a request for incremental funds to assist with Maui's recovery. The

Board had not yet approved these incremental funds, which would have to be identified and approved separately.

These presentations had already been approved, but it was hoped that Mr. Ka'anā'anā could supply additional information about airlines and occupancy rates. Campaigns and activities in response to recovery from the Maui fires were already detailed in the BMPs and would be available for discussion today.

Mr. Arakawa reminded the meeting that they had already approved these budgets as they did last year, but last year, they were funded \$60 million to take care of existing contracts while the budget for next year stood at zero.

#### **6. Presentation, Discussion and/or Action on Hawai'i Tourism Canada Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Canada Market**

The presentation was made by Susan Webb, the President, and Lorenzo Campos, the Account Director. The remaining seven team members were introduced, and a detailed Brand Marketing Plan was presented, beginning with an overview of the market situation.

Regarding outbound travel sentiment, 57% of Canadians felt vacation-deprived and would prioritize travel over high-level purchases. Canadians were conscious of the importance of sustainable and responsible travel. Cultural and wellness travel was popular in this market, although the recent increases in airfares and hotel rates were a barrier to travel.

Air Canada and WestJet operated direct flights from Canada to Honolulu, and the frequencies of these flights were reviewed weekly. Regarding the competitive landscape, Europe was increasing, while Mexico and the Caribbean were decreasing. Fiji was conducting an intensive advertising campaign. Many Canadian target audience were retirees and snowbirds, and Canadians were generally mindful travelers.

The core branding message continued to be Mālama Hawai'i, but this shifted slightly to Mālama Maui. The task of the marketing team was to educate visitors and the travel trade on Aloha and mālama.

The presenter listed several major programs, including cooperative campaigns, Aloha Canada 2024, familiarization trips for project managers and group media, a media blitz in May, and consumer digital and out-of-home campaigns.

2024 Brand Marketing Plan Budget

It should be noted that Canada was the largest international market for Hawai'i tourism.

<b>Budget Category</b>	<b>Amount</b>
Consumer Direct	\$384,000
Public Relations	\$128,000
Travel Trade	\$268,000
Administration	\$220,000
<b>Total</b>	<b>\$1,000,000</b>

Incremental funding for Maui Recovery, October 2023–June 2024

Maui was often regarded as the 13<sup>th</sup> province of Canada because so many Canadians had homes there. Two top journalists, Liz Fleming and Michael Pihach, were to attend the HTA Tourism Conference in October, followed by a four-day visit to Maui. Ms. Fleming was to broadcast a live travel show from Maui and would work with the Maui CVB to arrange interviews.

A detailed list of proposals for Maui recovery was presented, including consumer initiatives such as T.V. specialty channels and digital media and P.R. Initiatives such as individual media visits, broadcast T.V. segments, and regular releases of additional content. The list of partnerships included WestJet, Air Canada, and Costco travel. The Canada team had already conducted media messaging regarding Maui, including earned media and the amplification of information from HTA and the Hawai'i government.

<b>Budget Category</b>	<b>Amount</b>
Consumer Direct	\$908,500
Public Relations	\$35,000
Travel Trade	\$312,500
<b>Subtotal</b>	<b>1,256,000</b>
Administration	\$244,000
<b>Total</b>	<b>\$1,500,000</b>

Chair Miyasato thanked the Canadian team for their presentation and pointed out that the return on Canadian marketing dollars was significant for Maui. This was the favorite island for

Canadian visitors, partly because of the relative proximity of Vancouver. Many Canadians had second homes in Maui. The return on investment in terms of arrivals was high.

Mr. Ka'anā'anā was asked about the ROI with the incremental request. He pointed out that 50.2% of Canadian visitors to Hawai'i travel to Maui. This could be compared with 31.4% of visitors from the U.S. West and 34.9% from the U.S. East. For Europe, visitors to Maui comprised 47.8% of German visitors and 32.5% of U.K. visitors. The U.K., the U.S., and Canada were where the bulk of Maui visitors came from, hence Canada's significant \$1.5m increment because of its market share for Maui.

Mr. Arakawa asked about the Virtuoso travel agency, similar to the Signature agency, which had held their convention on Maui the previous week. These two agencies served the type of travelers Hawai'i targeted, but he was surprised not to have seen Virtuoso listed as a partner in the presentation. Ms. Webb replied that Signature had only one Canadian travel agency, and Virtuoso had a Canadian marketing team. Her team intended to be involved with them and hoped to collaborate closely to develop more Canadian events.

#### **7. Presentation, Discussion and/or Action on Hawai'i Tourism Oceania Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Oceania Market**

The presentation was made by Jennifer Gaskin, the Account Director. The Tourism Director, Darragh Walshe, participated in the Sea Cleaners program in Hawai'i. Ms. Gaskin began by acknowledging the traditional custodians of the land from which she spoke and then introduced the three remaining team members. She briefly outlined the current market situation and gave details of outbound travel sentiment, listing the top destinations for Australia and New Zealand. Indonesia was becoming more popular, especially in Bali. Outward travel had increased since restrictions were lifted and was back to 80% of pre-pandemic levels.

Ms. Gaskin thanked the HTA Head Office for responding to the Maui wildfire. In general, media coverage had been positive, with support from the media and trade partners. The marketing team had been disseminating information on social media. There had been a few cancelations of visits to Maui and Hawai'i. Australia had suffered with its wildfires, and consumers understood the importance of regenerating the tourism industry.

Discussing the competitive landscape, Ms. Gaskin pointed out that Hawai'i and California were always #1 and #2 for visits to the U.S. from Oceania. Fiji has conducted campaigns on cultural experiences and emphasized the importance of responsible travel. Thailand and Singapore had launched campaigns in which they brought over food and drink and cultural practitioners.

Australia was suffering from a lack of tourism since China had previously been a large part of its tourism market, so Australia was encouraging domestic travel.

The target audience was repeat visitors and mindful travelers. 60% of the Oceania market consisted of repeat visitors, and the marketing team suggested that repeat visitors could do something different on their next trip. They were seeking out travelers who wanted to be responsible and sustainable.

The core branding message was a connection with the land, ocean, and culture. Culinary travel has also been a strong post-COVID trend.

Ms. Gaskin listed some major programs: “Act Local,” which would be combined with the campaign “We are explorers;” “Hawai’i’s biggest Fan,” which was aimed at repeat visitors in collaboration with International Travel magazine; the Month of Lei campaign which would visit secondary cities. Sea Cleaners had been running for four years now with Billabong as a significant partner, and it was hoped to expand it next year to include all Pacific rim nations and work with local partners.

2024 Brand Marketing Plan Budget

<b>Category</b>	<b>Amount</b>
Consumer Direct	\$306,128
Public Relations	\$166,500
Travel Trade	\$307,220
Research	\$0
Administration	\$220,000
Total	\$999,924

Incremental funding for Maui Recovery, October 2023–June 2024

Ms. Gaskin gave details of the Mālama Maui Recovery Program. “We are Explorers” encouraged visitors to be considerate and would highlight indigenous fire management methods. Luxury Escapes co-operative had the highest number of Maui properties under contract. Income from the Helloworld Global Stars Conference was to be reinvested in hotel and activity bookings on Maui. Māori television from New Zealand would focus on ten indigenous linked Hawai’i tourism experiences. There was to be an increased visiting media program specifically for Maui.

<b>Category</b>	<b>Amount</b>
We are Explorers Maui Recovery	\$45,000

Luxury Escapes Co-op	\$65,000
Helloworld Global Stars Conference	\$77,000
Māori Television	\$5,000
Increased visiting media program	\$60,000
Total	\$252,000

The committee viewed a video about Sea Cleaners involving a team of volunteers collecting trash washed up from the Pacific Ocean onto Hawaiian beaches. Mr. Ka'anā'anā reminded the meeting that the King, then Prince Charles III, had participated in Sea Cleaners' activity a few years ago.

**8. Presentation, Discussion and/or Action on Hawai'i Tourism China Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the China Market**

The presentation was made by Alexander Wong, the Chief Operating/Financial Officer, with the Managing Director, Dennis Suo, also present. The remaining three team members were introduced.

Mr. Ka'anā'anā reminded the committee that the China budget was still severely restricted compared with other markets. Mr. Wong gave an outline of the Chinese market situation, considering the general economy and the GDP, along with unemployment and inflation rates. Regarding outbound travel sentiment, the major destinations were Europe, Southeast Asia, and North America, with most travel consisting of small groups or individuals.

Five Chinese and three U.S. airlines operated direct flights from China to the U.S., but many Chinese travelers connected flights directly to Hawai'i from Korea or Japan.

The long-haul competitive landscape consisted of other island resorts and other U.S. destinations. The target audience was mainly millennials, multigenerational families, and high-end individuals focusing on shopping.

The core branding message focused on Mālama Hawai'i shifting to Mālama Maui for 2024. Strategies would focus on social media marketing and content creation, emphasizing consistent messaging across all platforms.

Programs aimed at the travel trade concentrated on education, live events, major OTAs, and showcase offerings. The marketing team was to participate in ITB Shanghai scheduled for May 2024 and planned to invite stakeholders from Hawai'i to attend.

The team had partnered with the U.S. Embassy in Beijing and U.S. consulates in China. Major programs focused on social media marketing, and it was noted that Hawai'i had increased its ranking on the Chinese social media platform WeChat. It was important to maintain content on social media.

2024 Brand Marketing Plan Budget

Category	Amount
Consumer Direct	\$142,600
Public Relations	\$49,500
Travel Trade	\$115,000
Administration	\$69,500
Total	\$376,600

Incremental funding for Maui Recovery, October 2023–June 2024

Category	Amount
Consumer Direct	\$30,000
Public Relations	\$30,000
Travel Trade	\$40,000
Administration	\$0
Total	\$100,000

Mr. Wong gave details of the Maui Recovery program, including setting up a Key Opinion Leader familiarization trip to Hawai'i with airlines and hotels for a multi-island itinerary, \$40,000; a travel trade bundled package development to attract visitors to Maui concentrating on three main holiday periods, \$30,000; and to reinstate the three-day Lokahi Spring World Festival which had been started in 2020, \$30,000, a portion of ticket sales from which would go towards Maui recovery.

Mr. McCully asked about high-spending travelers who focused on shopping tourism, which differed from experiential or gastronomic tourism.

**9. Presentation, Discussion and/or Action on Hawai'i Tourism Korea Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Korea Market**

Irene Lee, the Country Director for Hawai'i Tourism Korea, introduced the remaining five team members. She briefly outlined the market situation, mentioning GDP and unemployment figures.

The unemployment rate in Korea was half the average OECD rate. Ms. Lee noted that the increase in global oil prices had added a 3% surcharge to airline prices.

Regarding outbound travel sentiment, the major travel period ran from the end of September to early October. This was Korean Thanksgiving, and the government had recently announced “Sandwich Monday” as a temporary holiday, which would make up a total travel period of twelve days. 93% of the Korean population desired to travel, and 71% planned to travel. 11% of the population, over five million people, planned to travel overseas during the holiday. Koreans had been concerned about media coverage of the wildfires in Maui, and Asian partners had seen some cancelations. The fourth quarter booking decline was estimated at 30-40% compared with last year.

Korean Air, Asiana Airlines, and Hawaiian Airlines operated a direct service to Honolulu. Total flights from Korea were still more than 10% down on the pre-2019 level, with seats down 13% compared with 2019. However, the marketing team expected a full recovery by next year. Air Premia, a new service direct to Honolulu, was to be introduced for seasonal flights from December to March for the Korean winter season, four flights per week, economy and premium economy only.

Referring to the competitive landscape, Ms. Lee pointed out that, like the Chinese, Koreans preferred European destinations for long-haul travel. The target audience was seven million Koreans with individual incomes of \$70,000 and joint incomes of \$100,000 or more. These mindful travelers focused on romance, wellness, and specific outdoor interests.

The core branding message will continue to be Mālama Hawai‘i, but for the coming year, it will shift to Mālama Maui and emphasize respectful and mindful travel to Maui. The strategies would be to collaborate with consumer brands focusing on responsible travel. The team would share content about Mālama Maui, especially surfing, hiking, and local festivals. They would also focus on eco-friendly ways to travel to Maui. Public relations would enhance media coverage and work with celebrity influencers to create content. Educational programs with partners including airlines would be reinforced for the travel trade. An annual Hawai‘i travel mission was to be organized now that in-person events were returning to Korea.

Major programs include a Mālama Hawai‘i branding campaign collaborating with a credit card company. The team was also to partner with a travel agent whose practices aligned with Mālama branding to develop a Maui itinerary. An online Mālama Maui 3-D showroom was to be developed. My True Aloha Campaign would also create a Maui itinerary. A Made in Hawai‘i Campaign was to promote social content through influencers, teaming with Korean retail



companies, and introducing local Hawai'i foods and farms during tours. A Hawai'i Outdoor Campaign familiarization tour was to be organized to Maui to show the Korean market what Maui had to offer.

2024 Brand Marketing Plan Budget

<b>Category</b>	<b>Amount</b>
Consumer Direct	\$165,000
Public Relations	\$187,000
Travel Trade	\$350,000
Administration	\$198,000
<b>Total</b>	<b>\$900,000</b>

Incremental funding for Maui Recovery, October 2023–June 2024

Mālama Maui would promote the messages “Come with Compassion” and “Maui Strong.” There were to be three primary programs: a Mālama Maui social advertising campaign with video content to be exposed through Instagram and YouTube; the Let’s Go to Maui trade campaign working with a T.V. home shopping channel, and Celebrity Golf Filming Project, which would introduce Maui as an ideal golf destination.

<b>Program</b>	<b>PR</b>	<b>Consumer</b>	<b>Trade</b>	<b>HTA Fund</b>
Mālama Maui Social Ad Campaign		\$10,000		\$10,000
Let’s Go to Maui Trade Campaign			\$50,000	\$50,000
Celebrity Golf Filming Project	\$40,000			\$60,000
<b>Total</b>	<b>\$40,000</b>	<b>\$10,000</b>	<b>\$50,000</b>	<b>\$120,000</b>

Chair Miyasato pointed out that the meeting had now overshot its two-hour duration for this meeting. He asked the members to consider how best to proceed. He suggested that the remaining presentations could be given during the meeting scheduled for September 27, or an additional meeting could be scheduled for September 22 or 25. Mr. Ka’anā’anā suggested that before the meeting on September 27, he would meet offline with committee members regarding their feedback for the remaining presentations, thus obviating the necessity for an additional meeting.

Mr. Arakawa asked whether the incremental charges implied increased budgets. He asked Mr. Ka’anā’anā to provide a sheet summarizing the existing budget proposals and the incremental increases. He also requested a breakdown of the measurable returns on investment. This was

particularly important because at the present time the budget was zero. Mr. Ka'anā'anā reminded the meeting that the incremental plans were based on staff recommendations.

The members agreed that before the meeting on September 27, at which full presentations for the U.S., Japan, and MCI markets would be made, Mr. Ka'anā'anā would meet with individual members for their feedback. Recommendations for all the global markets would be made at the meeting on September 27, and these would then be presented to the full Board at the subsequent Board meeting.

**10. Presentation, Discussion and/or Action on Hawai'i Tourism Japan Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Japan Market**

**11. Presentation, Discussion and/or Action on Hawai'i Tourism USA Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the USA Market**

**12. Presentation, Discussion and/or Action on MCI Activities Under the HTA's 2024 Brand Marketing Plans for MCI**

Chair Miyasato apologized to the U.S., Japan, and MCI brand marketing teams who had been waiting to make their presentations. He formally deferred agenda items 10, 11, and 12 to the meeting on September 27.

**13. Adjournment**

The meeting was adjourned at 3:13 p.m.

Respectfully submitted,



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Sheillane Reyes

Recorder



**BRANDING STANDING  
COMMITTEE MEETING  
HAWAII TOURISM AUTHORITY  
Monday, October 23, 2023, at 10:00 a.m.**

**Virtual Meeting**

**MINUTES OF THE BRANDING STANDING COMMITTEE MEETING**

<b>MEMBERS PRESENT:</b>	Mufi Hannemann (Chair), Sig Zane (Vice-Chair), Dylan Ching, Blaine Miyasato
<b>MEMBERS NOT PRESENT:</b>	David Arakawa, Sherry Menor-McNamara
<b>NON-VOTING MEMBER:</b>	James McCully, Mike White
<b>HTA STAFF PRESENT:</b>	Daniel Nāho'opi'i, Kalani Ka'anā'anā, Caroline Anderson, Maka Casson-Fisher, Carole Hagihara
<b>GUESTS:</b>	John Monahan, Jay Talwar
<b>LEGAL COUNSEL:</b>	John Cole

**1. Call to Order and Opening Protocol**

Chair Hannemann called the meeting to order at 10:01 a.m.

**2. Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic**

Mr. Casson-Fisher did the roll call, and members were confirmed in attendance were by themselves.

**3. Approval of Minutes of the October 12, 2023 Branding Standing Committee Meeting**

Mr. Zane made a motion to approve the minutes, and Mr. Ching seconded. The motion passed unanimously.

#### **4. Presentation, Discussion and/or Action on Funding the Incremental Spend for the US Market, Oceania, and Korea**

Mr. Ka'anā'anā asked that before they turn the floor over to the HTUSA team, he wanted clarity on what outcome they were looking for so they could steer the presentation correctly. Chair Hannemann had asked them to return with information for the two critical markets, Canada and the U.S. With the visitors coming to Hawai'i, many are from the U.S. market. He asked Mr. Monahan and Mr. Talwar to give the presentation so they could see what was needed. Chair Miyasato said they had already approved the incremental plan at the previous meeting but wanted clarity if the presentation looked at the U.S. market. Chair Hannemann said he is giving them another opportunity to look at the \$10 million, subject to funds availability. With Japan and Canada, they removed the caveat. He wants to see if they can make a strong case for the U.S. as the key to the Maui recovery will be Canadian and U.S. tourists.

Chair Miyasato pointed out that they recognized that as a body, so they allocated \$2.5 million to that exercise specifically for Maui and the U.S. market. Mr. Monahan said the \$2.6 million approved was for 2023, but this plan was for 2024, the entire year. They looked at their history with the HTUSA with disasters and economic catastrophes. He said they lost 15% of the tourism business when West Maui was shut down. They put together a plan to mitigate the problems when they lost Aloha and ATA airlines within three days, then followed a few months later with the U.S. mortgage meltdown, which led to a global recession. They modernized old strategies ten years later, and that is what the presentation was about.

Mr. Talwar prepared a deck with the HTA staff to give more information about the plan and provide information on the results of the strategy at the beginning of the recession. Mr. Talwar spoke about hotel reservations. Until September, this was still an issue, and there was a need to support visitation from the U.S. market and globally. Statewide, that translates to the rest of the state, so there are significant decreases on a month-to-month basis.

There are also airlift issues. For October to December, seats to Kahului are down. They need to support airlift and get people into hotel rooms. Why the U.S. market? The U.S. market was about 85%, and Canada was about 10% in 2019. For 2020, it showed similar figures. In 2021 and 2022, it increased. On a statewide basis, they had two-thirds of tourists from the U.S., 15% from Japan, and 5% from Canada. In 2020, the U.S. was at 95%; in 2021, at 74%; in 2022, the U.S. was at 85%; and currently, the U.S. market is at about 80%.

With regard to market saturation from 2010 to 2011, they increased with the program and visitor expenditures, arrivals, etc. The market saturation impact was high, and they had a significant return on investments. For context, he showed the slide with the level of leisure funding. For 2024, they are at \$14 million, so they require funding to help recover the state's economy.

Chair Hannemann asked about the current campaign. He asked what the projected results were and how quickly will they see results. Mr. Talwar said it is starting to have some effect and is attributed to many factors. The airlines play a role, too. Some airlines have moved their planes out of the market based on the lack of yield. They do not have measures yet, as they are in the middle of the campaign. The paid media for social is going out through the end of November 2023. The cooperation program started on October 11 and goes through November 22, including partners like Hawaiian Airlines, Alaskan Airlines, Southwest Airlines, Marriott Hawai'i, and Hilton Hawai'i. They also have a lot going on with travel trade partners and leaders. They are doing a lot of events, training, and education. There are a lot of efforts in play, but it is too early to attribute results to the tactics.

Chair Hannemann asked what part Japan plays in the Maui recovery. Mr. Ka'anā'anā said that historically, less than 2% of Japanese visitors go to Maui, which is a nominal amount. Most of it has to do with where the planes are flying. The strategy for Japan is mostly overall recovery and less about driving the Japanese to Maui because some infrastructures are limited. Chair Miyasato said the press has confirmed that 60% of West Maui is taken up by displaced residents, female workers, and Red Cross people. He asked what they were opening up to. It is not a question of people coming in but how they will have enough space for visitors. He said airlines have stepped up, as well as rental cars. Accommodation seems to be an issue. The market revolves around supply and demand. Chair Hannemann responded that the PIG committee is considering Maui's economic recovery. He said the governor and mayor understand that permanent housing is the priority. They have assurances that they are doubling their efforts in this regard. He is a lot more optimistic about this as well. He said the HTA should also consider that area part of their strategy. He said Chair Miyasato's points are well taken, but that cannot stop them from opening up to visitors. He spoke to Mr. Nāho'opi'i's previous comments about the adjustments with other programs they need to make for Japan and Canada. He also said some of the implementation of the programs can be moved across to FY2025. The incremental ask for the entire calendar will span over two fiscal year budgets.

Mr. Hanneman said if they were to entertain adding special provisions to Japan and Canada, \$10 million is out of the question for now. He said their challenge is to go into the next fiscal year with guaranteed funding. He likes the direction they are moving in and said the timing is on their side. He said they can make the case for additional funding on the back end to further their efforts to prove that they are taking a strong leadership role as an authority. He asked Mr. Talwar if \$2.5 million would make a difference to what they are doing. Mr. Talwar said it would make a difference and that they had been fortunate to work closely with the industry partners to amplify the effect of the state funding. They would go full-on with the partnership with all industry partners to stretch the effectiveness of the funds as far as possible. He said they can make any amount effective and would like to do the Los Angeles market if funding allows.

Mr. Monahan said they have to protect the West Coast because there are very few nonstop flights from the East Coast. Chair Miyasato added that the full Board approved the plan, so there was no question about it, but a question about prioritization and finding the funding. The recommendation around the back end is sound; they could vote on it again. He said if there is something short-term, the Board would be open to that.

Mr. Ching said he was in full support of the votes. Mr. Arakawa also supported the comments. He noted that they are in a war in the Middle East and are unsure how that will affect tourism. With that caveat, they need to be mindful of that. He said they might need to remain flexible.

Mr. White said that the list of expenditures over the years, he recalled spending \$31 million, and now they are at \$14 million, so adding \$2.5 million takes them to \$16.5 million. He was concerned and said they needed to take a closer look at how many markets they addressed. Addressing one market is not enough. He said HVCB must take another look at what they think is needed to have the same result as the previous time.

Mr. Monahan gave some historical background. Mr. Talwar said if they were to look at three markets, it would be closer to \$6 million. Chair Hannemann addressed Mr. White's comments and said he would consider at least \$5 million, but the staff said they still have ways to figure out how they will find the first \$4 million for Japan and Canada. He would instead start smaller, but he is optimistic they can make it up on the back end.

Mr. Ka'anā'anā gave an overview. If the approved \$2.6 million for the U.S. is added, the \$2.5 million for Japan, and the \$1.5 million for Canada, that comes to \$6.6 million. Compared to the \$60 million budget, that is roughly 11% of the total. Adding the additional \$2.5 million in

FY2024 would represent 15% of the FY2024 budget. Moving the \$2.5 million to FY2025 would help, but even with the commitments already made at \$6.6 million, that is about 11% of the budget they need to adjust. Chair Miyasato said the \$2.6 million approved was not subject to. Chair Hannemann said they have not decided on how that \$5 million in emergency funds will be utilized, so this might be a compelling argument on why they need to tap into that. Mr. Arakawa thanked Mr. Ka'anā'anā for raising that significant point about the budget percentage.

Mr. McCully asked if Dir. Tokioka was on the call, but he was not. He said the budget of \$60 million was an allocation from the governors' funds for the year. His question for Dir. Tokioka is that, given the nature of the emergency and its issues, they could gain support from the governor's discretionary funds. It is more an executive issue than a legislative one. Chair Hannemann said he was more optimistic that they could make a stronger case this time. Mr. McCully said the faster they go to markets, the better. Chair Hannemann said they will have an opportunity at the Board meeting to discuss this further. Chair Hannemann asked for the \$2.5 million in incremental spending recommended by the committee to the Board for the USA market. He wants to put it in the same category as the \$2.5 million for Japan and \$1.5 million for Canada which did not have a subject to funding clause. Mr. Arakawa said they researched the HRS, looked at the HTA and state contracts, and all say they are subject to funding. That is part of the technical fix to the motion they will do at the upcoming Board meeting. The law requires it to have the clause subject to funding. Chair Hannemann wants the same language for all three markets, and Mr. Arakawa said it will be the same.

Chair Miyasato said he was uncomfortable with this. The full Board approved removing the language. It was not about the contract, and at no time was the contract referenced, but just a prioritization to find the money. Because the U.S. already received \$2.6 million, the prioritization for \$2.5 million and \$1.5 million was separate from the exercise as it was already approved. When they approved \$2.6 million for the U.S. market, there was no subject to funding in that approval. Mr. Arakawa said emergency funds are considered part of the budget. Mr. Arakawa said it will all be legal, and everyone can sign off without any problem, with the motion subject to funding. He said they have been subject to funding for the past few years. They do not have a budget, and the legislature has not approved a budget for the HTA for the last few years.

Mr. Cole said if the emphasis is on the priority of which programs, then they need to be clear that the three contracts are top priorities. If there is or is not an argument using the language subject to funding, they could avoid it. Chair Miyasato said these meetings are all

public meetings, but he would fix the technicality for the Board meeting. He will be clear that the priorities and the will of the Board will come to pass based on the intention of what the committee just passed.

Mr. Cole said the motion should be to place the U.S. market incremental funding with a top priority with the Board and the Canadian and Japanese markets. Chair Hannemann proposed that they include USA marketing as one of the top three priorities in incremental funding along with Japan and Canada and that the amount be \$2.5 million. Mr. Ching seconded. Mr. Ching asked how it changed the original amount they approved. Chair Hannemann said it does not change anything.

Chair Miyasato asked what they are doing with the U.S. if there is a new motion to vote on as it has changed what was voted on the first time. Chair Hannemann said he would take this current motion to the Board and put the U.S. market in the same priority as Japan and Canada. They will continue to work to find the full \$7.5 million to bring the U.S. brand up to \$10 million, as well as Korea, Oceania, and China. He said they must keep the approval they already did on the incremental fund for the total budget. Mr. Nāho'opi'i said part of the technical fix is also to include prioritization. Mr. Arakawa said adding subject to funding does not erase any priorities. As part of the motion to fix the technicalities, they can state that the three markets are priorities. Chair Miyasato said he would also put them in ranking order. He asked Mr. Cole to fix the motion to articulate that they are fixing a technicality but that it does not change the Board's intent. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

##### **5. Presentation, Discussion and/or Action on the Review of 2024 Marketing Initiatives and Spend, Including Recommendations for Maintaining or Dissolving Programs )**

Mr. Ka'anā'anā said Chair Miyasato had asked for this agenda item. He shared what was discussed at the September Board meeting. The Brand Marketing Plans for each market for the calendar year 2024 were presented and approved. Chair Miyasato asked them to start talking about the 2025 plan and budget.

Mr. Ka'anā'anā prepared a summary slide as a starting point and elaborated. Regarding the GMT, he showed the slide with the contract amounts and details for each. All the amounts are under-executed contracts. The plans against those amounts in the first column were approved at the September BOD meeting. At the meeting, the Board also included incremental funding, but there is some nuance to those. Some of those funds are prioritized, and some are subject to the availability of funds.



All the contracts do include that provision for flexibility to respond to market conditions and make adjustments. He said they separated the initial \$2.6 million that the Board approved after the Maui fires. The total would be \$46,014,600 if everything were approved and passed for 2024. He noted that the major sports programs and contracts were not included. They will present that at a future Board meeting. The process is usually done by June. The GMTs submit their plans for the following calendar year, so they are on track now. They are focused on implementing the 2024 plans and getting ready, so they used the last few months for January 2025. From a planning cycle perspective, they will have the final reports of calendar year 2023 activity until 45 days after the year-end. The staff will take two or three weeks to go through those reports. In March, they are ready to present the year-end recap to learn what did or did not work during the year. If the Board wants a mid-year report for the half year, he can also present those highlights. Evaluations are done in June and December.

Chair Hannemann asked for the sports funding to be reflected in the next meeting. He asked for the mid-year and end-year valuation. He wondered if he was correct in his understanding that incremental funding for Japan, Canada, and China was approved, but the others were subject to the availability of funds. Mr. Arakawa confirmed that as correct. Mr. Arakawa asked if they have a monthly report for the Branding Standing Committee of the major contracts. Mr. Ka'anā'anā said they receive monthly reports. Mr. Arakawa said that would help with the mid and end-of-year report.

Mr. Ka'anā'anā explained the process. Brand managers are assigned to markets. Those markets, depending on which one, meet at minimum once a month at a standing meeting on the first Thursday of each month, with the GMTs for a monthly update. They also file written reports monthly, narrative, and financial about activities from the prior month. In June and December, he gets the summation of the two six-month periods, a complete and mid-year report. The reports become contract evaluations when the staff writes a formal evaluation of each contract. The staff needs a few weeks to review the reports, so the Board receives them once they have finished evaluating them. Chair Hannemann said Mr. Arakawa's comment is well taken, as the HTA will be under increased scrutiny going forward, especially for the Maui recovery.

Mr. Ka'anā'anā said in the CEO report that each of the markets and market managers prepare summaries and pull the highlights into the CEO report. If the HTA wants the full report, he could provide that, too. Chair Miyasato said the genesis of the question continues to be building the next set of budgets, programs, and plans. He agreed that they would be

under a lot of scrutiny. He asked that they get into a regular cadence and at the full Board meeting, they do a high-level review there. Mr. Arakawa concurred with Chair Miyasato's comment.

**6. Presentation, Discussion and/or Action on the Review of 2024 Grants programs, protocols to obtain grants, and 2025 planning.**

Mr. Ka'anā'anā asked for clarity on what they needed to discuss. Chair Miyasato asked for the condensed version around the grants, especially the percentage share between Kilohana and the HTA and the mechanics of how they get the grants.

Mr. Ka'anā'anā said the HTA has five funding opportunities. The first is the Resort Area Hawaiian Culture Initiative, for cultural practitioners sharing culture within resort areas. The next one is Kūkulu Ola, which is a Hawaiian Culture Program focus. They are objectives outlined under the HTA Strategic Plan pillar for natural resources. Kahu 'Āina is the new name for what was formerly known as the Aloha 'Āina program. Those are for programs related to natural resources under the Strategic Plan objectives under the natural resource pillar. Next is the Community Enrichment Program, called under the community pillar of the Strategic Plan. It is for festivals, events, and seasonal or yearlong programs. The Signature Events are the bigger, tentpole events related to the Branding Marketing pillar to attract visitors. The sixth program, which was a response for Maui, is the Resort Area Hawaiian Culture Initiative (Maui). All six of these opportunities are administered by Kilohana and represent just over \$8,050,000. They are all open, and they are in the live application process. The deadline is November 13, 11 p.m. HST, and the applications are available online.

Chair Miyasato asked what the total Kilohana contract was worth. Mr. Ka'anā'anā said the current work period contract is for \$17, 41,341 of which \$8,050,000 comes out. Chair Hannemann asked when they make decisions after the application process. Mr. Ka'anā'anā said that once the program applications close, they have evaluation committee meetings for all the programs across the islands. They hope to make awards close to the end of November 2023. Then, the Kilohana team gets the contracts out to the awardees, and the cheques are issued in December. Program work begins January 1, calendar year 2024.

Mr. Arakawa asked Mr. Ka'anā'anā to explain the process as the Board did not specifically approve each grant. Mr. Ka'anā'anā said the HTA had previously brought some of the programs in-house, and HVCB and now Kilohana. Regardless of who is administering them, there is always a procurement, a written document outlining the goals and objectives for the funding opportunity, the minimum eligibility, any requirements related to the specific

procurement, and scoring criteria and guidelines. Those are all evaluated by evaluation committees that approve recommendations by the HTA staff. Those program approvals are made at the staff level at the HTA, and the contracts are awarded.

Chair Hannemann asked Ms. Anderson to give a brief report. Ms. Anderson said there are two things she has been busy with. She reached out to the Hawai'i representative for the EDA. He had mentioned in DBEDT's Pathway to Recovery last week that there may be EDA supplemental funding for disaster recovery. She is checking with him about the process and waiting to hear from him. The other area is that they have subscribed to a database email system called the Federal Fund Information for State. This shares twice a week the opportunities for federal funding competitive grants. She has been going through the emails to see what they can tap into. So far, nothing has come up in their area of economic development, tourism, and disaster recovery.

There was no action required on the agenda item.

## **7. Adjournment**

Mr. Casson-Fisher adjourned the meeting at 11:22 a.m.

Respectfully submitted,



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Sheillane Reyes

Recorder

# **4**

## **Presentation, Discussion and/or Action on Select FY24 Program, Contract, and Budget Reallocations Related to Funding Incremental Marketing Programs in CY24**

**Budget Adjustment to Accommodate Marketing Funding Request  
Budget, Finance, and Convention Center Standing Committee  
Meeting  
November 20, 2023**

<b>Incremental Request, Savings, Cuts, Sources</b>	<b>Comments</b>
<b><u>Branding Incremental Request</u></b>	
US Maui Recovery Marketing Program #1	\$ 2,600,000.00 Already spent (Only FY24 then \$1.35M, remaining 10% will be paid in Sept 24 -
Canada Maui Recovery Marketing Program #1	\$ 1,500,000.00 assuming no payments can be made in Jul/Aug)
Japan Recovery Program #1	\$ 2,500,000.00 (Only FY24 then \$1.35M for Jan-May services)
US Maui Recovery Marketing Program #2	\$ 2,500,000.00 Original request was \$10M CY24
MCI - Corporate Meetings and Incentive Sales person	\$ 350,000.00 (Only FY24 then \$175K)
Current Funding Deficit	\$ 4,000,000.00
<b>Total Request</b>	<b>\$ 13,450,000.00</b>
<b>Program Savings</b>	<b>Funding Amount</b>
Unspent funds from CY22 and CY23 CEP & Signature Events	\$ 830,000.00 From events that cancelled for multiple reasons. Main cause was the wildfires.
Unspent funds from previous Island Chapter contract period (Jan-Jun 2023)	\$ 130,000.00 IHVB ED salary for most of CY2023
Surfing	\$ 75,000.00 Unspent budget not needed.
UH Athletics Partnerships	\$ 51,000.00 Unspent budget not needed.
Visitor Impact Program (Hawai'i Green Business Program)	\$ 10,000.00 HGBP Doesn't need their final payment, Liquidate existing ENC
<b>Subtotal Program Savings</b>	<b>\$ 1,096,000.00</b>
<b>Program Cuts</b>	
Air Route Development Consulting	\$ 250,000.00 Eliminates professional services for route development services in CY24
DMAP implementation programs	\$ 1,530,350.00 New DMAPs activities will not be implemented in FY 2024 (do planning only)
'Ōlelo Hawai'i	\$ 375,000.00 HRS 201B-7(b)(5)(b) Original Budget was \$500K
Global Support Services CY24	\$ 525,000.00 Losing one time enhancements to GoHawaii.com Festival & Events Eval for 2024 events and Campaign
Campaign Effectiveness, Evaluation contract	\$ 151,785.00 Effectiveness study in Q1 CY 2024 will be discontinued
Hawaiian Culture Initiative	\$ 420,000.00 Eliminates services previously provided by NaHHA

Market Support for Sales Missions in CY2024	\$	30,000.00	HTA will not fund cultural practitioners to travel in market in Q1/Q2 CY24
Ma'ema'e Toolkit CY2024 Update	\$	25,000.00	Ma'ema'e Toolkit will not have a CY2024 update
PGA	\$	310,000.00	Eliminates support for Mitsubishi Tournament Support (\$257,500) and a budget savings of \$52,500
LPGA	\$	136,865.00	Reduces support for 2024 LOTTE Championship
<b>Subtotal Program Cuts</b>	<b>\$</b>	<b>3,754,000.00</b>	
<b>Other Funding Sources</b>			
Marketing Opportunity Fund	\$	100,000.00	
Tourism Emergency Fund	\$	4,750,000.00	\$4.75M remaining after Shelter Costs paid
Federal Programs	\$	3,250,000.00	EDA funds will be used to pay for similar marketing activities in the US Market
Increase/Adjust Budget Request for FY 2025			(\$1.425M to move some of Japan and MCI to FY25)
Payroll Salaries	\$	500,000.00	
<b>Subtotal Other Funding Sources</b>	<b>\$</b>	<b>8,600,000.00</b>	
<b>Total Funds Available to Cover Request</b>	<b>\$</b>	<b>13,450,000.00</b>	Program Savings + Program Cuts + Other Funding Sources
<b>FUNDING DEFICIT</b>	<b>\$</b>	<b>-</b>	Amount needed to cover Marketing Request

# **5**

## **Presentation, Discussion and/or Action on Exploring Naming Rights for the Hawai'i Convention Center**

# Hawai'i Convention Center Naming Rights

Pros & Cons of a potential partnership





# What is a Naming Rights Agreement?

A naming rights agreement is a contract between two or more parties that allows one party the exclusive right to name a property, location, or event for a set period. Naming rights agreements are commonly used for things like naming stadiums and sporting events. Sometimes this agreement includes sponsorship clauses that outline the terms and conditions of a company sponsoring an event while also gaining naming rights.

These agreements can also be involved with institutions like universities when acquiring naming rights to public property. In that case, the parties involved would be the government entity that owns the property and the university that wants to name the property.

## Pros:

- Provides Annual Influx of capital
- Increased brand awareness and enhances legitimacy
- Ability to create additional smaller scale partnerships

## Cons:

- Ties the HCC & the State to a brand or organization for the term of the contract
- Dissuade future conferences
- Ancillary Costs (Updated signage, print materials etc.)
- Increased leverage on many aspects of HCC

# Hawai'i Revised Statutes

Currently, the Convention Center is prohibited from selling the naming rights due to HRS 445-112 which outlines when and where outdoor advertising devices are permitted; and HRS 102-1(#3) which states:

*Use, for compensation, space on public property to display advertising, or conduct operations for communications or telecommunications purposes.*

# Hawai'i Revised Statute 445-12

Currently, the Convention Center is prohibited from selling the naming rights due to HRS 102-1(3) which states:

*Use, for compensation, space on public property to display advertising, or conduct operations for communications or telecommunications purposes.*

# Next Steps

- AG review of designation of type of structure the HCC holds to determine if an exemption may be granted.
- Legislative change in the current statute.
- Example: HB 1285

*SECTION 1. The legislature finds that new forms of generating revenue must be considered. Granting the stadium authority the ability to sell the naming rights to aloha stadium is one of many ideas the State should consider.*

*The legislature further finds that naming rights have the potential to be a significant source of income for the stadium authority. The money generated would assist with funding the stadium's operating expenses.*



# Mahalo



Statutes, codes, and regulations / Hawaii Revised Statutes / Chapter 102 - CONCESSIONS / Section 102-1 - Definition

# Haw. Rev. Stat. § 102-1

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Current through Act 263 of the 2023 Legislative Session

## Section 102-1 - Definition

The word "concession" as used in this chapter means the grant to a person of the privilege to:

- (1) Conduct operations involving the sale of goods, wares, merchandise, or services to the general public including but not limited to food and beverage establishments, retail stores, motor vehicle rental operations under chapter 437D, advertising, and communications and telecommunication services, in or on buildings or land under the jurisdiction of any government agency;
- (2) Operate a parking lot on property owned or controlled by the State with the exception of buildings, facilities, and grounds operated by or otherwise under the jurisdiction of the department of education; and
- (3) Use, for compensation, space on public property to display advertising, or to conduct operations for communications or telecommunications purposes.

*HRS § 102-1*

L 1963, c 93, §1; Supp, § 7B-1.5; am L 1967, c 189, §3; HRS § 102-1; am L 1997, c 208, §2; am L 2001, c 303, §1 .

Next Section

# Haw. Rev. Stat. § 102-2

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Current through Act 263 of the 2023 Legislative Session

## Section 102-2 - Contracts for concessions; bid required, exception

(a) Except as otherwise specifically provided by law, no concession or concession space shall be leased, let, licensed, rented out, or otherwise disposed of either by contract, lease, license, permit, or any other arrangement, except under contract let after public notice for sealed bids in the manner provided by law; provided that the duration of the grant of the concession or concession space shall be related to the investment required but in no event to exceed twenty-five years for the initial term, and if amended, any then remaining term plus any agreed extension thereof awarded or granted by the government agency making a lease or contract or other arrangement relating to a concession; provided further that and subject to approval by county council resolution, the twenty-five-year limit shall not apply to nonprofit corporations organized pursuant to chapter 414D.

(b) The bidding requirements of subsection (a) shall not apply to concessions or space on public property set aside for the following purposes:

- (1) For operation of ground transportation services and parking lot operations at airports, state parks, and small boat harbors, except for motor vehicle rental operations under chapter 437D;
- (2) For lei vendors;



blind or visually handicapped persons in accordance with section 302A-412;

(5) For operation of concessions set aside without any charge;

(6) For operation of concessions by handicapped or blind persons, except concessions operated in the public schools by blind or visually handicapped persons in accordance with section 302A-412;

(7) For operation of concessions on permits revocable on notice of thirty days or less; provided that no such permits shall be issued for more than a one-year period;

(8) For operation of concessions or concession spaces for a beach service association dedicated to the preservation of the Hawaii beach boy tradition, incorporated as a nonprofit corporation in accordance with state law, and whose members are appropriately licensed or certified as required by law;

(9) For operation of concessions or concession spaces providing for beach or ocean-related recreational services; provided that the concessions are awarded to the responsible offeror whose proposal is determined to be most advantageous, taking into consideration prices and evaluation factors set forth in the request for proposals;

(10) For operation of concessions at county zoos, botanic gardens, or county parks that are designated by the respective county director of parks and recreation, in the director's sole discretion, as environmentally, culturally, historically, or operationally unique and are supported by nonprofit corporations incorporated in accordance with state law solely for purposes of supporting county aims and goals of the zoo, botanic garden, or designated county park, and operating under agreement with the appropriate agency solely for those purposes, aims, and goals;

(11) For operation of concessions at state parks that are

state aims and goals of the designated state park, and operating under agreement with the appropriate agency solely for those purposes, aims, and goals;

(12) For operation of concessions at county zoos, botanic gardens, or county parks that are designated by the respective county director of parks and recreation, in the director's sole discretion, as environmentally, culturally, historically, or operationally unique; provided that the concessions are awarded to the responsible offeror whose proposal is determined to be the most advantageous, taking into consideration prices and evaluation factors set forth in the request for proposals;

(13) For operation of concessions that furnish goods or services for which there is only one source, as determined by the head of the awarding government agency in writing; provided that the written determination shall be included in the contract file;

(14) For any of the operations of the Hawaii health systems corporation and its regional system boards;

(15) For airport operation of concessions; and

(16) For the operations of the natural energy laboratory of Hawaii authority.

(c) The bidding requirements of subsection (a) shall not apply to any nonrenewable dispositions granting rights for a period not in excess of fourteen days.

(d) The bidding requirements and fifteen year limit in subsection (a) shall not apply to any disposition or grant of rights to anyone to place one or more names, in accordance with applicable county sign ordinances, on a state or county building.

*HRS § 102-2*

Amended by L 2023, c 72, § 2, eff. 6/8/2023.

Amended by L 2022, c 163, § 2, eff. 6/27/2022.

Amended by L 2017, c 138, § 2, eff. 7/1/2017.

**§445-112 Where and when permitted.** No person shall erect, maintain, or use a billboard or display any outdoor advertising device, except as provided in this section:

- (1) The display of official notices and signs, posted by order of any court or public office, or posted by any public officer in the performance of a public duty, or posted by any person required to do so by any law or rule having the force of law;
- (2) Any outdoor advertising device announcing a meeting or series of meetings is not prohibited by this section if displayed on the premises where the meeting or series of meetings will be or is being held. Meeting, as used in this section, includes all meetings regardless of whether open to the public or conducted for profit and includes but is not limited to sports events, conventions, fairs, rallies, plays, lectures, concerts, motion pictures, dances, and religious services;
- (3) Any outdoor advertising device indicating that the building or premises on which it is displayed is the residence, office, or place of business, commercial or otherwise, of any individual, partnership, joint venture, association, club, or corporation, and stating the nature of the business;
- (4) Any outdoor advertising device that advertises property or services that may be bought, rented, sold, or otherwise traded in on the premises or in the building on which the outdoor advertising device is displayed;
- (5) The offering for sale of merchandise bearing incidental advertising, including books, magazines, and newspapers, in any store, newsstand, vending machine, rack, or other place where such merchandise is regularly sold;
- (6) Any outdoor advertising device offering any land, building, or part of a building for sale or rent, if displayed on the property so offered or on the building so offered;
- (7) Any outdoor advertising device carried by persons or placed upon vehicles used for the transportation of persons or goods, except as provided under section 445-112.5, relating to vehicular advertising devices;
- (8) Any outdoor advertising device warning the public of dangerous conditions that they may encounter in nearby sections of streets, roads, paths, public places, power lines, gas and water mains, or other public utilities;
- (9) Signs serving no commercial purpose that indicate places of natural beauty, or of historical or cultural interest and that

- are made according to designs approved by the department of business, economic development, and tourism;
- (10) Any outdoor advertising device or billboard erected, placed, or maintained upon a state office building, if erected, placed, or maintained by authority of a state agency, department, or officer for the sole purpose of announcing cultural or educational events within the State, and if the design and location thereof has been approved by the department of business, economic development, and tourism;
  - (11) Signs urging voters to vote for or against any person or issue, may be erected, maintained, and used, except where contrary to or prohibited by law;
  - (12) Signs stating that a residence that is offered for sale, lease, or rent is open for inspection at the actual time the sign is displayed and showing the route to the residence; provided that the sign contains no words or designs other than the words "Open House", the address of the residence, the name of the person or agency responsible for the sale, and an arrow or other directional symbol and is removed during such time as the residence is not open for inspection;
  - (13) The erection, maintenance, and use of billboards if the billboard is used solely for outdoor advertising devices not prohibited by this section;
  - (14) The continued display and maintenance of outdoor advertising devices actually displayed on July 8, 1965, in accordance with all laws and ordinances immediately theretofore in effect;
  - (15) The continued maintenance of any billboard actually maintained on July 8, 1965, and the display thereon of the same or new advertising devices, all in accordance with all laws and ordinances in effect immediately prior to July 9, 1965;
  - (16) Any outdoor advertising device, displayed with the authorization of the University of Hawaii, on any scoreboard of any stadium owned by the university. An outdoor advertising device displayed under this paragraph shall be on the front of the scoreboard and face the interior of the stadium;
  - (17) Any temporary outdoor advertising device attached to or supported by the structure of any stadium owned by the University of Hawaii, located within and facing the interior of the stadium, and authorized to be displayed by the university. For the purpose of this paragraph, "temporary" means displayed for a short period before the official start of

organized athletic competition, during the organized athletic competition, and for a short period after the official end of the organized athletic competition;

- (18) Any outdoor advertising device, displayed with the authorization of the stadium authority, on any scoreboard of any stadium operated by the stadium authority. An outdoor advertising device displayed under this paragraph shall be on the front of the scoreboard and face the interior of the stadium; and
- (19) Any outdoor advertising device, displayed with the authorization of the city and county of Honolulu, on the scoreboard of the Waipio peninsula soccer stadium. The outdoor advertising device shall be:

- (A) Attached to the bottom of the scoreboard;
- (B) No longer than the width of the scoreboard; and
- (C) No higher than twenty-five per cent of the scoreboard height.

The scoreboard shall be no larger than twenty-eight feet by ten feet. Any outdoor advertising device displayed pursuant to this paragraph shall be on the front of the scoreboard and face the interior of the stadium; provided that the outdoor advertising device shall not be visible from any thoroughfare. [L 1965, c 233, pt of §1; Supp, §155-121; HRS §445-112; am L 1986, c 245, §1; am L 1987, c 336, §7; am L 1990, c 293, §8; am L 1994, c 118, §1; am L 2003, c 194, §4; am L 2006, c 222, §3; am L 2015, c 37, §2]

### **Attorney General Opinions**

Paragraph (11) (prior to 2003 amendment), regulating political signs, was unconstitutional and unenforceable. Att. Gen. Op. 96-4.

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HOUSE OF REPRESENTATIVES  
THIRTY-SECOND LEGISLATURE, 2023  
STATE OF HAWAII

H.B. NO. 1285

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# A BILL FOR AN ACT

RELATING TO THE STADIUM AUTHORITY.

**BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:**



SECTION 1. The legislature finds that new forms of generating revenue must be considered. Granting the stadium authority the ability to sell the naming rights to aloha stadium is one of many ideas the State should consider.

The legislature further finds that naming rights have the potential to be a significant source of income for the stadium authority. The money generated would assist with funding the stadium's operating expenses.

The purpose of this Act is to authorize the stadium authority to sell or lease to any entity the right to name the stadium and its facilities.

SECTION 2. Section 109-2, Hawaii Revised Statutes, is amended to read as follows:

**"§109-2 Stadium authority; powers and duties.** The powers and duties of the stadium authority shall be as follows:

(1) To repair, maintain, and operate stadium facilities and the stadium development district, including:

- (A) Repairs, maintenance, operations, and demolition of existing stadium facilities;
- (B) Operations and maintenance of a new stadium; and
- (C) Contractual payments to developers, contractors, or management contractors engaged by the stadium authority;

(2) To coordinate in planning, design, and construction activities, including on-site repairs, within the stadium development district;

(3) To acquire and hold title to real property;

(4) To prescribe and collect rents, fees, and charges for the use or enjoyment of the stadium, facilities related to the stadium, and real property held by the stadium authority, including entering into leases, contracts, sponsorship and advertising agreements, food and beverage agreements,



concession agreements, parking agreements, or other development and use agreements that may apply; provided that leases shall not exceed a term of ninety-nine years;

(5) To make and execute contracts and other instruments necessary or convenient to exercise its powers under this chapter and subject to any limitations in this chapter, to exercise all powers necessary, incidental, or convenient to carry out and effectuate the purposes and provisions of this chapter;

(6) To adopt, amend, and repeal, in accordance with chapter 91, rules it may deem necessary to effectuate this chapter and in connection with its projects, operations, and facilities;

(7) To appoint officers, agents, and employees, prescribe their duties and qualifications, and fix their salaries, without regard to chapters 76 and 89, to manage the stadium, the stadium development district, and its contractors; [~~and~~]

(8) To plan, promote, and market the stadium and related facilities[-]; and

(9) To sell or lease to any entity the right to name the stadium and its facilities."

SECTION 3. Section 445-112, Hawaii Revised Statutes, is amended to read as follows:

**"§445-112 Where and when permitted.** No person shall erect, maintain, or use a billboard or display any outdoor advertising device, except as provided in this section:

(1) The display of official notices and signs, posted by order of any court or public office, or posted by any public officer in the performance of a public duty, or posted by any person required to do so by any law or rule having the force of law;

(2) Any outdoor advertising device announcing a meeting or series of meetings is not prohibited by this section if displayed on the premises where the meeting or series of meetings will be or is being held. Meeting, as used in this section, includes all meetings regardless of whether open to the public or conducted for profit and includes but is not limited to sports events, conventions, fairs, rallies, plays, lectures, concerts, motion pictures, dances, and religious services;

(3) Any outdoor advertising device indicating that the building or premises on which it is displayed is the residence, office, or place of business, commercial or otherwise, of any individual, partnership, joint venture, association, club, or corporation, and stating the nature of the business;

(4) Any outdoor advertising device that advertises property or services that may be bought, rented, sold, or otherwise traded in on the premises or in the building on which the outdoor advertising device is displayed;

(5) The offering for sale of merchandise bearing incidental advertising, including books, magazines, and newspapers, in any store, newsstand, vending machine, rack, or other place where such merchandise is regularly sold;

(6) Any outdoor advertising device offering any land, building, or part of a building for sale or rent, if displayed on the property so offered or on the building so offered;

(7) Any outdoor advertising device carried by persons or placed upon vehicles used for the transportation of persons or goods, except as provided under section 445-112.5, relating to vehicular advertising devices;

(8) Any outdoor advertising device warning the public of dangerous conditions that they may encounter in nearby sections of streets, roads, paths, public places, power lines, gas and water mains, or other public utilities;

(9) Signs serving no commercial purpose that indicate places of natural beauty, or of historical or cultural interest and that are made according to designs approved by the department of business, economic development, and tourism;

(10) Any outdoor advertising device or billboard erected, placed, or maintained upon a state office building, if erected, placed, or maintained by authority of a state agency, department, or officer for the sole purpose of announcing cultural or educational events within the State, and if the design and location thereof has been approved by the department of business, economic development, and tourism;

(11) Signs urging voters to vote for or against any person or issue, may be erected, maintained, and used, except where contrary to or prohibited by law;

(12) Signs stating that a residence that is offered for sale, lease, or rent is open for inspection at the actual time the sign is displayed and showing the route to the residence; provided that the sign contains no words or designs other than the words "Open House", the address of the residence, the name of the person or agency responsible for the sale, and an arrow or other directional symbol and is removed during such time as the residence is not open for inspection;

(13) The erection, maintenance, and use of billboards if the billboard is used solely for outdoor advertising devices not prohibited by this section;

(14) The continued display and maintenance of outdoor advertising devices actually displayed on July 8, 1965, in accordance with all laws and ordinances immediately theretofore in effect;

(15) The continued maintenance of any billboard actually maintained on July 8, 1965, and the display thereon of the same or new advertising devices, all in accordance with all laws and ordinances in effect immediately prior to July 9, 1965;

(16) Any outdoor advertising device, displayed with the authorization of the University of Hawaii, on any scoreboard of any stadium owned by the university. An outdoor advertising device displayed under this paragraph shall be on the front of the scoreboard and face the interior of the stadium;

(17) Any temporary outdoor advertising device attached to or supported by the structure of any stadium owned by the University of Hawaii, located within and facing the interior of the stadium, and authorized to be displayed by the university. For the purpose of this paragraph, "temporary" means displayed for a short period before the official start of organized athletic competition, during the organized athletic competition, and for a short period after the official end of the organized athletic competition;

(18) Any outdoor advertising device, displayed with the authorization of the stadium authority[~~on~~]:

- (A) On any scoreboard of any stadium operated by the stadium authority. An outdoor advertising device displayed under this [paragraph] subparagraph shall be on the front of the scoreboard and face the interior of the stadium; and
- (B) Pursuant to the naming rights sold or leased as authorized by section 109-2(9), an outdoor advertising device displayed under this subparagraph shall be limited to the name of the stadium and shall not contain images or additional text; and

(19) Any outdoor advertising device, displayed with the authorization of the city and county of Honolulu, on the scoreboard of the Waipio peninsula soccer stadium. The outdoor advertising device shall be:

- (A) Attached to the bottom of the scoreboard;
- (B) No longer than the width of the scoreboard; and
- (C) No higher than twenty-five per cent of the scoreboard height.

The scoreboard shall be no larger than twenty-eight feet by ten feet. Any outdoor advertising device displayed pursuant to this paragraph shall be on the front of the scoreboard and face the interior of the stadium; provided that the outdoor advertising device shall not be visible from any thoroughfare."

SECTION 3. Statutory material to be repealed is bracketed and stricken. New statutory material is underscored.

SECTION 4. This Act shall take effect upon its approval.

INTRODUCED BY: \_\_\_\_\_



**Report Title:**

Aloha Stadium; Naming Rights; Economic Recovery

**Description:**

Authorizes the Stadium Authority to sell the naming rights to Aloha Stadium and its facilities.

*The summary description of legislation appearing on this page is for informational purposes only and is not legislation or evidence of legislative intent.*