



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

Josh Green, M.D.
Kia'āina Governor

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

**BRANDING STANDING
COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Wednesday, March 29, 2023, at 3:00 p.m.**

Virtual Meeting

MINUTES OF THE BRANDING STANDING COMMITTEE MEETING

MEMBERS PRESENT:	Dylan Ching (Chair), Mike White (Vice-Chair), James McCully, Sig Zane
NON-VOTING MEMBERS:	Kimberly Agas, George Kam
MEMBERS NOT PRESENT:	David Arakawa, Ben Rafter
HTA STAFF PRESENT:	Kalani Ka'anā'anā, Maka Casson-Fisher
GUESTS:	Dennis Suo
LEGAL COUNSEL:	John Cole

1. Call to Order and Opening Protocol

Mr. Casson-Fisher called the meeting to order at 3:10 p.m. and did the opening cultural protocol.

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. All confirmed that they were in attendance and alone. Mr. Casson-Fisher did the opening protocol.

3. Approval of Minutes of the February 15, 2023 Branding Standing Committee Meeting.

Chair. Ching asked for a motion to approve February 15, 2023, minutes. Mr. McCully made a motion, and Mr. White seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

4. Presentation, Discussion, and/or Action on Hawai'i Tourism China's 2023 Budget Plan

Mr. Ka'anā'anā said they covered the agenda item at the BFCC as well. The full Board would review it in the regular Board meeting the following day. He showed an overview. \$1.8 million was the total contract amount the HTA started in 2021. They spent \$733,000 in 2022, leaving a balance of just over \$1 million. They had discussed it and received SPO approval and everything else needed to keep the contract alive and the money attached to it. The Board approved the spending and restricted it to \$87,000 from January through June 2023. The remaining balance was \$979,384 for the rest of the contract. He wanted to discuss how to spend the available funding related to the Chinese market and the contract.

He spoke about the budget details. He showed the figures approved by the Board and the total revised budget details they would like for 2023. He said some opportunities make sense for them to leverage, to their advantage, in partnership with the U.S. Embassy, which is doing most of the heavy lifting.

Mr. Ka'anā'anā spoke about the Trade Mission they want to do, which they have been unable to do for many years. They are in consultation with some of the industry partners.

He showed the breakdown for the 2024 and 2025 ask from the Board. \$376,000 is for the calendar year 2024, and \$293,284 is for the calendar year 2025. Mr. McCully asked about the increases. Mr. Ka'anā'anā said some of it was due to market shifting and the intelligence they are receiving from in-market people. Some of it has been their consultation with the Chinese Chamber of Commerce and local industry stakeholders. He said they have a China Advisor Committee that helps the HTA stay in touch with those directly in the Chinese market. He said it is the staff's recommendation based on what they see from the contractors' point of view and the fact sheets from Ms. Jennifer Chun collected monthly. Mr. McCully said those amounts are a fraction of any other market. Mr. Ka'anā'anā said they had been around the \$2 million mark for the Chinese market, but based on what he has seen, he said the current figures are reasonable and pragmatic to ensure they can continue their presence as a destination in-market doing what needs to be done. He added that when looking at the January fact sheet, they had a little over 1,100 arrivals in January 2023 from the Chinese market. For China's expenditures in January, it totaled \$3.9 million.

Their average length of stay was 8.27 days, with 70% first-timers and 30% repeat Chinese visitors.

Mr. McCully asked about the airlift update. Mr. Ka'anā'anā said there would be an airlift update at the BOD, and there is an opportunity for the HTA. He said they must keep trade secrets confidential. He said there is an ANA route between Beijing, Haneda, and Honolulu. The HTA needs to discuss this for cooperation opportunities and ensure the cooperation is patterned so that the HTA would be incentivizing or supporting the airlift from China through to Honolulu. Chair Ching asked if there were any takeaways from the BFCC regarding this. Mr. Ka'anā'anā said everything was covered at the previous days' BFCC Standing Committee meeting.

Chair Ching requested a motion to recommend this agenda item to the full Board. Mr. White made a motion, and Mr. McCully seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

5. Presentation, Discussion, and Action on Proposal to Reallocate FY22 Funds from Hawaiian Culture Initiative to Marketing Opportunity Fund in the Amount of \$50,000

The BFCC meeting also recommended approval of this agenda item. Mr. Ka'anā'anā said this item is a budget reallocation that would straighten out some of the bookkeeping on how the HTA applies certain costs. They did not anticipate having to apply some of the costs related to IPW the previous year, as well as smaller events. This put them a little over their budget in the Marketing Opportunity Fund, so the \$50,000 would give them some cushioning in case something else came up. The money was coming from the 202, the Hawaiian Culture Initiative, because they received guidance from BNF that the HTA was not allowed to spend ARPA money on something they originally planned for, so they wanted to move it from 202 to 380. Chair Ching asked about the money that could not be spent with ARPA funds. He asked if that initiative is being funded some other way. Mr. Ka'anā'anā said it was specifically related to FESPAC, so FESPAC was receiving funds through another way, so it does not necessarily impact the HTA. It did free up some funding to use for other things. He said there was a total of \$250,000 for FESPAC.

There were no questions. Chair Ching asked for a motion to approve the reallocation of the funds. Mr. White made a motion, and Mr. McCully seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

6. Update on RFP 23-02 Hawai'i Tourism Destination Brand Management & Marketing

Services for the Canada Major Market

Mr. Ka'anā'anā gave an update. He said the procurement was open for RFP 23-02. He spoke about the timelines. He said proposals are due on April 21 at 2 p.m. HST. He said everything is going smoothly for the procurement. Mr. White asked how many people filed a notice of intent to offer. Mr. Ka'anā'anā said he was not able to disclose that information publicly.

There were no questions. Chair Ching said there was no action necessary.

7. Update on RFP 23-03 Hawai'i Tourism Destination Brand Management & Marketing Services for the United States Market

Mr. Ka'anā'anā said the due date is March 30 at 2 p.m. HST. There was no further update. Everything is going smoothly, and deadlines are being met.

There were no questions. Chair Ching said there was no action necessary.

8. Adjournment

Mr. White made a motion to adjourn, and Mr. White seconded. The motion passed unanimously.

Mr. Casson-Fisher adjourned the meeting at 3:31 p.m.

Respectfully submitted,



Sheillane Reyes
Recorder