



**HĀLĀWAI KŪMAU O KE KŌMIKE HOKONA KŪMAU  
KE'ENA KULEANA HO'OKIPA O HAWAI'I**

**REGULAR MARKETING STANDING COMMITTEE MEETING  
HAWAI'I TOURISM AUTHORITY**

*Po'akolu, lā 28 o Nowemapa 2018, 2:00 PM*  
Wednesday, November 28<sup>th</sup>, 2018, 2:00 PM

*Kikowaena Hālāwai O Hawai'i  
Lumi Papa Ho'okō B  
1801 Alaākea Kalākaua  
Honolulu, Hawai'i 96815*

Hawai'i Convention Center  
Executive Board Room B  
1801 Kalākaua Avenue  
Honolulu, Hawai'i 96815

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

1. *Ho'omaka*  
Call to Order
2. *Āpono I Ka Mo'o'ōlelo Hālāwai 23 'Okakopa 2018*  
Approval of Minutes from the October 23<sup>rd</sup>, 2018 HTA Marketing Standing Committee Meeting
3. *Hō'ike No Ka Pāhana Ho'āno Hou Iā GoHawaii.com*  
Presentation to provide updates on the GoHawaii.com redesign project
4. *Hō'ike Kūlana 'Aelike L.A. Rams*  
Status update on L.A. Rams contract
5. *Hō'ike Kūlana 'Aelike L.A. Clippers*  
Status update on L.A. Clippers contract
6. *Kūkākūkā No Ke Ka'akālai Hokona Ha'uki Me Ka 'Aelike Hoa Kūkā Ha'uki\*\*\**  
Discussion of sports marketing strategy and sports consulting contract\*\*\*
7. *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 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 § 92-5 (a)(4), § 92-5 (a)(8) and



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1801 Kalākaua Avenue, Honolulu, Hawai'i 96815  
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§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; and to discuss information that must be kept confidential to protect Hawai'i's competitive advantage as a visitor destination.

*Kono 'ia ka lehulehu i ka hālāwai no ka ho'olohe a hāpai mana 'o waha paha no nā kumuhana i helu 'ia ma ka papa kumumana 'o. Inā hoihoi i ka hāpai mana 'o kākau, hiki ke ho'ouna 'ia i ke Ke'ena Kuleana Ho'okipa O Hawai'i ma mua o ka hālāwai ma o ka leka uila iā Naomi@gohta.net; ma o ka leka i ka helu wahi o luna; a i 'ole ma o ke kelepa 'i i ka helu o luna. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Naomi Sjoquist (973-2279 a i 'ole naomi@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.*

Members of the public are invited to attend the public meeting and provide oral testimony on any agenda item. Written testimony may also be provided on any agenda item by submitting the testimony prior to the meeting to the HTA by email to [naomi@gohta.net](mailto:naomi@gohta.net); by mail at the above address; or by facsimile transmission. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Naomi Sjoquist (973-2279 or [naomi@gohta.net](mailto:naomi@gohta.net)) no later than 3 days prior to the meeting so arrangements can be made.