



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

**REGULAR MARKETING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY**

Po 'akolu, lā 27 o Pepeluali 2019, 12:00 PM
Wednesday, February 27th, 2019, 12:00 PM

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

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

Papa Kumumana'o Ho'ololi 'Ia
AMENDED AGENDA

1. *Ho'omaka*
Call to Order
2. *'Āpono I Ka Mo'o'ōlelo Hālāwai 28 Nowemapa 2018*
Approval of Minutes from the November 28, 2018 HTA Marketing Standing Committee Meeting
3. *Kūkākūkā No Nā Pāhana I 'Āpono Mua 'Ia Ma Waho O Ka Papahana Ho'okele Mo'olelo E Pono Ai Ka Hō'ike*
Discussion Regarding Previous Initiatives Approved Outside of the Brand Management Plan and in Need of Committee Update from Contractors
4. *Hō'ike A Nā Hoa'aelike 2019*
2019 Contractor Updates
5. *Ka'ina Hana A Hō'ike Mana'o No Ka Hō'ike'ike 'Oihana Ho'okipa Kupulau*
Spring Tourism Update Process and Input
6. *Hō'ike No Ke Ka'akālai Ha'uki*
Sports Strategy Update
7. *Ka Papahana Ho'omōhala Hou No Hawai'i Mokupuni*
Island of Hawai'i Recovery Program
8. *Ho'oku'u*
Adjournment

*** *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawai'i Revised Statutes (HRS) § 92-4. E mālama 'ia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no*



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David Y. Ige
Governor

Chris Tatum
President and Chief Executive Officer

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 §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 Isabella@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 Isabella Dance (973-2254 a i 'ole isabella@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 isabella@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 Isabella Dance (973-2254 or isabella@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.