



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

**BRANDING STANDING COMMITTEE  
HAWAII TOURISM AUTHORITY**

*Pō'akolu, 30 Malaki, 2022, 2:30 p.m.*  
**Wednesday, March 30, 2022 at 2:30 p.m.**

*Hālāwai Kikoho'e*  
**VIRTUAL MEETING**

*Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.*  
**Webinar will be live streaming via ZOOM.**

*E kāinoa mua no kēia hālāwai:*

[https://us06web.zoom.us/webinar/register/WN\\_xGbhrjyQRx2xTskp4PymEw](https://us06web.zoom.us/webinar/register/WN_xGbhrjyQRx2xTskp4PymEw)

*Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila  
hō'oiā iā'oe me ka 'ikepili ho'oku'i hālāwai.*

**After registering, you will receive a confirmation email  
containing information about joining the webinar.**

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

1. *Ho'omaka a Pule*  
Call to Order and Pule
2. *'Āpono i ka Mo'o'ōlelo Hālāwai*  
Approval of Minutes of the February 22, 2022 Branding Standing Committee Meeting
3. *Hō'ike, Kūkākūkā, a me Ka Hana E Pili Pū ana i nā Lula Alowelo a Hokona No Ke Ke'ena  
Kuleana Ho'okipa o Kina a me Ke Ke'ena Kuleana Ho'okipa o Kōlea no ka Hapahā 'Elua o  
ka Makahiki 2022*  
Presentation, Discussion and/or Action on Hawaii Tourism China and Hawaii Tourism  
Korea's Brand Marketing & Management Guidelines for Q2 2022



4. *Ka Nūhou RFP no nā Hana Alowelo a Hokona Hā'uki*  
Sports Brand Marketing & Management Update for RFP
5. *Hō'ike, Kūkākūkā, a me Ka Hana E Pili Pū ana i Ka Hanana LPGA Lotte ma 'Apelila*  
Presentation, Discussion and/or Action on LPGA Lotte Event in April
6. *Ka Hō'ike a me ke Kūkākūkā no nā Hana Global MCI*  
Presentation and Discussion on Global MCI Initiatives
7. *Hō'ike, Kūkākūkā, a Ho'oholo i ka 'Āpono 'ana i ka Hai 'ia o Kekahi Kanaka Mana'o*  
*A'oa'o no ka Pāhana Hawai'i Smart Destination*  
Presentation, Discussion and/or Action on Approval to Solicit a Consultant Related to the Hawai'i Smart Destination Initiative
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 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 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.



# HAWAII TOURISM AUTHORITY

Hawaii Convention Center  
1801 Kalakaua Avenue, Honolulu, Hawaii 96815  
**kelepona** tel 808 973 2255  
**kelepa'i** fax 808 973 2253  
**kahua pa'a** web [hawaii-tourismauthority.org](http://hawaii-tourismauthority.org)

**David Y. Ige**  
Governor

**John De Fries**  
President and Chief Executive Officer

*Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā [carole@gohta.net](mailto:carole@gohta.net) a i 'ole ho'ouna i ka leka i Ke'ena Kuleana Ho'okipa O Hawaii'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara-Loo (808-973-2289 a i 'ole [carole@gohta.net](mailto:carole@gohta.net)), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.*

Members of the public are invited to view the public meeting and provide written testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to [carole@gohta.net](mailto:carole@gohta.net) or [by postal mail to the Hawaii Tourism Authority, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo](mailto:carole@gohta.net). Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara-Loo (808-973-2289 or [carole@gohta.net](mailto:carole@gohta.net)) no later than 3 days prior to the meeting so arrangements can be made.

*E like nō me ka 'ōlelo a ke Kānāwai 220, e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawaii'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 Hawaii'i ma ka Hale 'Aha. 'O 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815 ka helu wahi.*

In accordance with Act 220, the Hawaii 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 Hawaii Convention Center at 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815.