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**David Y. Ige**  
*Governor*

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

**BRANDING STANDING  
COMMITTEE MEETING  
HAWAII TOURISM AUTHORITY  
Wednesday, November 16, 2022, at 1:00 p.m.**

**Virtual Meeting**

**MINUTES OF THE BRANDING STANDING COMMITTEE MEETING**

<b>MEMBERS PRESENT:</b>	Dylan Ching (Chair), Mike White (Vice-Chair), David Arakawa, James McCully, Sig Zane
<b>MEMBER NOT PRESENT:</b>	Ben Rafter
<b>HTA STAFF PRESENT:</b>	Kalani Ka'anā'anā, Marc Togashi, Maka Casson-Fisher, Carole Hagihara, Iwalani Kahooohanohano, Ilihia Gionson, Ross Willkom
<b>GUESTS:</b>	Representative Richard Onishi, Jeffrey Eslinger, John Reyes, Jay Talwar
<b>LEGAL COUNSEL:</b>	Gregg Kinkley, John Cole

**1. Call to Order and Pule**

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

Chair Ching recognized Rep. Onishi joined the meeting, and called the meeting to order at 1:04 p.m.

Mr. Casson-Fisher did the opening protocol.

**2. Approval of Minutes of the September 28, 2022, Branding Standing Committee Meeting**

There were no questions or discussions from members or attendees about the September 28, 2022, meeting minutes. Mr. McCully made a motion to approve the minutes and Vice-Chair White seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

### **3. Update on the RFPs for Japan, Canada and China Major Market Areas**

Mr. Togashi said the HTA awarded a contract to Alink LLC under the HTA RFP 2301 for Japan representation services, a three-year contract with an option to extend it for an additional two years. Under the RFP they can contract for up to \$26.5 million for the first three-year period, with each year's value at \$6.5 million, and an option at the HTA's sole discretion to expend up to \$3.5 million more in years two and three. They operated within the intended timeline of the RFP.

Mr. Togashi thanked the evaluation committee for their time. He showed the update with upcoming procurements. They are targeting the release of the Canada RFP, with China to follow. Both procurement documents are drafted and are going through their review process currently. He said they are still under contract for the other two international markets: Oceania and Korea.

There were no comments or questions.

### **4. Presentation and Discussion by Jeffrey Eslinger on Hawai'i Airlift Update**

Chair Ching turned the floor over to Mr. Eslinger. Mr. Eslinger took a different view. He said Ms. Chun and her team are more focused on the HTA's immediate future within the next three to four months when looking at air seats. Ms. Chun will update more thoroughly at the Board meeting on Thursday. He said it is important to take a step back and understand that air service is the lifeblood for bringing visitors to Hawai'i, but also for the residents. Going into COVID, the air service industry was doing well in Hawai'i. Air service from the U.S. MMA and across the globe was doing well. They saw consistent upgrades of routes, seats, etc. With the pandemic, there had been a market recalibration and an increased emphasis on the U.S. non-stop flights to Hawai'i. There was a significant increase in seats from the U.S. market during their re-opening phases. This is also due to additional aircraft that the airlines could not utilize on other routes to keep pilots and crew trained. So now they were getting some of the largest fleets from the U.S. carriers.

Going into 2023, things are coming back to a recalibrated amount moving forward. Labor shortages impacted the airline industry, particularly the previous summer. The FAA also has a retirement age for pilots. Coupled with a lot of buyouts and layoffs, the airlines were not ready to ramp up the operations as quickly as they had to, based on demand. There have been adjustments to the flight frequency into Hawai'i because of that, but it has normalized now.

Fuel cost has also increased on the U.S. side. The carriers have not passed that along to the consumers with fuel surcharges. On the international side of Japan, they see fuel surcharges. There are potentially additional charges from Canada that remain to be seen.

The growth of the air industry in the short term has been driven by leisure, so the airlines that depended on independent business traveler for meetings has evolved. There is a lot of alignment between business and leisure travel simultaneously and with the advent of technology.

Mr. Eslinger showed a chart with the price of oil. From March 2022 to September 2022, fuel went up 71%, impacting routes being decided upon or pulled down from frequency.

Mr. Eslinger gave an overview of October 2022. He attended World Routes, an appointment-based global conference with various airlines, tourism boards, and airline authorities' meetings. He had great meetings with the carriers. There is continued demand for all the islands where they fly. The challenge in the market is the Friday to Monday load factor, as it is pretty robust. Most of them are seeing softness mid-week, so they are looking to stimulate that service. From the international side, they continue to see the FIT premium traveler. All the carriers offering a premium cabin are seeing strong demand for those offered. Oceania, in particular, has a decrease in seats overall. Fiji Airways mentioned that they are seeing demand from New Zealand and Australia, from them to Hawai'i, as opposed to using Air New Zealand, Qantas, or Hawaiian Airlines, as seats are not always available.

Mr. Eslinger met with British Airways. They are focused on bringing the European customer, using their partnership with Alaska Airlines on their new service to Seattle. They can bring customers from London via Seattle and get them on the last bank to Hawai'i in the late afternoon or early evening without having to overnight. This is a great opportunity for their customers. With the other carriers, it is business as usual. Delta is adding additional service, starting in November 2022, non-stop Atlanta to Maui, Detroit to Honolulu, and JFK to Honolulu, which will be returned to daily flights. The New York metro market will have three non-stop carriers, with Hawaiian Airlines and Delta at JFK, and United Airlines at Newark. He

spoke to the airport authorities about messaging or other market opportunities to see if they could assist.

Mr. Eslinger spoke about the carriers and the overview of what they expect to see for the calendar year 2022. He gave an overview of the international markets into Hawai'i, and non-stop U.S. markets into Hawai'i. The Los Angeles market is the largest gateway, with most airlines flying non-stop service to Hawai'i. San Francisco and the other west coast gateways are also important.

Ms. Eslinger showed the non-stop flights into Honolulu. Looking at the calendar years 2019, 2021, and 2022, ending in 2019, there were 9.7 million non-stop seats into Hawai'i. Coming out of the pandemic, that number jumped up to 10.6 million non-stop seats. For the entire calendar year, it increased even more to 11.2 million non-stop seats, an increase of 15%, compared to 2019. Compared to 2021, it was up 5.8% because Kaua'i was limited in lift for half of 2021. On the international side, looking at the markets with non-stop service and seats compared to the end of 2019 and where they expect to be in 2022, Australia will be down 44% comparing 2022 to 2019, as the market was not open the entire year, and there was no Brisbane service to Hawai'i when there was in 2019.

Qantas also operated a 747 then but is now operating an airbus A-330, so many variables are at play that brought the numbers down. It is not necessarily demand-based but also infrastructure, fleet-based, and pilot based. There was an increase for Canada and an increase for Fiji. With Japan in 2019, there were 2 million seats, and as the schedule has evolved in the current calendar year, the re-opening in August, there were 653,000 seats scheduled for the year. For September, there were 557,000, and for November down to 476,000 seats. He expects it will be closer to where they end for the year, but it shows the market's constant evolution and calibration of seats. Air New Zealand was also down in seats. Air New Zealand uses a smaller aircraft than before the pandemic, but Hawaiian Airlines operates the same size aircraft as they previously used. The Philippines continues to have seats and is also down, as well as South Korea. The rest of the United States has increased by 13%. Samoa was down 60%. Looking forward into the first six months of next year, from January to June 2019, compared to January to June 2023, Australia is down 34.5%, including Brisbane and other challenges. For Canada, there is an 8.9% decrease in overall seats from 2019, which also relates to fleet adjustments. For Japan, it is projected to be down 20%. Delta Airlines and United Airlines will be adding non-stop service back from Hawai'i to Japan starting March 2023.

For New Zealand, there is also a decrease in non-stop seats. South Korea will see the most normal sales from 2019 compared to 2023, with them only being down 1.6%. That market has come back in positive ways. Taiwan is a unique situation; the seats continue to be scheduled for that market, but they have not received any flights from that market. United States seats will see a 15.5% increase from 2019 to 2023 for the first six months. He highlighted the ability of seasonality by month. U.S. seats for November are down 3.9% compared to 2021. Looking at 2022 from 2019, they are ahead for all the islands and December.

Compared to planning for business, there are nuances in the market regarding seat opportunities. The opportunity will be less than it may have been coming out of the pandemic but higher than before the pandemic. There will be positive outcomes for January except for Hilo, as United Airlines has suspended Hilo service from Los Angeles. U.S. seats will continue to grow compared to 2019 through May 2023. The adjustment starts when the existing growth will be at a lower rate than it had been for those previous periods. So, from June 2023, there will be growth but not as dramatic.

There were no questions or comments.

Mr. Ka'anā'anā thanked Mr. Eslinger for the update. He said there would be challenges in the market in Japan, and they need to be mindful of and consistent in their efforts.

Chair Ching recognized Sen. Wakai was in attendance.

##### **5. Presentation, Discussion, and/or Action to Recommend Approval of the HTA Sports Program Strategy and Requests For Proposals**

Mr. Ka'anā'anā said what he recognized going into his role was what was deficient in the HTAs sport strategy was that it was very U.S.-centric for a while. He wants the HTA to expand its thinking around global partnerships with large sports properties aligned with their markets. Mr. Willkom and Ms. Chun went through the research and understanding of the markets and identified, on the list, the sports that are best aligned with the key MMAs. They will look at the opportunities that come to them because of their alignment with the source market, with their intention of brand alignment, community benefits, and economic benefits.

He said there is an opportunity to rethink some of the golf events, the partnerships they had around basketball, and the opportunity to get more global reach in those partnerships.

He spoke about the integration with the international GMTs and their brand marketing plans throughout the year. There are several things the HTA handles centrally, like sports, that often are not leveraged in their existing BMPs, as the timing is difficult. He recommended that global partnerships include funds specifically for international paid media and other opportunities and for the HTA to leverage them in the source market, like Oceania, Japan, Korea, China, and Canada.

He gave a recap on the HTA's sports Partnership Strategic Goals, such as enhancing the Hawaiian islands' brand awareness and marketing, generating community benefits, and producing economic benefits. He articulated that different tiers mix the three strategic goals differently. Certain properties will be at the highest level with a great brand and reach but may not have the same opportunity for on-the-ground community benefits, so they will consider the tiers moving forward in the discussion.

He spoke about Pillar One and how they think about the sports properties to have a global reach. He mentioned the globally relevant, recognizable professional-level sports properties, which have good alignment and synergy with the brand at the Hawaiian islands, and how to leverage that. Looking at the KPIs, direct community benefit is one they want to include, but recognizes there may be opportunities where some camps, clinics, or charitable donations might not make sense. However, it is still a good opportunity for the HTA. He said there is good alignment with the target traveler and the mindful Hawaiian traveler in their audience, so thinking about that brand and if it has a good alignment. He spoke about increasing brand affinity across the source markets as important. He said the community benefits are present if the per person per day spend is there. From the Marquee Partnerships like the L.A. Rams or the L.A. Clippers, they did not see a lot of direct visitation or large visitation, but the activations in L.A. were a good reach for them but did not have the same that other tiers might have in terms of the mix of the strategic goals.

Chair Ching asked about the reasoning for the difficulty of camps or clinics. Mr. Ka'anā'anā said they do not want to close out opportunities in the tier that does not have an on-the-ground portion. He said there might be opportunities that can come to them through an RFP process where they are not doing something in the islands, but maybe they do not want to pass up the opportunity to partner with them completely. Mr. Ka'anā'anā said the alternative is if the Board wants to move in a direction where the marquee requires an on-the-ground event, they can discuss it. Chair Ching said keeping it open is fine and highly recommended that. Experience-wise he was thinking of people who would not be able to execute something like that. Mr. Ka'anā'anā said he did not want to close the door to

marketing opportunities and reach, even though it did not have an event. If it included an event coming to Hawai'i, they would include the community benefits. Mr. Ka'anā'anā showed a few sports properties that have the potential for Hawai'i.

He spoke about Pillar Two, Signature Partnerships, and the next tier. They believe these events can draw visitors to the Hawaiian islands. They would include and target KPIs of at least 25% attendance from out-of-state visitors who came for the events. The events would also have good reach in terms of the marketing opportunity, and they would take place in Hawai'i. He said these would have to have the on-the-ground component to be in Hawai'i. This pillar provides opportunities. He mentioned the Maui invitational and the Diamondhead and said those events have something on the ground that draws visitors to the island. It is of a larger capacity than a smaller community program that they would fund separately under the community tier, but they have the propensity to build actual attendance for the events specifically.

He spoke about Pillar Three, Hawai'i Authentic, targeting specifically Hawai'i Authentic sports of surfing, canoe paddling, and beach volleyball. All levels go through this procurement. This tier is to invest in and ensure they honor the sports that have their roots in Hawai'i, and are either Hawaiian or born in Hawai'i. He feels those are pillars of their brand and identity and are authentic to the HTA. He said it deserves to be in a separate procurement. He said they need to allow the regatta paddling, which touches most of the Hawaiian residents and is multi-generational.

They need to support the small things in terms of surfing as well, and it is an opportunity for them to grow. Mr. McCully asked if they can get a calendar to see this all visually with all the different tiers across the year. Mr. Ka'anā'anā said he would provide that. Mr. Ka'anā'anā said they are trying to get back to their traditional schedules. He said they would probably issue the procurement near July because by the time the Board digests what the legislature appropriated and then passes it to the BFCC, they will be able to fill out the procurements for summer. This is a sixty-to-ninety-day process for a full procurement from the planning phase to the issuing of the procurement, then the awarding and contract negotiation phase. By fall, they will hopefully have the awarded programs and get them under contract, which can be implemented in the following calendar year. They want to be six months out in the procurement phase to get contracts on board in fall/winter so that anything that happens in the next calendar year will be funded.

Chair Ching asked if surfing is a larger umbrella and if all the other disciplines, e.g., kayaking, and skateboarding, come from that. Mr. Ka'anā'anā said that he would have to go to other

separate pillars as surfing is more traditional for Hawai'i. The HTAs intention is to be more traditional. Mr. Kam said they could discuss that more offline. Mr. Ka'anā'anā said it could also be part of the procurement planning process if the Board is comfortable with that. He showed a few examples of Hawai'i Authentic.

Mr. Ka'anā'anā spoke about past partnerships and opportunities that they have in the future. He believes the organizations they partner with are willing and want to give back to the communities that they are coming to. He said there is good awareness and alignment there. They need to get ahead to plan out the logistics so they can spread the community benefits further than they have traditionally been able to do.

He said the final tier is the Community Tier, which was omitted in the slides, but they will update the meeting packet for the full Board the following day. He said they would separate those from the CEP procurement. He said they would pull the sports niche out of CEP and separate it into a community sports RFP.

Vice-Chair White asked if the community-level details would be available for the Board meeting the following day. Mr. Ka'anā'anā said it would be available immediately after the Branding Standing meeting. There were no further questions or comments.

Chair Ching asked for a motion to recommend the agenda item to the full Board for the next day's meeting. Chair Ching said he was comfortable with that and asked for a motion. Mr. McCully made a motion, and Vice-Chair White seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

## **6. Presentation, Discussion, and/or Action to Recommend Approval of the 2023 PGA "Aloha Swing" Activation Plan**

Mr. Ka'anā'anā said the funding in the budget had been Board-approved already. He said he is briefing the Branding Standing Committee and seeking their approval on the activation plan. He showed key information related to the 2023 events. There were three tournaments they funded and supported in the past, i.e., Sentry, Sony, and Mitsubishi. He said the total request was \$1.8 million Board approved. He said they are FY2022 ARPA funds. The projected economic ROI is \$118 million for 2023 based on the DBEDT calculator. They estimated the media value, with the partners at the HVCB, HTUSA, and their partners to be estimated at \$30 million in the U.S. They are looking at ways to find an opportunity to leverage the opportunity of Aloha Swing in the global markets. He said the community benefits are in the deliverable sheets. He said that the contract term is one year because it



is a sole source procurement. Their discussion with PGA is an idea of four years, but they are unable to move forward with a multiyear contract. The PGA is aware of that and is willing to work with the HTA on that, with the intention that it is a continuation of a longstanding partnership.

Mr. Ka'anā'anā spoke about key changes that are coming up in the Aloha Swing and are related to macro-level things the PGA is going through. They have reinvented themselves recently and made a significant shift in the Sentry, making it the season's first major tournament. They have broadened the field of players from the FedEx Cup who are eligible for it and increased the perks, which will allow a greater field of top-ranked players to participate in the Sentry, so there are good opportunities for the HTA to get a better reach.

Vice-Chair White mentioned \$118 million for economic benefit in the previous slide and asked if that amount included media value or is based on state expenditures. Mr. Ka'anā'anā said expenditures are separate from attendance and spending as an event. Mr. Ka'anā'anā reiterated that the investment they are proposing is \$1.8 million. He showed a snapshot of the spending from the previous year, \$2,177,889, with the breakdown. He mentioned the Visitor Development Fund, the paid media to leverage the tournaments, which was \$504,245 the previous year.

Vice-Chair White asked what the Visitor Development Fund is. Mr. Ka'anā'anā said it is the paid media budget. They have done vignettes and paid media to promote the Hawaiian islands around the three tournaments. He asked Mr. Talwar to elaborate more.

Mr. Talwar said it was a way to take advantage of the tournaments as they are playing on broadcast and digital channels across the country. It allows the HTA to communicate the messaging aligned with the HTA brand direction. It helps on the editorial side on what is being said about Hawai'i while on air to get good ratings. It also allows them to multiply that at a high rate as it allows them to work with professionals. They can share the Brand direction that the HTA has set. Mr. Talwar said it had been aligned well in the last few years.

Vice-Chair White asked if it was also used as a development fund for other tournaments around the mainland. Mr. Talwar said that they use it to develop messaging that plays beyond the three events in Hawai'i, but where the audience views tournaments throughout the year and gets the messaging out in those broadcasts.

Mr. Monahan said they also received news that they will have NBC for the weekend of the Sentry, rather than the Golf Channel, which will drive the media value tremendously and

bring the A-team with the top announcers on air. Mr. Ka'anā'anā said Mr. Talwar, Mr. Monahan, and Mr. De Fries have been the core team in negotiating with the PGA. Mr. Monahan said they also gave him the international media number, 240 million.

Mr. Ka'anā'anā said the 2023 budget request is \$1.8 million, which the Board has already approved. He said they are close in negotiations with the PGA, and it is the upper limit the Board has given them to negotiate. He wanted to discuss the opportunity to leverage this globally and asked if the Board would support increasing the Visitor Development Fund to cover the international markets with paid media for the golf side. He said it is important moving forward to consider paid media in the international GMTs to support the event as it is a significant investment on behalf of the state.

Mr. Ka'anā'anā spoke about brand alignment and extension. He said the PGA tour and golf align with the Hawaiian island's brand. It is a good partnership for the HTA and has been for a long time. He mentioned the new global approach. He said there is an opportunity for the HTA to provide paid media for international source markets. There is a good synergy between the players from those markets. They want increased visitation for the events. Their goal as staff is to increase non-resident attendance by 2%. There are some limitations regarding the maximum capacity for the events and tickets available. They want to increase reach to golf-specific travelers in key source markets, with high spending and golf travelers spending time on the course and not impacting communities. They also want to leverage relationships with PGA to engage their strategic global partners.

Mr. Ka'anā'anā spoke about the Mālama Messaging Broadcast Reach. They want to leverage that opportunity as well. He said that apart from the scenic views behind the players, there are other opportunities in terms of providing scripts if the players are open to it. They could get into the production side of the broadcast and provide good information about the places where the players are playing. As a destination, they have to provide good messaging for the broadcast.

Mr. Ka'anā'anā spoke about community engagement & benefits. He said it is an important opportunity for the HTA. There is charitable funding for the Sentry Tournament of Champions, and community support is articulated there.

Mr. McCully asked about the turmoil going on with the tour and asked if there was any dialogue going on with LIV. Mr. Ka'anā'anā said they have not reached out to LIV or received any outreach from LIV. Mr. McCully said changes are occurring, and they are unsure how it will play out. LIV is splashing out a lot of money, and they do not know for

how long. Looking at incentivizing the PGA to remain in Hawai'i versus what is occurring to the PGA as they are leveraged elsewhere, he said things could change soon. Mr. Ka'anā'anā said honoring their relationship with the PGA and the longstanding history is something at the forefront of his mind.

Mr. De Fries said Mr. McCully brought up an important point, and the HTA needs to keep its eye on it. They cannot know whether LIV is reaching out directly to a resort, but the HTA will remain sensitized to that. Mr. Monahan said LIV had affected the Hawai'i brand by making Sentry one of the top 13 events on the PGA Tour. They have elevated Sentry, and it is important. The HTA has sent letters to the PGA Tour to see how they can enhance it. They will have more than the top winners this year and the top 30 in the FedEx cup standings, so there could be 50 top players this year. The purse has been raised from \$10 million to \$15 million. All the top players will be required to play in the event. The broadcast will be on NBC for the full weekend. The state of Hawai'i and the island of Maui are benefiting from this event.

Mr. Monahan said that recently members of the tour have been trying to build the bridge to LIV, so he said there is a lot more to play out. He said it is a good asset for the state of Hawai'i and they have their ear to the ground. Mr. Talwar said the platform for reach they have with the PGA tour versus what they get from live, is much larger and is a solid footing for the HTA. They will keep paying attention.

Mr. McCully said if they are going to increase funding, there should be a relationship that is relevant to what is occurring in the tours globally. Mr. Monahan said they see an opportunity in the battle between LIV and the PGA Tour and need to figure out how to take advantage of that.

Mr. Ka'anā'anā spoke about the community benefits and mentioned the Mitsubishi Electric Championship at Hualālai. He said they would continue to emphasize the community benefits in terms of the Hawaiian Junior Golf Association and others. He spoke about the Sony Open in Hawai'i. He said everyone knows Sony's efforts in partnership with Friend of Hawai'i Charities, its significant impact, and the non-profits it can support. One of the things he has been cognizant of is engagement with volunteerism. As local folks can engage and volunteer, it is a community benefit, and they enjoy participating in the actions.

Mr. Ka'anā'anā spoke about the economic benefits. In 2022 there was about \$101 million of revenue back to the local community. What they projected in the executive summary slide

based on the DBEDT calculator is an ROI of \$118 million for 2023. He said they are asking for a recommendation for full Board approval of the Aloha Swing Activation Plan.

Chair Ching asked for a motion. Vice-Chair White made a motion, and Mr. McCully seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

#### **7. Presentation, Discussion, and/or Action to Recommend Approval of the 2022-2023 World Surf League Activation Plan**

Mr. Ka'anā'anā said they had an opportunity and discussion through the World Surf League (WSL) that they felt was an important opportunity for the HTA, so they are recommending the WSL. He highlighted the executive summary of the event dates and locations, including the Haleiwa Challenger event and some other smaller events that benefit the local community and surfers. For this set, they are looking for support in the amount of \$100,000 for the current year. Then they would do a sole source procurement, a contract term through FY2023, ending in June 2023.

He showed the budget spend for the Haleiwa Challenger event, which is the main event the HTA is putting money towards. In negotiating with them, they have allowed the HTA and partnered with them to provide some of the events marked as free for value add.

He asked Mr. Kam to elaborate on the Qualifying Series (QS) events. Mr. Kam said the QS is where the locals can participate and become professional surfers on tour. The Challenger event is an accumulation of all the qualifying champions. In support of that, they try to have three QS on the islands. He said that with the brand alignment and extension, they feel that WSL and surfing are important brand pillars for Hawai'i and unique to their identity. These events must support the locals.

Mr. Ka'anā'anā spoke about the Haleiwa Challenger activation details. The HTA gets presenting partner full category exclusivity (onsite/in media). He said they have already started working with them and are encouraged by their willingness to include the HTA. The intention is to leverage this event globally moving forward. He spoke about the activation details for the WSL Awards: Listed as an "Official Partner"; logo integration during the program; an opportunity for the HTA to include things in the gift bag to events and attendees; three invitations for Hawai'i Tourism Authority guests to attend.

Mr. Ka'anā'anā spoke about the Billabong Pro Pipeline & Hurley Pro Sunset Activation Details. He said they are all value add.

He spoke about the Bowls Pro Regional Activation Details. Mr. Kam said the essence of what they are looking for with WSL is a partnership for the whole season in Hawai'i, a comprehensive package including all the WSL events in Hawai'i. He said they could have a conversation offline with WSL Big Wave Season that starts with Quicksilver. He said they want to be partners with them. They must ensure that all their commercials have all the necessary messaging.

There were no questions from anyone.

Mr. Ka'anā'anā said they are looking for a recommendation from the Branding Standing Committee to the full Board for the agenda item approval.

Chair Ching asked for a motion. Mr. McCully made a motion, and Vice-Chair White seconded. Mr. Casson-Fisher did the roll call, and the motion passed unanimously.

## **8. Adjournment**

Chair Ching asked for a motion to adjourn. Vice-Chair White made a motion, and Mr. McCully seconded. The motion passed unanimously.

Mr. Casson-Fisher concluded the meeting at 2:30 p.m.

Respectfully submitted,



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Sheillane Reyes

Recorder