



HĀLĀWAI PAPA ALAKA'I KŪMAU O KE KE'ENA KULEANA HO'OKIPA O HAWAII
REGULAR BOARD MEETING OF THE HAWAII TOURISM AUTHORITY

HĀLĀWAI HŌ'EA KINO A KELEKA'A'IKE
HYBRID IN-PERSON & VIRTUAL MEETING

PŌ'AHĀ, 30 MALAKI 2023, 9:30 AM
Thursday, March 30, 2023 at 9:30 AM

Kikowaena Hālāwai O Hawaii
Papahale Ho'okū Ka'a | Lumi Nui A
1801 Alaākea Kalākaua
Honolulu, Hawaii 96815

Hawaii Convention Center
Parking Level | Executive Boardroom A
1801 Kalākaua Avenue
Honolulu, Hawaii 96815

Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.
Webinar will be live streaming via ZOOM.
<https://us06web.zoom.us/j/89293765859>

*E noi 'ia 'oe e kainoa me kou inoa. E 'olu'olu, e ho'okomo i kou inoa piha akā hiki nō iā 'oe ke ho'ohana i ka inoa kapakapa e like me kou makemake. E noi 'ia 'oe e hā'awi mai i kāu helu leka uila. Hiki nō ke ho'opihapiha penei, *****@****mail.com*

You may be asked to enter your name. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous. You may also be asked for an email address. You may fill in this field with any entry in an email format, e.g., *****@****mail.com.

Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha.
Members of the public may provide written or oral testimony on agenda items.

E kau palena 'ia ka hō'ike mana'o waha (ma ke kino a i 'ole ma o ka Zoom) he 'elima minuke ka lō'ihī no kēlā me kēia kumuhana. E kāinoa no ka hō'ike mana'o waha ma ke pākaukau ho'okipa ma ka lumi hālāwai. E kāinoa no ka hō'ike mana'o waha ma o ka Zoom ma o ke pihi "Q&A."

Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. Signup for oral testimony in-person will be at the registration table in the meeting room. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.

E ho'ohui 'ia nā palapala hō'ike mana'o i hiki ma ka pū'olo hālāwai. No nā palapala hō'ike mana'o i hō'ea mai ma hope o ka pa'a o ka pū'olo hālāwai (he 48 hola ma mua o ka hālāwai), e kāka'ahi 'ia nā kope i ka papa alaka'i a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai. E leka uila 'ia nā palapala hō'ike mana'o iā Carole Hagihara-Loo ma carole@gohta.net, a i 'ole, e lawe kino 'ia i ke ke'ena.

Written testimony received ahead of the preparation of the board packet will be included in the board packet. Written testimony received after the issuance of the board packet (48 hours ahead of the meeting) will be distributed to the board and available for public inspection at the meeting. Email written testimony to **Carole Hagihara-Loo** at carole@gohta.net or hand-delivered to the HTA office.

Papa Kumumana‘o
AGENDA

1. *Ho‘omaka*
Call to Order
2. *E Mālama ‘Ia Ana Ke Kikolā E Kāhea Ai I Nā Lālā Papa Alaka‘i Komo A E Hō‘oia Ai I Nā Kānaka ‘Ē A‘e E Komo Pū Ana Me Ka Lālā Papa Alaka‘i Inā Aia Ma Kahi Ka‘awale*
Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic
3. *Wehena*
Opening Cultural Protocol
4. *‘Āpono i ka Mo‘olelo Hālāwai Papa Alaka‘i Kūmau o ka 23 Pepeluali, 2023*
Approval of Minutes of the February 23, 2023 Regular Board Meeting
5. *Hō‘ike O Nā Alu Like ‘Ae ‘Ia Ma Ka Hālāwai ‘Ikepili A I ‘Ole He Hō‘ike I Ho‘onohonoho ‘Ole ‘Ia E Ka Papa Alaka‘i Ma Lalo O Ka HRS Māhele 92-2.5(C)*
Report of **Permitted Interactions** at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)
6. *Hō‘ike A Ka Luna Ho‘okele Ho‘okō/Ka Luna Kāko‘o Ke‘ena/Ka Luna Alowelo*
Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer
 - a. *No ka Nūhou no nā Papa Hana o ke Ke‘ena Kuleana Ho‘okipa o Hawai‘i no Pepeluali 2023*
Relating to **Update on HTA’s Programs During February 2023**
 - b. *No ka Nūhou o ko HTA Ho‘oholomua ‘Ana I Ka Papa Hana Ho‘okele Loli*
Relating to **Update on HTA’s Implementation of Change Management Plan**
7. *Hō‘ike‘ike a Kūkā i ka ‘Ike Mākeke no Hawai‘i a me nā Mākeke ‘Oihana Ho‘okipa Nui o Hawai‘i*
Presentation and Discussion of **Current Market Insights and Conditions in Hawai‘i and Key Major Hawai‘i Tourism Markets**
8. *Hō‘ike‘ike a Kūkā no ka ‘Oihana Mokulele i Hawai‘i*
Presentation and Discussion on **Air Service to Hawai‘i**
9. *Mo‘olelo a Nūhou na ke Kōmike Mo‘ohelu Kālā, ‘Oihana Kālā, a Kikowaena Hālāwai o Hawai‘i no ka Hālāwai o ka 28 Malaki, 2023*
Report and Update by the **Budget, Finance and Convention Center Standing Committee of their Meeting held on March 28, 2023**

- a. *Kūkā a Hana no ka Mana’o Hāpai o ke Kōmike Mo’ohelu Kālā, ‘Oihana Kālā, a Kikowaena Hālāwai o Hawai’i no ka **Mo’olelo Kālā o ke Ke’ena Kuleana Ho’okipa o Hawai’i no Pepeluai 2023***
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the **HTA’s Financial Report for February 2023**
 - b. *Kūkā a Hana no ka Mana’o Hāpai o ke Kōmike Mo’ohelu Kālā, ‘Oihana Kālā, a Kikowaena Hālāwai o Hawai’i no ka **Mo’olelo Kālā o ke Kikowaena Hālāwai Hawai’i no Pepeluai 2023 a me ka Nūhou no ka Papa Hana Ho’olālā CIP he 6 Makahiki o ke Kikowaena Hālāwai o Hawai’i***
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on **Hawai’i Convention Center’s February 2023 Financial Reports and Update on the Hawai’i Convention Center’s 6-Year CIP Plan**
 - c. *Kūkā a Hana no ka Mana’o Hāpai o ke Kōmike Mo’ohelu, Kālā, a Kikowaena ‘Ākoakoa o Hawai’i Kūmau no ka **‘Āpono i ka Mo’ohelu Kālā no ka Mākeke Nui ‘o Kina******
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to **Approve Funding for China Major Market Area** ***
 - d. *Hō’ike’ike, Kūkā, a Ki’ina Hana no ka Noi e Ho’oka’awale Hou I Ke Kālā Mai Ka Makahiki ‘Auhau 2022 no \$50,000 mai Hawaiian Culture Initiative i Marketing Opportunity Fund*
Discussion and Action on Proposal to Reallocate FY22 Funds from Hawaiian Culture Initiative to Marketing Opportunity Fund in the Amount of \$50,000
10. *Mo’olelo a Nūhou na ke **Kōmike Alowelo no ka Hālāwai o ka 29 Malaki, 2023***
Report and Update by the **Branding Standing Committee of their Meeting held on March 29, 2023**
- a. *Hō’ike’ike, Kūkā, a Hana e Hāpai ‘ia ai ka ‘Āpono ‘ia o ka Mo’ohelu Kālā no Hawai’i Tourism China no ka Makahiki 2023*
Discussion, and/or Action on Hawai’i Tourism China’s 2023 Budget Plan
 - b. *Hō’ike’ike, Kūkā, a Ki’ina Hana no ke Noi e Ho’oka’awale Hou i ke Kālā Mai ka Makahiki ‘Auhau 2022 no \$50,000 Mai Hawaiian Culture Initiative i Marketing Opportunity Fund*
Discussion and Action on Proposal to Reallocate FY22 Funds from Hawaiian Culture Initiative to Marketing Opportunity Fund in the Amount of \$50,000
 - c. *Mo’olelo no ka RFP 23-02 no ka Hawai’i Tourism Destination Brand Management & Marketing Services for the Canada Major Market*
Update on RFP 23-02 Hawai’i Tourism Destination Brand Management & Marketing Services for the Canada Major Market
 - d. *Mo’olelo no ka RFP 23-03 Hawai’i Tourism Destination Brand Management & Marketing Services for the United States Market*
Update on RFP 23-03 Hawai’i Tourism Destination Brand Management & Marketing Services for the United States Market

11. *Kūkā no ka Nūhou Hana Mākeke Hālāwai, 'Aha, a Hana Ho'oholomua a me ka Mo'olelo Pace, a me ka Hana Kikowaena Hālāwai o Hawai'i a me ke Kālā Loa'a Kūloko*
Discussion Regarding an **Update on the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawaii Convention Center Activity and Local Sales**
12. *Mo'olelo na ke Kōmike Ho'okele A Hō'oiā*
Report by the Administrative and Audit Standing Committee
 - a. *Kūkākūkā, 'Āpono A Ho'oholo No Ka Loiloi Kūmakahiki I Ka Pelekikena A Luna Ho'okele*
Discussion, Recommendations and/or Action Regarding the Annual Evaluation of the HTA President & Chief Executive Officer's Performance ***
13. *Kūkākūkā A Ki'ina Hana No Ke Koho Lālā 'Ana I Ke Kōmike Ho'okele A Hō'oiā*
Discussion and Action on Selection of Administrative and Audit Standing Committee Members
14. *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 i 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.

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina 'o Hawai'i, he māhele ka 'aina awakea o ka hālāwai. E mau ana ka hālāwai ma loko nō o ka 'ai 'ana, 'a'ole ho'i ia he wā ho'omalolo.

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawai'i, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

Inā he lawelawe a mea like paha e pono ai ke kīnānā, e ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila: carole@gohta.net e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ekolu lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā. Ua noa pū kēia ho'olaha ma nā kino 'oko'a e la'a ke kope pa'i nui, Braille, a kope uila pū ma ke noi.

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or carole@gohta.net as soon as possible, preferably no later than 3 days prior to the meeting. If a response is received the day before the meeting, we will try to obtain the auxiliary aid/service or accommodation, but we cannot guarantee that the request will be fulfilled. Upon request, this notice is available in alternative formats such as large print, Braille, or electronic copy.

E like nō me ka 'ōlelo o ke Kānāwai Hawai'i i ho'oholo 'ia māhele 92-32.7, 'a'ole e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi ka'awale no ka lehulehu a lālā papa alaka'i e nānā a e komo ai i ka hālāwai ma ka ho'ohana i ka 'enehana komo hālāwai (ICT), no ka mea, hiki nō i ka po'e o ka lehulehu a lālā papa alaka'i ke nānā a komo pū ma ka hālāwai hō'ea kino.

In accordance with HRS section 92-3.7, the Hawai'i Tourism Authority will not 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) because there will be an in-person option for members of the public and board member to view and participate in the meeting.