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**HO'OKAHUA HAWAI'I STANDING COMMITTEE MEETING
HAWAI'I TOURISM AUTHORITY
Tuesday, February 16, 2023, at 9:00 a.m.
VIRTUAL MEETING**

MINUTES OF HO'OKAHUA HAWAI'I STANDING COMMITTEE MEETING

MEMBERS PRESENT:	Keone Downing (Chair), Mahina Duarte (Vice-Chair), Mike White, Sig Zane
NON-VOTING MEMBERS:	George Kam
MEMBER NOT PRESENT:	Kimberly Agas, Dylan Ching
HTA STAFF PRESENT:	Kalani Ka'anā'anā, Caroline Anderson, Maka Casson-Fisher, Carole Hagihara
LEGAL COUNSEL:	John Cole

1. Call to Order

Mr. Casson-Fisher called the meeting to order at 9:12 a.m.

2. Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic

Mr. Casson-Fisher did the roll call. All confirmed in attendance, and they were alone. Mr. White was excused.

3. Opening Cultural Protocol

Mr. Casson-Fisher shared the Hawaiian word of the day, "Wahi Pana," and a mele, "Anahola" to pay homage to Kaua'i.

4. Approval of Minutes of the January 17, 2023 Ho'okahua Hawai'i Standing Committee Meeting

Chair Downing made a motion to approve the minutes. Mr. White seconded. Mr. Casson-Fisher did the roll call, and the motion was approved unanimously.

Chair Downing turned the floor to Ms. Duarte to run the meeting.

5. Presentation and Discussion on the Implementation of ‘Āina Aloha Economic Futures principles in the work of the HTA

Mr. Ka‘anā‘anā said the alignment with Mālama Ku‘u Home and ‘ĀAEF is the idea of ‘Āina Aloha, that there is a beloved land that cares for them, and their kuleana is. They need to incorporate all the concepts thereof in all decisions.

He spoke about the Strategic Plan. This plan guides their work to approach the regenerative tourism model with the four pillars and the DMAPs. He said their work has evolved, and they have started to see the evolution of the tourism functional plan in HRS226-8, the HTA Strategic Plan, the DMAPs, and ‘ĀAEF, the Aloha Plus challenge, incorporating all the synergy, and building in all the networks. He spoke about regenerative tourism being the goal. It seeks to balance the economics of tourism with the well-being of its communities and natural resources. For ‘ĀAEF, they reached the declaration by understanding the four values that drove decision-making. The values are economic development and stewardship; equity and inclusive leadership; excellence in creativity and innovation, and mindful resource management.

Mr. Gionson said they are reminded of the importance to recenter to all those values that are important to them. He added that they could implement the ‘ĀAEF into the HTA’s work. Mr. Ka‘anā‘anā spoke about procurement. He said they released the RFP 23-03, Hawai‘i Tourism Destination Brand Management and Marketing Services for the U.S. Market. He noted that within the evaluation criteria, the long-term vision and roadmap section of criteria that scored the proposals for the U.S. marketing contract was listed on the slide. Within multiple procurement sections, there are references to ‘ĀAEF including resource links that bidders could look to, to ensure they understand what it entails. He spoke about NaHHA’s work. It is a great example of them making sure that as they develop work plans with their partners, and contractors, they, too, are building alignment throughout their work plan. He showed an example of NaHHA’s work plan, where it detailed the scope and all the goals. They are trying to find ways where they can incorporate alignment in the actual written plans of their contractors. He gave the floor to Ms. Anderson.

Ms. Anderson said that with the other RFP just released, 23-08, they have incorporated the 'Āina Aloha outcomes and measures, so that is a goal in developing the proposal that the bidders should be aligning their programs to. She spoke about the Program Logic Model and showed the template. They worked with SMS Research, as well as the Brand managers and Brand team, to develop the metrics for the program. The model aims to show how the programs will affect outcomes, goals, and the contribution to the Strategic Plan. She said they had incorporated 'ĀAEF into the model. The model is used to evaluate their programs better to see if there is movement on their desired outcomes. Every year they will review and revise the model as needed. She said they would be tracking it on a scale of one to five. For each pillar, they are assessing where they are at, and how they are moving each year, and how they are moving forward to 'Āina Aloha. The following month she will present the measures and outcomes of the five pillars the staff has identified.

Ms. Duarte asked whom Ms. Anderson was engaging with to help formulate the measures. Ms. Anderson said that in the development of the model, it was the internal staff. Ms. Duarte asked if there was a possibility to seek additional feedback and input from those outside of the staff. Ms. Anderson said it was a possibility. Ms. Duarte asked if there is room to ask community partners for feedback. Ms. Anderson said that is possible.

Mr. White asked if there will be specific goals laid out in each of the contracts of activities that point people in the right direction as to what the HTA is trying to accomplish. Ms. Anderson said that would be under the "goal to be achieved". She said there are short-term, mid-term, and long-term goals. The outcomes will also show. Mr. White reiterated that it is important to provide targets. Mr. Ka'anā'anā added that a lot of emphasis has been tied to the work plan, and the scope helps address certain actions. He said the Strategic Plan is also like the Program Logic Model. Mr. Gionson thanked Ms. Duarte for elevating the discussion. He said that as they become more mindful and specific about mapping their work through the 'Āina Aloha values and priorities, they will share that in their communications products to act as an educational tool and continue to push it into community conversation.

Chair Downing said they should also look at people in the industry who are stepping up and getting things done. He said they should be acknowledged as partners with the HTA. Mr. Gionson asked Ms. Anderson to speak about support services for Destination Stewardship, the RFP about the quality assurance program. Ms. Anderson said when there are items they seek bids on for quality assurance programs, they aim to come up with standards for their industry. Scotland, Australia, and New Zealand have quality assurance programs as well. This is to remain competitive, raise service levels for visitor experiences, and address community concerns.

Ms. Duarte asked the community members if they had any suggestions, recommendations, or questions. She said one suggestion was from Chair Downing about sharing light on industry partners that are operationalizing 'ĀAEF into their operation. A second one was Mr. White speaking about the specificity around the targets when looking at measures. Ms. Duarte suggested a recommendation being how to incorporate community input and feedback into the measure's development from inside and outside partners. Mr. Zane said a lot of the community is unaware of what the HTA is involved in. Oftentimes they are not even aware of programs. He said they should get deeper into the community. In Hilo, there is not much understanding of what the HTA is about. He said they want to measure the community members' responses who are not stakeholders in the tourism industry.

Chair Downing suggested that the HTA goes to different parts of the islands to engage in a forum where they can meet the public and give firsthand information to the public, and vice versa. Mr. Gionson said they started community meetings a while back. He asked Ms. Anderson to discuss the roadmap to continue the community meetings. Ms. Anderson said they want to continue that and are working with the island partners and destination managers. They were looking at doing Kaua'i in April 2023 and then the other islands towards the end of summer. In each of the DMAPs, there are communication plans where they want to engage with the residents about everything being discussed, sharing about tourism contributions, and highlighting the good things communities are doing. Mr. Ching said there are also non-industry companies that would also benefit from that. Ms. Duarte built on what Mr. Ching said. She said they should look at the calendar and identify small companies or organizations to present how they are operationalizing 'ĀAEF into their small business for insight into that. Mr. Ching said that sounded great. There were no questions or comments from the public.

6. Status Update by Director of Planning Caroline Anderson of the Destination Management Action Plans

Ms. Anderson gave a brief update on the DMAP's progress. She highlighted some of the top projects. She said they are heading into Phase 3 of the DMAPs. A lot of the actions in Phase 3 take time to get through as they also need community buy-in and support to move projects forward.

She spoke about Kaua'i's DMAP. She thanked all the state agencies for helping move Kauai's DMAP forward. They are providing education and awareness videos. KVB also produced a

new Pono travel video and mālama Kauaʻi videos on their YouTube channel. They are doing a training and onboarding program to help educate new employees. The KVB is also working with the county for opportunities to support data collection regarding hotspot areas and building out a cultural practitioner list. They are implementing a wildlife summit, ocean awareness webinar, and training program. There is an outreach effort to the community through radio, television, newspaper, and upcoming community meetings.

Mr. Ching asked how many of the plans had been implemented. Ms. Anderson said that is going to happen in 2023. They are working on Phase 2, the final report, which will show what has been accomplished in the sub-actions.

Ms. Anderson spoke about Maui's DMAP. The East Maui Advisory Group Discussions continue. There is also a continuation of the Rise Above Plastics Program, which discourages the use of single plastics water bottles, so MVCB continues expanding the program to get others involved. The landscaping program is also moving forward. Maui will be implementing a communication plan and activities targeting residents. NaHHA will continue its cultural training webinars, and there will be a Hawaiʻi Green Business Program Green Hotel Forum for Q3 of 2023. Regarding the East Maui Advisory Group formed by MVCB in the early fall of 2022, they discussed developing a pilot tourism management stewardship program with them. They met with them a few weeks ago, and the community came together and made a plan for themselves. The community realized that they must come together to understand what they want. The communities felt like the HTA was imposing things on them, so they built their plan to discuss with Ms. Anderson and her team. She reiterated that it is important to work with the community and not push anything onto the community. Mr. White thanked Ms. Anderson for her excellent work and spoke about the challenges of accomplishing what was done in Kauaʻi.

Ms. Anderson spoke about Molokai. They are working with task force sub-committees to develop messaging and collateral to hear what kind of messaging they want to convey to visitors. They just completed two needs assessment surveys. The target audiences were visitors and non-profits interested in getting into the industry, expanding what they have, or being interested in voluntourism. The surveys ended on February 10, and the consultants are reviewing the data and doing the reports. From this information, they will have two new updated databases for non-profits and businesses on Molokaʻi. They will also identify resources that will help the community and build programs based on the needs of the non-profits and businesses on Molokaʻi. They will also support the Molokaʻi DMAP coordinator for the island, which was part of the FY23 budget that was approved. They will seek someone to help move Molokai's DMAP to the island. In mid-March, they will be participating the

Moloka'i resource fair, another way of doing community outreach to share about the Moloka'i DMAP, as well as the HTA's program that can help the non-profits and businesses on the island. Another area they are putting efforts into is addressing the restoration of affordable and dependable air transportation services. There was another subject matter committee that was formed to look at the issue. Another sub-action committee was formed to address carrying capacity issues happening on Moloka'i.

Ms. Anderson spoke about Lāna'i. They addressed the actions of the previous year. 2023 focuses on working with the Lāna'i Advisory Group on what kinds of activities and projects can be done to focus on sustainable tourism practices. The reef-safe sunscreen dispenser will be installed in February or March. They also started a new social media campaign. The messaging came from the people of Lāna'i, with the MVCB social media campaign. They also worked on rebranding the island, focusing more on supporting the businesses in Lāna'i city. In 2022 they developed a new Lāna'i brochure and started distributing it. They will continue to do so in 2023.

Ms. Duarte asked whom the primary contacts for Lāna'i and Moloka'i are when scheduling meetings. Ms. Anderson said for Moloka'i, they have a task force, and there are about 13 to 15 members. They divided them into working groups or subject matter committees. One of the task force members is organizing the participation in the Moloka'i Resourcer. For Lāna'i they formed a Lāna'i advisory group. The destination manager has been working with them to identify issues and for marketing and communication messages. They also work with the Steering Committee.

Mr. White asked about addressing the carrying capacity for Moloka'i, and what measurements are used, when several hotel operations have shut down. Ms. Anderson said there is a subject matter committee addressing that. Carrying capacity was not part of the Moloka'i DMAP, but was something the task force raised. They are concentrating on the other five things she spoke about.

She said for Hawai'i island, a lot of it has to do with stewardship. IHVB and the county is looking at putting up signage at the Waipi'o Valley lookout. The signage is very faded and not legible, so the signage has been ordered and should be up by Q2 of 2023.

She spoke about supporting hotspot areas around the islands and supporting the counties and programs. They are also looking at developing and executing an employee community appreciation campaign, recognizing the good work in the visitor industry, and balancing it with what the community is doing. They are tracking the county bill on vacation rental regulations. For O'ahu, they have just finished sponsoring the City's Good Food show, which

bridges farmers and industry together. They support the Waikīkī Hula mounds. They are working on the Waikīkī historic trail enhancement. The getaroundo'ahu.com website, which promotes alternate modes of transportation on O'ahu, should be up by the end of February. They are continuing messaging on the Waze app. They are looking at putting beacons at five critical hotspots. A communication plan and program for residents about the industry and community work are also being worked on.

Mr. White asked what the purpose of the beacons are. Ms. Anderson said they provide messaging to alert people about anything important they need to know about the area. Mr. Downing asked how it is relayed to the phones, but Ms. Anderson was unsure. Ms. Anderson said that overall, they are creating microsites for all the DMAPs where there will be more activity on what is being done across each island. They are meeting with agencies and destination managers to review hotspot risks. They are looking at partnering with Hawai'i Food Hub Hui to conduct a webinar. This aims to bridge the food hub and their industry together. Another action includes the HTAs Community Enrich Aloha 'Āina Kūkulu ola and signature events programs for 2023. They hope to put them into the community soon. The Pono travel education at airports continues. The global marketing team is also continuing to educate visitors about responsible travel by local and mālama Hawai'i. The Ma'ema'e Toolkit is anticipated to be published by Q1, and there will also be an electronic copy.

Mr. White asked what a microsite is. Ms. Anderson said it is a website. Mr. White asked who the toolkit is for. Mr. Gionson said the toolkit was initially conceptualized to be a guide for the media covering Hawai'i to help them have guardrails on authenticity and sensitivities. It has since grown. They should be ready to launch soon. Mr. Gionson spoke to the beacon question. The beacons work if people are in the GoHawai'i app and the proximity of the beacon. Once in the vicinity, it will light up with information about the area. Ms. Duarte opened the floor for conversation or questions. Ms. Duarte said that as everyone scheduled their on-island meeting, she encouraged everyone to look beyond survey data. It is an important opportunity to re-engage and reconnect with the community. Expanding awareness and inviting the community to learn about what the HTA is doing to make progress is important. She said it is important for the HTA to be proactive.

Mr. Ching said they should cast a wider net to get more people engaged. Ms. Anderson said the DMAPs were created and had the Steering Committee representing the different sectors, communities, etc. She said they did take it out to the community to get their feedback. They did it in such a short amount of time and have done what they could, but there is more that can be done. In the future, they will go through the process again, and she envisioned the timeframe would be longer so they can plan and improve on that.

Ms. Duarte asked about the ownership of the GoHawai'i app. Ms. Anderson said it was HVCB. Ms. Duarte asked about the relationship between HVCB and the HTA and how they ensure they communicate and instruct what information is being conveyed. She asked if someone could walk them through the process. Mr. Ka'anā'anā said the HTA does not own the software but owns the intellectual property and allows the Bureau to use that IP, including the name. All the work is driven by contractors, part of the global support services contract. Mr. Casson-Fisher oversees that contract. For changes to the app, they would need to do it through the contract. Ms. Anderson mentioned that they have a good working relationship with the Bureau. Mr. Ka'anā'anā said the only concern is the ownership of the app. Ms. Duarte asked if there has been a discussion about approaching the HVCB to transfer ownership of the app to the HTA. Mr. Ka'anā'anā said that the HTA started and then transferred to the HTA. The HVCB then went with another provider. He said one of the inputs for the HTA to consider is that if they start looking at leveraging technology, they need to know what infrastructure exists, and what is owned by the state or other people. He said it is an important longer-term conversation.

Mr. Downing asked if the HTA gave HVCB money to do the app. Mr. Ka'anā'anā said the HTA gave the HVCB some money to do the app, and they have membership dollars for the software side. Mr. Downing asked what would happen to the app if anything happened to the HVCB. He asked if they should look into it or if an app is relevant. Mr. Ka'anā'anā said he is uneasy if it is content they are paying for. In that case, they should own the app. He said some bills would look at creating an app, so in a meeting, they suggested that instead of starting from scratch. He said they needed to discuss it. Mr. Gionson said the bill is HB1237 which was among the Green Fee Bills, but that one specifically required an app to facilitate the Green Fee. It was deferred by the Committee of Water and Land, so it did not pass. However, they saw the intent of requiring a green fee that would require some mechanism to collect it. Mr. Ka'anā'anā said they are all on a path for how technology can provide solutions to manage the destination. Mr. Ching said that a while back, they allocated money for an upgrade to the website, then the HTA rediverted that money. He asked if a new contractor would be responsible if they did not have a DLNR site. Mr. Ka'anā'anā said the GSS contract ends in March, and the Board, in the December meeting, approved the extension to June.

7. Adjournment

Mr. Duarte asked for a motion to adjourn. Mr. Ching made a motion, and Mr. Downing seconded. The motion passed unanimously. Mr. Casson-Fisher adjourned the meeting at 10:47 a.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Sheillane Reyes".

Sheillane Reyes
Recorder