



Ke'ena Kuleana Ho'okipa O Hawai'i
Hawai'i Convention Center
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Josh Green, M.D.
Kia'aina Governor

John De Fries
Pelekikena & Luna Ho'okele
President & Chief Executive Officer

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, 25 MEI 2023, 9:30 AM
THURSDAY, MAY 25, 2023 AT 9:30 AM

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

Hawai'i Convention Center
Parking Level | Executive Boardroom A
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

E ho'olele 'iwa'ia ka hālāwai ma o ka Zoom
Meeting will be live streaming via Zoom
<https://us06web.zoom.us/j/86923454556>

*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. 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 pihī "Q&A."

Members of the public may provide written or oral testimony on agenda items. 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 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'ō
AGENDA

1. *Ho'omaka*
Call to Order
2. *Kikolā*
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 Mo'olelo Hālāwai*
Approval of Meeting Minutes
 - a. *Hālāwai Papa Alaka'i Kūmau*
April 27, 2023 Regular Board Meeting
5. *Hō'ike O Nā Hālāwai I 'Ae 'Ia*
Report of Permitted Interactions at Informational Meetings or Presentations 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. *Nūhou No Nā Papahana 'Apelila 2023*
Update on Programs During April 2023
 - b. *Nūhou Ho'oholomua Papahana Ho'okele Loli*
Update on HTA's Implementation of Change Management Plan
 - c. *Nūhou No Nā Noi Hana*
Update on RFPs
 - i. **RFP 23-02:** Destination Brand Management & Marketing Services for the Canada Market
 - ii. **RFP 23-03:** Destination Brand Management & Marketing Services for the United States Market
 - iii. **RFP 23-08:** Support Services for Destination Stewardship

7. *Hō'ike Noi'i 'Oihana Ho'okipa*
Report on Tourism Research
 - a. *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**
 - b. *Hō'ike'ike Loa'a 'Auhau Noho Pōkole*
Transient Accommodations Tax Revenue Report
8. *Mo'olelo a Nūhou na ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a Kikowaena Hālāwai o Hawai'i no ka Hālāwai o ka 23 Mei 2023*
Report and Update by the **Budget, Finance and Convention Center Standing Committee** of their Meeting held on May 23, 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 no 'Apelila 2023*
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the **HTA's Financial Report for April 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 'Apelila 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 April 2023 Financial Reports and Update on the Hawai'i Convention Center's 6-Year CIP Plan**
 - c. *Hō'ike'ike I Ke Noi Ho'one'e Kālā*
Presentation on Proposal to Reallocate Funds from Multiple Budget Line Items
9. *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**
10. *Hō'ike, Kūkākūkā a Ho'oholo No Ka Pāhana EDA a DLNR*
Presentation, Discussion & Action on DLNR's Proposed EDA Project
11. *Hō'ike o Ka Hui Noi'i Launa Aupuni A 'Aha'ōlelo no ke Kau 'Aha'ōlelo 2023*
Report of the Legislative Permitted Interaction Group on the **2023 Legislative Session**
12. *Kūkākūkā No Ka Papa Alaka'i*
Discussion on the **HTA Board Composition**

13. *Hō'ike, Kūkākūkā a Ho'oholo No Ke Noi Kālā Ho'oholo Makahiki Kālā 2024*

****Presentation, Discussion & Action on FY2024 Operating Funds Request**

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, 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.