



**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, 26 'Okakopa 2023, 9:30 A.M.
THURSDAY, OCTOBER 26, 2023 AT 9:30 A.M.**

Kikowaena Hālāwai O Hawai'i
Papahale 3 | Lumi 313 A
1801 Alaākea Kalākaua
Honolulu, Hawai'i 96815

Hawai'i Convention Center
Third Floor | Room 313 A
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

E ho'olele ʻiwa ʻia ka hālāwai ma o ka Zoom.

Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/84990582040>

*E noi ʻia ʻoe e kainoa me kou inoa. E ʻoluʻolu, e hoʻokomo i kou inoa piha akā hiki nō iā ʻoe ke hoʻohana i ka inoa kapakapa e like me kou makemake. E noi ʻia ʻoe e hāʻawi mai i kāu helu leka uila. Hiki nō ke hoʻopihapiha 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](mailto:****@****mail.com).**

**Kelepona / Call In: (669) 444-9171
Helu Hālāwai / Webinar ID: 849 9058 2040**

Hiki i ka lehulehu ke hōʻike manaʻo ma o ka palapala a i ʻole ma o ka waha. E kau palena ʻia ka hōʻike manaʻo waha (ma ke kino a i ʻole ma o ka Zoom) he ʻelima minuke ka lōʻihi no kēlā me kēia kumuhana. E kāinoa no ka hōʻike manaʻo waha ma ke pākaukau hoʻokipa ma ka lumi hālāwai. E kāinoa no ka hōʻike manaʻo waha ma o ka Zoom ma o ke pihi "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 hoʻohui ʻia nā palapala hōʻike manaʻo i hiki ma ka pūʻolo hālāwai. No nā palapala hōʻike manaʻo i hōʻea mai ma hope o ka paʻa o ka pūʻolo hālāwai (he 48 hola ma mua o ka hālāwai), e kākaʻahi ʻia nā kope i ka papa alakaʻi a e mākaukau no ka ʻike ʻia e ke anaina ma ka hālāwai. E leka uila ʻia nā palapala iā Carole Hagihara-Loo ma carole@gohta.net, a i ʻole, e lawe kino ʻia i ke keʻena.

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, hand-deliver or send via postal mail to the Hawai'i Tourism Authority office, 1801 Kalākaua Avenue, 1st Floor, Honolulu, HI 96815.

PAPA KUMUMANA'O
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 Protocol
4. *Hō'ike O Nā Hālāwai 'Ae 'Ia*
Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(c)
5. *'Āpono Mo'olelo Hālāwai*
Approval of Meeting Minutes
 - a. *Hālāwai Papa Alaka'i Kūmau, 28 Kepakemapa 2023*
September 28, 2023 Regular Board Meeting
6. *Hō'ike A Ka Luna Ho'okele Ho'okō*
CEO Report
7. *Hō'ike A Ka Luna Ho'omalū Papa Alaka'i HTA*
Board Chair Report
8. *Kūkākūkā A Ho'oholo No Ke Noi I Ke Kia'āina No Ka Ho'opa'a Manawa O Ka Pōulua 'Oihana Ho'okipa*
Discussion and/or Action on a Request to the Governor to Declare the Tourism Emergency for a Specific Time Period
9. *Hō'ike'ike A Kūkākūkā Na Kilohana No Ka 'Aelike Kāko'o Kahu 'Āina Ho'okipa*
Presentation and Discussion by Kilohana on the Support Services for Destination Stewardship Contract No. 23008
10. *Mo'olelo A Nūhou A Ke Kōmike Ho'okele & Hō'ōia*
Report and Update by the Administrative & Audit Standing Committee of their Meeting Held on October 18, 2023
 - a. *Kūkākūkā A Ho'oholo No Ke Kuleana A Uku****
Discussion and Action on the Role and Compensation of the Hawai'i Tourism Authority's Interim President and CEO, Chief Brand Officer, and Others ***

- b. *Kūkākūkā A Ho'oholo No Ke Kulekele Ho'olilo Kālā Pōulia*
Discussion and Action on Hawai'i Tourism Authority's Emergency Fund Expenditure Policy & Procedures
 - c. *Kūkākūkā A Ho'oholo No Ke Kulekele Kū'ai*
Discussion and Action on the Hawai'i Tourism Authority's Procurement Policy #400-01
11. *Mo'olelo A Nūhou A Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, A Kikowaena Hālawai*
Report and Update by the Budget, Finance, and Convention Center Committee of their Meeting Held on October 25, 2023
- a. *Kūkākūkā A Ho'oholo No Ko HTA Mo'olelo Kālā*
Discussion and/or Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on HTA's Financial Report for September 2023
 - b. *Kūkākūkā A Ho'oholo No Ko Ke Kikowaena Hālawai Mo'olelo Kālā A Papahana Ho'oponopono*
Discussion and/or Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the Hawai'i Convention Center's September Financial Report and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan
 - c. *Kūkākūkā A Ho'oholo No Ko HTA Palapala Noi Kālā*
Discussion and/or Action on the Hawai'i Tourism Authority's and Hawai'i Convention Center's Form A Submittal (FY25 Supplemental Budget – Operating Budget Adjustment Request) Submitted to the Department of Business, Economic Development and Tourism (DBEDT)
 - d. *Kūkākūkā A Ho'oholo No Nā Nīnūnē A Mana'o Pili I Ka Mo'ohelu Kālā*
Discussion and/or Action on HTA Budget Issues, Comments, and Suggestions Raised by Legislators, Board Members, Staff, Stakeholders, etc.
12. *Kūkākūkā A Ho'oholo No Ka Luna Ho'omalū O Ke Kōmike Alowelo*
Discussion, Recommendation, and Action on the Assignment of a New Chair for the Branding Standing Committee
13. *Mo'olelo A Nūhou Na Ke Kōmike Alowelo*
Report and Update of the Branding Standing Committee of their Meetings Held on October 12, 2023 and October 23, 2023
- a. *Kūkākūkā A Ho'oholo No Ke Kuleana A Pahuhopu O Ke Kōmike Alowelo*
Discussion and/or Action on the Purpose, Charter, and Description of the Branding Standing Committee

- b. *Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism Japan no ka Makahiki 2024*
Discussion and/or Action on Hawai'i Tourism Japan Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Japan Market
 - c. *Kūkā a Ho'oholo no nā Hana a ka Hawai'i Tourism Canada no ka Makahiki 2024*
Discussion and/or Action on Hawai'i Tourism Canada Activities Under the Brand Management & Marketing Services Contract and HTA's 2024 Brand Marketing Plans for the Canada Market
 - d. *Kūkākūkā A Ho'oholo No Ka Ho'onui Kālā No Nā Mākeke U.S., Moananuiākea, Me Kōlea*
Discussion and/or Action on Funding the Incremental Spend for the US Market, Oceania, and Korea
 - e. *Kūkākūkā A Ho'oholo No Ka Nā'ana I Nā Papahana Hokona 2024*
Discussion and/or Action on the Review of 2024 Marketing Initiatives and Spend, Including Recommendations for Maintaining or Dissolving Programs
 - f. *Kūkākūkā A Ho'oholo No Ka Nā'ana I Nā Ha'awina Kālā*
Discussion and/or Action On The Review Of 2024 Grants Programs, Protocols to Obtain Grants, and 2025 Planning
14. *Hō'ike'ike, Kūkākūkā A Ho'oholo No Ka Ho'okuleana Waha'ōlelo*
Presentation, Discussion, and Action on Resolution No. 2023-3 Delegation of Authority to Present Policy Positions
 15. *Kūkākūkā A Ho'oholo No Ka Hui Kūkā Mo'ohelu Kālā*
Discussion and Action on the Formation of an HTA FY25 Supplemental Budget Permitted Interaction Group (PIG)
 16. *Kūkākūkā A Ho'oholo No Ka Ho'onoho I Ka Hui Kūkā Mo'ohelu Kālā*
Discussion and Action on Assignment of Board Members to the HTA FY25 Supplemental Budget Permitted Interaction Group (PIG)
 17. *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 e like me ka wikiwiki i hiki, 'a'ole ho'i ma hope o ka 'ekolu lā ma mua o ka hālāwai. **E aho ka ho'omaopopo koke i ke noi i hiki ke ho'okō pono i ia noi.** Ua noa pū kēia ho'olaha ma nā kino 'oko'a e like me ka mea pono.*

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. **Requests made as early as possible have a greater likelihood of being fulfilled.** Upon request, this notice is available in **alternative/accessible** formats.

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.