



**REGULAR BOARD MEETING**  
**HAWAII TOURISM AUTHORITY**  
**Thursday, September 24, 2015**  
**Hawai'i Convention Center**  
**1801 Kalākaua Avenue, Honolulu, Hawai'i 96815**

**SUMMARY OF**  
**MINUTES OF REGULAR BOARD MEETING**

**MEMBERS PRESENT:** Rick Fried (Chair), Fred Atkins, Jack Corteway, Sean R. Dee, Gerald DeMello, George Kam, Craig Nakamura, David Rae Lorrie Stone, Denise Hayashi Yamaguchi

- 1. Call to Order.** Presiding Officer Rick Fried called the meeting to order at 9:34 a.m.
- 2. Pule.** Ms. Wilson offered a pule to begin the meeting.
- 3. Approval of Minutes of Prior Board Meetings.** The minutes of the regular Board meeting held on August 25, 2015 was approved.
- 4. Review of Recent and Upcoming Permitted Interactions.** None.
- 5. Report of the CEO Relating to the HTA's Programs.** Mr. Szigeti referred to the CEO Report in the Board folder previously distributed to the Board members.
- 6. Presentation, Discussion and Approval of HTA's Financial Reports/** The financial statements for the Tourism Special Fund and the Convention Center Enterprise Special Fund as of July 31, 2015 was approved.
- 7. Discussion and/or Approval of HTA's Standing and Permitted Interaction Group Committees**

The following Board members were appointed to the **Administrative Standing Committee:** Rick Fried, Craig Nakamura, and Lorrie Stone..

The following Board members were appointed to the **Audit Standing Committee:** Craig Nakamura, Fred Atkins, and Jack Corteway.

The **Convention Center Planning Investigative Committee** was established. The scope and purpose for this investigative committee is to provide recommendations for the long term strategic planning for the convention center, including investments in the convention center and its modernization and financial management. The following Board members were appointed to the investigative committee: Lorrie Stone (Chair), Jack Corteway, Sean Dee and Craig Nakamura.

The **Legislative and Governmental Affairs Investigative Committee** was established. The following Board members were appointed to the investigative committee: George Kam (Chair), Fred Atkins, Sean Dee, Gerald DeMello, David Rae, and Lorrie Stone. The scope and purpose for the investigative committee is to provide and obtain information on legislative measures during the 2016 legislative session.

The **Visitor Related Infrastructure Investigative Committee** was established. The scope and purpose for the committee is to provide recommendations on how to address the various issues and concerns arising from the existing infrastructure affecting the visitor industry, such as those arising from the transportation infrastructure during discussions with the Department of Transportation. The following Board members were appointed to the investigative committee: David Rae (Chair), Sean Dee, Donna Domingo, Lorrie Stone, and Denise Yamaguchi.

## **9. Update and Discussion of Tourism Investigative Committee**

### **Update and Discussion of the Strategic Plan Investigative Committee**

Mr. Rae reported that after more than a year of work, it was decided to develop a new strategic plan and would address goals and objectives “HTA could impact” and is “more measurable.” He noted the Legislative Auditor’s concern for measurements. Mr. Rae also acknowledged Mr. Nahoopii and Ms. Anderson for providing the staff support in the development of the new strategic plan. They will be going out to the stakeholders to discuss the new plan.

Mr. DeMello asked how HTA could demonstrate that it is addressing the concerns raised by the recent newspaper article regarding taxicab service. Mr. Fried responded that the Visitor Related Infrastructure Investigative Committee may address those concerns.

Mr. Rae acknowledged Mr. Nahoopii, who proceeded to provide a PowerPoint presentation entitled “Presentation to the Board on HTA Strategic Plan.”

Ms. Stone expressed a need for the goals to be “broad” so that the implementation of a “tactical plan” could be “connected” to the strategic plan, which could not be changed. Mr. Rae responded that any change to the strategic plan can always be made, but we must be “constrained” to make changes within a five-year plan. HTA needs to clearly specify and identify the HTA Strategic Plan as a plan covering a five-year period. However, the Strategic Plan is “not set in stone” and is intended to give “broad overall guidance to staff.”

Ms. Stone asked, "What is the process to reflect comments and changes to the strategic plan?" She noted a need to have "flexibility" in the Plan because it will be relied upon to allocate funds in the budget and the "RFPs that are coming up." Mr. Rae responded that "issues or concerns that may arise can always be brought up." Mr. Fried added that the "management plan," which is a "year-to-year road map," may address many current issues or concerns that may arise. Ms. Stone stated that she is "not worried with the specific statements in the strategic plan." She concurred with Mr. Fried and "moving forward, we need a process to make changes."

**STAFF/BOARD: CALL FOR ACTION.** Ms. Stone asked who were the "major stakeholders" consulted during the development of the Plan and "what were their thoughts." Mr. Nahoopii responded that Staff would be providing a list of the stakeholders and a "summary," which would be posted on HTA's Board website. Mr. Dee stated that there may be "continuity in staff but not in stakeholders, who may change within five years," and it "would be interesting to know" who were the stakeholders.

#### **8. Discussion on HTA Programs**

Mr. Baldemor offered this agenda item to the Board for the purpose of allowing Board members to have an opportunity to discuss issues and concerns. It is an opportunity for the Board "to talk about things more generally." Mr. Szigeti referred to the CEO Report on HTA programs.

**STAFF/BOARD: CALL FOR ACTION.** Mr. DeMello discussed his meetings with various research groups that visited West Hawai'i and their observations of "how clean" it was. Ms. Yamaguchi suggested that HTA needs to look at the RFPs so that we can match and measure the contractors' performance with the requirements in the RFP. Mr. Corteway expressed the belief that the length of the RFPs was too large and may consist of 140 pages. Ms. Stone responded that the length is not the problem but what was in the RFP. Mr. Baldemor added that the RFP must be detailed and thorough. Accountability measures must also be included.

#### **10. Update and Discussion of International Union of Conservation of Nature (IUCN)-World Conservation Congress Hawai'i 2016**

Mr. Togashi initiated a discussion of IUCN by noting that it will be conducting a meeting at the convention center. Its meeting is conducted every four years and will be the first time the meeting will be conducted in the United States. The meeting will be another great opportunity for Hawaii and similar to APEC. It is expected to have approximately 8,000 delegates attending the meeting and result in \$35 million in economic impact for Hawaii. At this time, HTA's role is to serve on the executive committee.

The meeting was recessed at 11:02 a.m. to conduct an executive session.  
The meeting was reconvened at 11:28 a.m.

It was noted that the Board met in executive session to discuss confidential financial information related to IUCN.

**11. Presentation, Discussion and Approval of Convention Center Enterprise Special Fund Budget for FY 2016**

The meeting was recessed at 11:29 a.m. to conduct an executive session.  
The meeting was reconvened at 2:50 p.m.

It was noted that the Board met in executive session and discussed information related to marketing plans and strategies that must be kept confidential to protect Hawaii's competitive advantage as a visitor destination.

Mr. Fried reported that the Board approved a motion in the executive meeting to approve the FY 2016 Convention Center Enterprise Special Fund Budget (September 22, 2015 Version); the AEG Facilities Hawai'i Convention Center, Sales & Marketing Budget 2016 (September 21, 2015 v11); and, the HVCB MCI budget for 2016.

**12. Adjournment**

The meeting was adjourned by consensus at 2:56 p.m.

Respectfully submitted,



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Winfred Pong