



REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, October 29, 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, Donna Domingo, George Kam, David Rae, Lorrie Stone, Denise Hayashi Yamaguchi

- 1. Call to Order.** Presiding Officer Rick Fried called the meeting to order at 9:39 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 September 24, 2015 was approved.
- 4. Review of Recent and Upcoming Permitted Interaction.** There were no reports of any permitted interaction by Board members.
- 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. He also offered the following "talking points": that he, Mr. Baldemor, and Ms. Goo traveled to China with the Governor to present the Governor's education tourism program, drive incremental travel during winter, and promote travel access from southern China; and, that the Legislative and Governmental Affairs Investigative Committee met on October 2, 2015 and will be presenting its recommendations at a future meeting.
- 6. Presentation by Mark Dunkerley, Hawaiian Airlines CEO, Related to Strategic Objectives and Risks, and Neighborhood Island Access.**

The meeting was recessed for the Board to conduct an executive meeting at 9:55 a.m. (Ms. Stone was present during the executive meeting.)
The meeting was reconvened at 10:50 a.m.

7. Presentation and Discussion by AEG Regarding an Update of Sales Initiatives and Hawai'i Convention Center Performance

The meeting was recessed for the Board to conduct an executive meeting at 10:57 a.m. The meeting was reconvened at 11:24 a.m.

8. Presentation and Discussion by Friends of Haiku Stairs

Mr. Fried acknowledged Dr. Ansdell and Mr. Goody, who are representatives of the Friends of Haiku Stairs and provided a PowerPoint presentation. Dr. Ansdell provided a brief background of Haiku Stairs and noted the following: it has been officially closed for over 25 years but remains "very safe" with "no major injury" reported; that it is "too valuable" and "priceless resource" to not see and where you can observe an entire ahupuaa; and, that you may observe fauna that grows only along the stairs. Mr. Goody referred to the various slides in the PowerPoint presentation and discussed the following: a description of Haiku Stairs; its current physical condition; the safety and liability concerns arising from the public use of the Stairs; and the vision for Haiku Stairs and the valley that would include a "park and preserve," managed access for access by residents and visitors, a strong educational component, and a "stand-alone use" on an interim basis.

In response to an inquiry from Mr. Fried regarding the current status of the Haiku Stairs, Mr. Goody stated that the Stairs is undergoing an "EIS" process and among the various alternatives being evaluated is to "destroy" the Stairs or to provide for a managed use. HTA should get involved because the Stairs "is a high value" and a "compelling" attraction. The support of the Stairs is consistent with the 2015 HTA strategic plan for natural resources. HTA may assist by lobbying in support at the Board of Water Supply, OHA, and the City Parks and Recreation. He emphasized support for OHA to manage Haiku Stairs as a cultural and educational site with a private contractor.

Mr. Rae asked, "Who owns the Stairs and why was it closed?" Mr. Goody responded that the Stairs was originally managed by the Coast Guard to use and then by the Department of Land and Natural Resources. The Board of Water Supply subsequently managed it until access to the Stairs was denied. It is Mr. Goody's belief that the Department of Hawaiian Home Lands, Department of Land and Natural Resources, and the Board of Water Supply share ownership of the Stairs. He stated that it has been difficult to bring all agencies together and to have OHA assume responsibility to maintain the Stairs. The main difficulty is providing for the initial operating costs. In response to a question from Mr. Atkins, Mr. Goody stated that the current plan would charge "locals" \$20 and \$100 for "visitors" to use the Stairs.

Mr. Fried asked that the Friends of Haiku Stairs should write a letter to HTA and clearly specify what assistance it would be requesting from HTA.

9. Presentation and Discussion of Market Insights and Current Market Conditions. In the absence of Mr. Nahoopii, Ms. Chun referred to a document entitled “Market Insights - October 2015” that was included in the Board folder previously distributed to the Board members.

STAFF/BOARD: CALL TO ACTION: Mr. Baldemor requested Board members to direct any questions they may have to staff. Mr. Szigeti added that Mr. Nahoopii would be providing a quarterly presentation to the Board.

10. Discussion and Approval of the Hawai‘i Tourism Authority Strategic Plan. A motion to approve the Hawai‘i Tourism Strategic Plan was unanimously approved by all the Board members present.

11. Presentation, Discussion and Approval of HTA’s Financial Reports. It was noted that the financial statements as of August 31, 2015 for the Tourism Special Fund and the Convention Center Enterprise Special Fund were included in the Board folder and previously distributed to the Board members. Mr. Togashi reported there were “no anomalies to report.” Mr. Dee noted that AEG’s performance to reduce the operating loss appears to be improving and asked, “How does the positive variance affect the budget.” Mr. Togashi responded that the positive variance would go into a year-end “reserve,” which could be used for maintenance or other projects.

12. Adjournment. The meeting was adjourned by consensus at 12:06 p.m.

Respectfully submitted,



Winfred Pong