

Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
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REGULAR BOARD MEETING HAWAI'I TOURISM AUTHORITY

September 22, 2011

Hawai'i Convention Center, Parking Level, Executive Board Room A
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815

MINUTES OF REGULAR BOARD MEETING

- MEMBERS PRESENT:** Ron Williams (Chair), Douglas Chang, Vernon Char, Patricia Ewing, Patrick Fitzgerald, Craig Nakamura, Aaron Salā, Leon Yoshida
- MEMBERS NOT PRESENT:** Kelvin Bloom, Michael Kobayashi, Cha Thompson, Sharon Weiner
- HTA STAFF PRESENT:** Mike McCartney, Momi Akimseu, Caroline Anderson, Lynn Bautista, Minh-Chau Chun, Cy Feng, Grace Lee, Daniel Nāho'opi'i, Winfred Pong, Roann Rakta, Michael Story, Marc Togashi
- GUESTS :** Jay Talwar, Chris Kam
- LEGAL COUNSEL:** Deputy Attorney General Gregg Kinkley

1. Call to Order

Presiding Officer Ron Williams called the meeting to order at 10:34 a.m.

Mr. Nāho'opi'i offered a Pule and Mr. McCartney shared a DVD performance of the song, "Imagine."

2. Approval of Minutes (August 25, 2011)

Mr. Chang made a motion to approve the minutes of the meeting conducted on September 22, 2011. Ms. Ewing seconded the motion, which was unanimously approved without objection.

3. Report of the Chief Executive Officer Relating to the Implementation of the State Tourism Strategic Plan Initiatives

Mr. McCartney provided a brief summary of some of the staff's major activities and stated that he would be distributing a more detailed and updated sheet of these activities to the board. He reported that the RFP process is on track and that staff is preparing to publicly release the awards, both locally and in the respective major market areas. He stated that the staff has met to formulate processes and systems related to the transition into the new marketing contracts. He reported that negotiations for the North America Leisure contract are ongoing. He stated that preliminary dashboards would be distributed to the board for review and comment. He also shared that staff continues to work with the Department of Budget and Finance regarding the Hawai'i Convention Center bond issue and what can be done about changing our bond payments.

4. Action to Approve HTA's Financial Reports for July 2011

Mr. Togashi presented HTA's financial reports for July 2011 and shared that some formatting changes have been made to the reports based on feedback received from the board. He explained that the primary difference in the financial statements is the addition of the "Expenditure Statement Prior Year Funds" sheet, which reflects the expenditures that were encumbered in prior years and that are expected to be paid out in the current year. He explained further that the information contained in the "Income Statement Current Year Appropriation" sheet was modified to include a column for the FY 2012 budget to provide a basis for comparison against actual expenditure amounts.

He shared that administrative services expenditures reflected the primary expense that impacted the July statement and stated that we currently have \$9.9 million in reserves in the HTA Special Fund.

He reported that expenditures within the Convention Center Enterprise Special Fund (CCESF) have been within budget and that operationally, the Convention Center is in line with the approved FY 12 CCESF budget.

Mr. Char made a motion to approve the July 2011 financial statements. Mr. Fitzgerald seconded the motion, which was unanimously approved without objection.

5. Presentation of Visitor Statistics and/or Data

Mr. Nāho'opi'i presented a PowerPoint of the current visitor data for August 2011, which was previously distributed to the board.

He reported that year-to-date expenditures increased 14.1% and arrivals maintained a 2.5% lead. He stated that the four (4) MMAs retained growth in visitor spending, but decreased Japanese arrivals impacted visitors on O'ahu and Hawai'i Island and group tours are down double digits for five (5) consecutive months.

He shared that August expenditures rose 2.3% despite a 4.2% decline in arrivals. He said that the U.S. West and U.S. East arrivals are experiencing a third month of decline and that Japanese spending was up 2.5%, despite a 2.6% drop in arrivals.

6. Discussion and/or Action to Adopt a Resolution Authorizing Designated Staff to Execute Fiscal Documents Authorizing the Deposit and/or Disbursement of Funds on Behalf of the HTA

Mr. Chang made a motion to adopt a resolution authorizing Mr. McCartney, Mr. Uchiyama, Mr. Pong, Ms. Stella Montero, and Mr. Togashi to execute fiscal documents authorizing the deposit and/or disbursement of funds on behalf of the HTA at First Hawaiian Bank. Ms. Ewing seconded the motion, which was unanimously approved without objection.

The meeting was recessed at 11:58 a.m.
The meeting was reconvened at 12:06 p.m.

7. Discussion and/or Action to Adopt Revised Targets in all Major Market Areas for Calendar Year 2012 in the HTA Strategic Plan


Mr. Chang made a motion to adopt revised targets in all major market areas for calendar year 2012 in the HTA Strategic Plan, which had been previously provided to the board. Mr. Yoshida seconded the motion, which was unanimously approved without objection.

The meeting was recessed to go into executive session at 12:15 p.m.
The meeting was reconvened at 2:01 p.m.

9. Adjournment

The meeting was adjourned at 2:05 p.m.

Recorded:



Staff Recorder