



HĀLĀWAI KŪMAU O KE KŌMIKE HOKONA KŪMAU
KE'ENA KULEANA HO'OKIPA O HAWAI'I
REGULAR MARKETING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY

Po'akolu, lā 30 o Mei, 2018, 1:30 p.m.
Wednesday, May 30th, 2018 at 1:30 p.m.

Kikowaena Hālāwai O Hawai'i
Lumi Papa Ho'okō B
1801 Alaākea Kalākaua
Honolulu, Hawai'i 96815

Hawai'i Convention Center
Executive Board Room B
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

Papa Kumumana'o
AGENDA

1. *Ho'omaka*
Call to Order
2. *Āpono I Ka Mo'o'ōlelo Hālāwai 14 Pepeluali 2018*
Approval of Minutes from the February 14, 2018 HTA Marketing Standing Committee Meeting
3. *Ka Ho'opa'a Mo'ohelu Makahiki Kālā 2019*
FY 2019 Budget Process
4. *Hō'ike Hokona Gohawaii.com*
Gohawaii.com Digital Marketing Update
5. *'Aha Ho'okipa Honua*
Global Tourism Summit
6. *Hō'ike Hokona Ha'uki ****
Sports Marketing Update ***
7. *Mo'ohelu Makahiki Kālā 2018: Ho'ohālike I Ka 'Oia'i'o Me Ka Ho'olālā ****
FY 2018 Budget: Actual vs. Forecast ***
8. *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 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 § 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; and to discuss information that must be kept confidential to protect Hawai‘i’s competitive advantage as a visitor destination.

He kono kēia i ka po‘e e hō‘ea i ka ‘aha ho‘olohe no ka hāpai mana‘o ma o ka waha a i ‘ole ma o ke kākau. No ka po‘e e makemake ana e kākau i ko lākou mau mana‘o kāko‘o/kāko‘o ‘ole, ua pono ko lākou ho‘ouna ‘ana aku i kā lākou ‘ōlelo hō‘ike ma mua o ka ‘ōlelo ho‘olohe. Hiki ke ho‘ouna ‘ia iā naomi@gohta.net; ma o ka hoouna ‘ana aku i leka (e ho‘ouna i ka helu wahi o luna); a i ‘ole ma o ke kelepa‘i ‘ana aku. No ka ‘ikepili hou aku e pili ana i nā kumuhana kūikawā, e kelepona aku iā Naomi Sjoquist ma kāna kelepona (808) 973-2279 he ‘ekolu (3) lā ma mua o ka hālāwai.

Members of the public are invited to attend the public meeting and provide oral testimony on any agenda item. Written testimony may also be provided on any agenda item by submitting the testimony prior to the meeting to the HTA by email to Naomi@gohta.net; by mail at the above address; or by facsimile transmission. Any person requiring special assistance to participate in the meeting, please contact Naomi Sjoquist (973-2279) no later than 3 days prior to the meeting so arrangements can be made.