



Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepa'i fax 808 973 2253
kahua pa'a web hawaii tourism authority.org

David Y. Ige
Governor

Chris Tatum
President and Chief Executive Officer

***HĀLĀWAI KŪMAU O KE KŌMIKE HOKONA KŪMAU
KE'ENA KULEANA HO'OKIPA O HAWAI'I***

**REGULAR MARKETING STANDING COMMITTEE MEETING
HAWAI'I TOURISM AUTHORITY**

Po'akolu, 24 Iune 2020, 1:00 p.m.
Wednesday, June 24th 2020 at 1:00 p.m.

*Kikowaena Hālāwai O Hawai'i
Lumi 314
1801 Alaākea Kalākaua
Honolulu, Hawai'i 96815*

Hawai'i Convention Center
Room 314
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Papa Kumumana'o
AGENDA

1. *Ho'omaka A Pule*
Call to Order and Pule
2. *Āpono I Ka Mo'o'ōlelo Hālāwai*
Approval of Minutes of the May 27th, 2020 HTA Marketing Standing Committee Meeting
3. *Hō'ike No Ka Papahana Ho'omōhala Hou*
Presentation of recovery plan, digital, travel trade, consumer direct. What our safe destination looks like based on the spend. Two plans will be presented; first pertinent to our local residents and second to our Industry Partners. Both paving a clear path for branding and marketing the State in terms of go-forward tourism.
4. *Āpono I Ka Mo'ohelu Hokona Makahiki Kālā 2021 Me Ka Papahana Hokona*
Approval of the 2021 Branding budget followed by approval of the Marketing Tourism Plan.
5. *Nā'ana I Ka Papahana Paipai Kama'āina*
Review of the Island Chapters Kama'āina Campaign and the logistics of its web bank information. Examination of the funding of this initiative and at what cost by island.



6. *Hō'ike No Nā Papahana Kāko 'o Kaiāulu, Kūkulu Ola a Aloha 'Āina*
Presentation of the 2021 Local Community, Hawaiian Culture and Natural Resources. Examination of the funding put towards each segment and messaging initiatives, along with launch timeframe.
7. *Nā'ana I Nā Papahana Ho'opakele Olakino O Hawai'i*
Review of plans for Hawai'i as a "Safe Destination". Clear messaging that promotes all we are doing and how that ties into visitor's overall arrival experience at the airports.
 - a. Logistics at the airport
 - b. Aloha messaging at the airport
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.

Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā ariana.kwan@gohta.net. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Ariana Kwan (973-2254 a i 'ole ariana.kwan@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

Members of the public are invited to monitor the public meeting and provide written testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to ariana.kwan@gohta.net; Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Ariana Kwan (973-2254 or ariana.kwan@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.