



**HĀLĀWAI PAPA ALAKA'I KŪMAU
KE'ENA KULEANA HO'OKIPA O HAWAII**

IN-PERSON AND VIRTUAL

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

Pō'ahā, 27 Mei 2021, 9:30 a.m.
Thursday, May 27, 2021 at 9:30 a.m.

Kikowaena Hālāwai O Hawaii
Papahale 'Ehā | Lumi Nui C
1801 Alaākea Kalākaua
Honolulu, Hawaii 96815

Hawaii Convention Center
Fourth Floor | Ballroom C
1801 Kalākaua Avenue
Honolulu, Hawaii 96815

'O ka ho'opakele i ke ola o ka lehulehu ka makakoho nui. E maliu ana ke ke'ena i ke kuhikuhina a nā loea no ke kū kōwā, ka uhi maka, me nā koina pili olakino 'ē a'e. Koi 'ia ke komo i ka uhi maka a me ke kū kōwā ma nā ke'ena a ma nā hālāwai.

The safety of the public is of the utmost importance. Pursuant to expert guidance, HTA will be following strict physical distancing, facial coverings, and other health-related requirements. Face coverings and physical distancing are required in HTA offices and meetings.

Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.
Webinar will be live streaming via ZOOM.

E kāinoa mua no kēia hālāwai:
Register in advance for this webinar:

https://zoom.us/webinar/register/WN_-OuZvs5mQDaagYroHjMm3Q

Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila hō'oiā iā 'oe me ka 'ikepili ho'oku'i hālāwai.
After registering, you will receive a confirmation email containing information about joining the webinar.



Papa Kumumana'o
AMENDED AGENDA

1. *Ho'omaka*
Call to Order
2. *Wehena*
Opening Cultural Protocol
3. *Kūkākūkā A Ho'oholo No Nā Kānāwai Lawena A Ho'okele*
Discussion and/or Action on HTA's Code of Conduct and ByLaws
4. *'Āpono I Ka Mo'o'ōlelo Hālāwai*
Approval of Minutes of the April 29, 2021 Board Meeting
5. *Hō'ike Lālā*
Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)
6. *Hō'ike A Ka Luna Ho'okele*
Report of the CEO Relating to Staff's Implementation of HTA's Programs During April 2021:
 - Major Market Management including Destination Marketing Management Services
 - Global Meetings, Conventions and Incentives (MCI) Program Management Services, Responsible Tourism
 - Support of State COVID-19 Mitigation Efforts
 - CEO's Assessment of Priorities for the Next 30-60 Days
7. *Hō'ike 'Ikepili Noi'i 'Oihana Ho'omāka'ika'i*
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets
8. *Kūkākūkā A Ho'oholo I Ka Ho'ohui 'Ana I Nā Hālāwai Kōmike Hokona Kūmau I Loko O Nā Hālāwai Papa Alaka'i Kūmau*
Discussion and/or Action to Transition the Marketing Standing Committee Meetings into the HTA Regular Board Meetings



9. *Hō'ike No Nā Mākeke 'Amelika, Iāpana, Kōlea Hema, Pākīpika a Kanakā*
Market Updates for USA, Japan, South Korea, Oceania and Canada
10. *Hō'ike A Kūkākūkā No Ka Papahana Ka'a'ike*
Discussion and/or Action on HTA's Communications Plan
11. *Hō'ike A Ho'oholo No Ka 'Ōnaehana Ho'opa'a Manawa Kipa*
Presentation and Action on the Proposed Statewide Reservation Management System to be Implemented in Partnership with DLNR and Other Key Stakeholders
12. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*
Presentation, Discussion and Action on HTA's Financial Reports for April 2021
13. *Hō'ike A Ka Hui Noi'i Loiloi Mo'okālā*
Report by the *Budgetary Review Investigative Committee* of their meeting held on May 18, 2021
14. *Kūkākūkā A Ho'oholo No Ka 'Ōlelo Ho'oholo 2021-2-1*
Discussion and Action on HTA Board Resolution 2021-2-1 Including, but not Limited to, Research, Planning, Budgeting, Operations, Staff Roles and Strategic Initiatives
15. *Panina*
Closing Cultural Protocol
16. *Ho'oku'u*
Adjournment

*** *'Aha Ho'okō: Ua hiki i ka Papa Alaka'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawaii'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 Hawaii'i 'ano, he wahi i kipa mau 'ia e nā malihini.*



HAWAII TOURISM AUTHORITY

Hawaii Convention Center
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kelepa'i fax 808 973 2253
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David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

***** Executive Session:** The Board may conduct an executive session closed to the public pursuant to Hawaii Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to HRS § 92-5 (a) (2), § 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; to consider hiring and evaluation of officers or employees, where consideration of matters affecting privacy will be involved; and to discuss information that must be kept confidential to protect Hawaii's competitive advantage as a visitor destination.

Kono 'ia ka lehulehu e komo 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 carole@gohta.net a i 'ole ma o ke kelepa'i. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara (973-2289 a i 'ole carole@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

Members of the public are invited to attend the public meeting and provide written testimony on any agenda item. Written testimony may also be provided by submitting the testimony prior to the meeting by email to carole@gohta.net or by facsimile transmission. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara (973-2289 or carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.