



**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, June 24, 2021 at 9:30 a.m.
In-Person and Virtual Meeting
Hawai'i Convention Center
1801 Kalākaua Avenue, Honolulu, Hawai'i 96815**

MINUTES OF REGULAR BOARD MEETING

MEMBERS PRESENT:

George Kam (Chair), David Arakawa, Kimi Yuen, Micah Alameda, Fred Atkins, Dylan Ching, Daniel Chun, Keone Downing, Kyoko Kimura, Sherry Menor-McNamara

MEMBER NOT PRESENT:

Ben Rafter, Sig Zane

HTA STAFF PRESENT:

John De Fries, Keith Regan, Pattie Herman, Marc Togashi, Kalani Ka'anā'anā, Marisa Yamane, Caroline Anderson, Jennifer Chun, Carole Hagihara, Maka Casson-Fisher, Lawrence Liu

GUESTS:

Charlene Chan, Nathan Kam, Erin Khan, Mike McCartney, John Monahan, Jay Talwar, David Pettinger, Alan Ellis, Jessica Lani Rich, Allison Schaefer, David Baronfeld, Barbara Okamoto, Chris Kam, Daniel Nahoopii

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order:

George Kam called the meeting to order at 9:30 a.m. He confirmed the attendance of the Board by roll call.

2. Opening Cultural Protocol:

Maka Casson-Fisher offered a song and chant saying that before the sun rises (hiki mai), they were asleep and communicating with their ancestors so that such dream state can be brought forward with sunrise to be able to perform the work with guidance and inspiration.

3. Approval of Minutes of the May 27, 2021 Board Meeting:

Chair Kam requested a motion to approve the May 27, 2021 Board Meeting. Micah Alameda made a motion and it was seconded by Daniel Chun, and unanimously approved.

4. Report of Permitted Interactions at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c):

Chair Kam asked whether there were any permitted interactions and there were none.

5. Report of the CEO Relating to Staff's Implementation of HTA's Programs During May 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**

Chair Kam recognized John De Fries to provide an update. Mr. De Fries said that the CEO report containing activities of the past month has been uploaded and they would be open to answer any questions. Mr. De Fries reported that the priorities for the next 30 to 60 days would be centered in caring for Hawai'i. He noted that the President Carla Murray and SVP Bob Kharazmi of Marriott International committed themselves in supporting HTA to the fullest extent during their meeting late last month. He shared his thoughts on a Washington Posts article, "How to be a better tourist in Hawai'i according to locals". He reported that he provided an update at the Senior Leader Policy Meeting yesterday regarding visitor arrivals from June 13 to 19, visitor arrival forecast by DBED and UHERO, and tax generation which is estimated at \$227.43 million for FY 2021. He added that there are major concerns with the slowing down of vaccination rate in Hawai'i and with the spread of COVID Delta variant in their key markets and that their priority is to keep the spread from happening as best as they can. He informed of Star Advertiser's editorial page write-up about vetoing HB 862 to allow the tourism authority to succeed and added that organizations are making their desires known in support with HTA. He said that they will continue working on the Change Management Plan which will be discussed later.

Mr. Alameda thanked the HTA Board and staff for their efforts for the Merrie Monarch Festival will happen this year and for He for the rolling out of the platform series, Nūhou Mondays, which highlights a project to preserve and digitize the Hawaiian language newspapers by Bishop Museum.

Ms. Yuen asked Ms. Anderson to highlight the implementation of the DMAP project in each of the islands. Ms. Anderson reported that for the Kauai DMAP, they will be providing funding to the Kauai County to help them market and educate potential visitors on different modes of transportations. She added that they will be helping them to open up retail and networking space for vendors that make Kauai-made products. She said that they supported Maui visitors at the Convention Bureau and they produced brochures related to their County's Mālama Maui mandate without producing any HTA funding yet. She noted that they convened meetings with state, local, federal agencies to address immediate impacts to the Hana area. She added that they will be meeting with the steering committee of Oahu next Friday for their affirmation of the action plan which will undergo the Board's approval on July. She reported that they've been working with the County and IHCB in working on the issues of three hotspot areas: Hilo Valley, Green Sands Beach and Pololū Valley.

6. Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets

Chair Kam recognized Jennifer Chun to provide an update. Ms. Chun reported that because of the timing of the BOD meeting, the visitor stats will not be available until next week. She noted that the DOT has preliminarily collected \$36.5 million TAT for May which was \$165.5 million YTD for Fiscal 2021 and down 70.2%. She added that the Fiscal 2020 YTD TAT Collections of \$555.6 million is down \$390.1 million.

Ms. Chun reported that the hotel occupancy for May is at 61.5% at \$288 ADR and \$177 RevPAR rate which is lagging compared to 2019. She noted that the occupancy of vacation rentals is similar to 2019 and the ADR is significantly lower than 2019. She noted that the 2021 room night supply is inching up to the 2019 levels and that there are much less vacation rentals inventory compared to hotels. She said that air seats to Hawai'i are going towards 2019 levels although flights are greater in 2021 than in 2019 because of the aircraft configuration that are flying in. Ms. Chun provided a walkthrough of how to navigate the Symphony Dashboards which is now live in the HTA website.

7. Presentation by the Omnitrak Group of the Resident Sentiment Survey Results

Chair Kam recognized Chris Kam to provide an update after Ms. Chun's presentation. Ms. Chun provided a brief history of the frequency and updates made with the Resident Sentiment Survey. She said that they will present the Spring 2020 Resident Sentiment Survey, noting that the current contract includes the option of focus groups with 4 to 6 participants per group (O'ahu, Maui, Moloka'i, Lāna'i, Kaua'i, Hilo and Kona group) consisting of Hawai'i residents ages 18 and above. She noted that they will have a brief

discussion about the issues of focus groups.

Mr. Kam reported that the growth of the industry, growing people's concern, and the pandemic enabled them to re-evaluate the resident sentiment survey. He noted that added in the survey is the item "Is tourism in Hawaii worth it?" which gained 3 out of 1 response affirming that the industry is worth all the issues that it is associated with. He said that the following have the strongest positive perceptions: people from Oahu, 55 to 64 years old at 82%, \$100,000 and above income, living in Hawaii for 20 years up at 77% (74% are born in Hawaii). He added that those with the highest negative perceptions are as follows: 18 to 34 years old at 30%, and less than a year residency in Hawai'i 32% (40% born in Hawaii). He said that resident benchmark ratings of current efforts to better manage tourism are mixed, with a little more than half not agreeing that they were going well and under half agreeing and not sure. He said that this sets the stage for improvement of tourism and that initiatives that grow the economic and quality of life integrated with managed tourism efforts hold the most influence for improving resident sentiment.

Mr. Kam reported that more specific strategies that can be implemented to managed tourism fell under three tested categories: Regenerative, Accommodations, and Access. He noted that the following resonated with the residents: visitors and residents education to Mālama each other, encouraging visitors to volunteer and give back (Regenerative); elimination of illegal vacation rentals, stopping approval of additional vacation rentals and building units (Accommodations); and charging visitor access fees to state parks and trails, and designation of resident only days of the week at some state parks, beaches and trails (Access). Mr. Kam reported that data shows that the strongest drivers of resident sentiment are having programs associated with improving the economic impact of the visitor industry (supporting local businesses and other industries and creating well-paying jobs) and quality of life (creating shopping, restaurants and entertainment opportunities, sponsors festivals and enhancing quality of life). He stressed that it's not only Managed tourism that's going to drive resident attitude towards the visitor industry.

Mr. Ka'anā'anā said that the resident sentiment is one of the four key KPIs from the strategic plan. He noted the importance of the data presented for improving resident sentiments and that the DMAPS are directly correlated to the three top things which are driving the economic impact, quality of life and managed tourism. Ms. Chun noted that when the survey was fielded, there were DMAPs that were completed and so with the next round of the resident sentiment survey, there will be implementations that have happened and this will be a good indication to see the difference.

Ms. Kimura asked the difference between 2019 and 2021 data. Mr. Kam responded that

there is basically a decrease in 2022 resident sentiment compared to the previous years, which is part of the general downward trend. He suggested that despite the drastic changes in volume that the market have, people have the set of attitude about the visitor industry at this point which will take time to resolve and turn around.

Mr. Chun asked their thoughts on the discrepancy between 3 out of 4 residents who thinks tourism is worth it compared to the lower percentage of residents who thinks tourism brings in more benefits than problems. Mr. Kam responded that people still see the industry as one that does have a certain amount of frustration associated with it (i. e overcrowding, traffic, higher cost of living) but decides that it's still worth it after contemplating on it. He added that they still favor having this industry rather than not having it and managing tourism is one of the things that will make them feel better as long as it's integrated with economic benefits and quality of life. Mr. Arakawa said that HTA and their partners need to do a better job in communicating and educating the public and policy makers about efforts in addressing the concerns of the residents. He cited a good example of Ms. Anderson's presentation and doing this more will make these numbers change.

Mr. Atkins asked about the timing of the next survey. Ms. Chun responded that the intention is to do a request for biannual proposal for Fiscal 2022 and that she hopes to field it in summer and early spring and winter so the duration is more even. Ms. Chun asked what topics the Board wanted to focus on if they wanted to have focus groups. Mr. Chun responded that twice a year will yield the results they want and that focus groups will help with one key piece that's missing which is the two-way communication. He added that this will enable them to hear from the community like the types of changes they wanted to see, ideas to make changes with regards to managing tourism and from there can see how it aligns with the DMAP and other initiatives that they're doing and to build trust. Mr. Atkins agreed with Mr. Chun and said that the next survey will be done differently in that they have a benchmark and that when they do it, it will be revealing with all the questions asked during the pandemic giving time for the residents to think about no tourism and the explosion of numbers coming to Hawai'i.

The Board continued to discuss Mr. Downing's suggestion about asking the community what their questions are and Mr. Arakawa's suggestion to use the DMAP community meetings to get the questions. Ms. Chun noted that the focus groups will be small groups (4 to 6 people per island) delving about specific issues and not any community meeting. She added that the Board should be aware that the DMAP people may have different questions than the questions asked with the resident sentiment survey and might not have direct connection with Mr. Kam's presentation. Ms. Herman said that she wanted to be sure not to revisit the DMAP again with the focus group. She added that people on the focus groups

should be handpicked to have a healthy debate between them because getting a group, like the beach masters, will garner the same opinion. Mr. Chun asked Ms. Chun's thoughts on the topic that will be helpful to pursue with the focus groups in the context of resident survey. Ms. Chun responded with the survey results available, asking people about their thoughts on what are the problems and how to improve efforts to manage economic benefits of the visitor industry with the resident's quality of life will tie in to the questions that the HTA is asking in the survey. Mr. Arakawa suggested that the staff will have to discuss about it and provide a proposal for the Board to approve.

Mr. Regan read a question from Sen. Glenn Wakai asking about the goals for the various categories, that HTA should be creating a plan to hit those goals and that HTA can and should do to define success. Mr. De Fries responded that the conversation that just took place is part of it, and he would be happy to spend more time with the Senator to make sure that they're addressing his questions and to work with OmniTrak as well. Mr. Arakawa responded that it's about taking the data of the resident survey and what HTA's next steps are and timeline to get there and that the Board would be happy to listen to next meeting. Mr. Chun said that he thinks it's the work that they're doing now and just needs to do a better job at communicating the great work that's happening to try to change the sentiment. Mr. Regan said that with defining success, he thinks that it's about setting targets and establishing target benchmarks, goals to look at and try to achieve in order to succeed. Chair Kam said that they all agree with that which will be discussed in agenda number nine. Ms. Yuen commented that the drivers of the resident sentiments will help HTA do what the Senator is asking for in prioritizing next steps.

8. Presentation of the Hawai'i Tourism Authority's Visitor Satisfaction & Activity Report (VSAT) Special COVID Survey

Chair Kam acknowledged David Pettinger, President of the Anthology Research Group, to provide an update. Ms. Chun reminded that this is a special survey that is separate but related to the normal visitor satisfaction activity survey. Mr. Pettinger reported that this is the third survey which has been done every three months since December. He noted that the online survey was conducted on June 2 to June 8, 2021 among 498 U.S. Mainland visitors who were in Hawai'i from May 15 to 24 with a 4.39% margin of error at a 95% level of confidence. He said that visitors are almost entirely universally aware of the requirements before coming to the island. He noted that the percentage of difficulties with the testing process decreased compared to the first survey. He added that many of the issues encountered are problems with the Hawai'i Travels website which have increased significantly to 29%, high cost of testing at 23%, issues with testing partner at 21% and with confusion regarding the type of test requirement at 20%. He noted that the problem with a

72-hour window for test results being unreasonable dropped from about 50% to 12%. He said that there's a decrease in the number of tourists who were aware of limited tourism amenities and that nearly everyone were aware of the local government mandates.

Mr. Pettinger reported that visitors having excellent experience during their stay had significantly decreased from 85% to 76% although most visitors had a fairly good experience. He added that the higher income and multi-island visitors were less satisfied than the lower income and single island visitors. He noted that this could be due to the testing and travel protocols in place from going to one island to another. He added that to increase their ratings to excellent mark, factors such as limited amenities and restaurant capacity, confusing rules related to COVID -19 and overcrowding needs to be improved. Mr. Pettinger reported that the current visitor satisfaction rate decreased from 2019 pre-pandemic though still at high levels of satisfaction. He said that the likelihood to recommend Hawai'i to relatives and friends in the next six months is down to 64% and that those likely to recommend are from 18-34 age group and with a single island visit. He added that 20% of those who are unlikely to recommend said that they will recommend Hawai'i once the pandemic is over saying that travel is a hassle at this time and testing requirements are unreasonable.

Mr. Pettinger reported that components contributing to levels of excellent satisfaction are friendliness of hotel workers and residents at 79%, shopping and attractions at 61%, dining and restaurants at 56% with 14% saying it's below average or terrible, hotel and lodging at 73%, air travel/airport experience at 57% with 17% giving a below average or terrible score, ability to do things at 54% with 18% giving low scores, and ground transportation at 51% and 21% low scores. Mr. Pettinger said that when repeat visitors were asked to compare of their pre-pandemic visit to the present visit, 13% of them said that overall the trip was a lot more enjoyable, 19% are somewhat more enjoyable, 25% said that there were no difference with 44% saying it's much less or less enjoyable. He said that when asked why it was less enjoyable and a lot less enjoyable than their previous trip, 24% mentioned the limited availability or capacity of restaurants and attractions, 22% for too many COVID restrictions, 16% for rental car availability or cost, 13% for overcrowded with long lines or wait times to get where they wanted to go, and 11% for need for COVID test results. He said that overall visitor satisfaction dropped from pre-pandemic to during pandemic trip at 19% with a decrease in the ability to do things at 40%, in dining or restaurants and ground transportation at 34% and 33% respectively, in shopping and attractions at 30%, air travel or airport at 28%, friendliness and hotel or lodging both at 13%.

Mr. Pettinger reported that for trip expectations of the overall sample, there is an 8% decrease of those whose trip exceeded their expectations, stayed at 52% for those who met

their expectations and 14% was left disappointed based on their expectations before coming to the state. He noted that first-time visitors were likely to feel their trip exceeded expectations and is highest among travelers under 35 years of age and declines with age. He added that the more affluent visitors (combined incomes above \$100,000) were less likely to agree that the trip met their expectations. He noted that the highest reasons for disappointment were difficulty in getting reservations at restaurants or attractions and mask wearing at 15% or restrictions and closure of business and attractions at 14%. He noted that there are a wide distribution of factors contributing to their dissatisfaction which includes too expensive, too crowded and lack of rental cars based on the number of visitors in the islands compared to before where there's more of clustering between quarantine and closure of businesses. He noted that as more visitors arrive and expectations increase, fewer visitors indicated that they were able to do all of the activities they planned to do. He added that what got in the way was the difficulty accessing restaurants and attractions and inability to rent a car as the top concerns. He said 56% will likely visit Hawai'i again whenever they want to regardless of the pre-visit requirements, 23% will visit again once the pandemic is over and most or all of the COVID mandates are removed, 11% will visit again when there is no quarantine and testing required, and 10% had no plans to return which is especially true among visitors from the U.S. East who have a harder time getting to Hawai'i.

Mr. Pettinger reported that Hawai'i's relatively low infection rate's importance for deciding a trip saw a fairly flat rate in the course of the survey since December with 56% saying it has no bearing or impact. He said that their perception to COVID-19 impact on health saw an increase of 6% from 2% for those who see it as not a concern to public health. He noted that the proportion of visitors who feel skeptical about the government's position regarding COVID-19 has risen from 12% to 19% within three months. He added that 89% of the visitors were fully vaccinated and only 8% said that they will not get vaccinated. He noted that repeat visitors, more affluent and higher education categories are more likely to be vaccinated. He added that 92% of those who chose not to be vaccinated don't see COVID 19 vaccine as an incentive to get vaccinated, 3% gets them more motivated to get the vaccine, and 5% are somewhat more likely to get it. He said that the relaxed mask wearing mandates impacts roughly one in four respondents in their likelihood to visit Hawai'i again. Mr. Pettinger reported that the Safe Travels website continues to be the universal source of information at 93% and families and friends as 38%, GoHawaii.com at 28%. He noted that the response rate is higher than average for this survey and the proportion of visitors at the highest income category is at 16% from 18% and tends to have lower level of satisfaction than less affluent visitors.

Mr. Ka'anā'anā said that this is the second of the four KPIs in the strategic plan that HTA is

focused on addressing to measure success and accountability for its work. He acknowledged Mr. De Fries for participating and coordinating in the senior policy leaders meetings about Safe Travels. He asked what can be done with technology as an agency to strategically manage tourism, how to advocate opening businesses and what it looks like for residents, jobs, economy and visitor experience.

Mr. Ching noted that when the population can't get the basic necessities like food, it's changing their sentiment which puts a burden on other businesses and in turn put stress on local people working on these businesses. He added that hotels are somewhere between 50% to 60% capacity. He added that during the pandemic, locals were able to go to restaurants that they didn't usually go to and now can't get in because of advanced bookings and reservations from visitors. Mr. Atkins said that in their hotel in Kauai, they're at about 60% and the six feet in between the tables confine them to the numbers with five days out in terms of reservations. He added that they are also experiencing a 20% to 30% no show. Ms. Menor-McNamara agreed and said that they're hearing it from businesses too and that it will continue to linger both on a resident and visitors level until they fully reopen as Hawai'i seems to be the only state not fully open.

Chair Kam asked if a 2-week heads up is reasonable so the hotels can plan with reopening fully. Ms. Menor-McNamara responded that that's what she's hearing from some of their members at least. Mr. Ching said that at least a week is needed to plan to provide a good product and service to locals and visitors. Mr. Atkins noted that this is not only a result of the COVID restrictions but that there's a real labor shortage as well wherein activities that used to operate for seven days are reduced to four days. Ms. Kimura said that the labor shortage in Maui is the same with restaurants closing because they can't take a day off. She added that one restaurant is taking in labor force that is just out from college with no background check, interview or anything.

9. Presentation, Discussion and/or Action on HTA's Change Management Plan.***

Chair Kam acknowledged Mr. De Fries to provide an update. Mr. De Fries read the resolution concluded from the Board meeting in May which includes providing him as the CEO the authority to realign and reorganize the HTA's strategic plan budget and operations with a written summary of the proposal or the Changed Management Plan for submission to the Board for approval on the June 2021 meeting. He referred to item 9A of the handout at their desk with an introductory memo from him itemizing each of the attachments which include the distillation of HTA's 2020 - 2025 strategic plan, new structure and change management implementation plan and strategic communications plan. He noted that Mr. Ka'anā'anā was given the added assignment to spearhead the creation of the plan in May.

He added that the proper name provided by Ilihia Gionson of Hiehie Communications for the Change Management Plan is Papahana Ho'okele Huliau because the plan requires the skills of navigators having the transformative force to deal with. He turned over the floor to Mr. Ka'anā'anā. Mr. Ka'anā'anā reported that the presentation will take them to the 9B attachment with the realignment and reorganization of HTA and its role in the future. He noted that HTA's business model summarizes and aligns HTA's 2020-2025 Strategic Plan which consists of six elements: Drivers (stakeholders), Enablers, Core Areas, Deliverables, Objectives (Pillars), and Goals. He explained that the community, visitors, industries and government that HTA needs to partner with are groups that drive HTA's strategic plan. He said collaborative competition, communication, competencies and cultural values are HTA's toolset (enablers) to engage stakeholders and support its core areas. He added that research, brand marketing & standards setting, community convening, funding and resource development (core areas) are internal functions that support all of HTA's operations and that resident satisfaction, visitor satisfaction, average daily spend and total spending (deliverables) are measures of effectiveness of programs, services and products. He said that the objectives are strategic priorities aligned with the HTA's four pillars and that HTA's ultimate purpose or goal is "Mālama Ku'u Home" through regenerative tourism.

Mr. Regan led the discussion on the Change Management Implementation Plan. He noted that the plan is a draft and hopes to extract additional information from the Board to help build out the plan. He said that due to time constraints, he will just explain the first column but will take questions for the other columns as well. He said that the strategic plan is a critical component of HTA's activities and that it is a living document that needs to be re-evaluated and realigned with the marketing plan and the DMAP to grow. He noted that good and solid corporate governance is needed for the Board to function properly, which means revisiting and updating the bylaws, code of conduct, and procurement. He proposed for new Board members to undergo orientation on HTA's activities and the ability for existing ones to join for them to be refreshed. He added that procurement training for the Board and staff is also needed. He said that they are ensuring the budget left for the current fiscal year are used properly given the uncertainty of what's to happen on the next fiscal year. He noted that organizational structure, job descriptions, organizational chart and employee handbook needs to be reviewed, re-aligned and updated to the new strategic plan. He added that they will continue to participate in providing inputs as representatives of tourism to the HEMA & County Preparedness Exercise. He said that they need to review and support visitor assistance programs and develop safety awareness programs that address visitor-focused safety concerns. He said that it's important to be connected with

the industry, to have focused communications, to share information with the industry and to educate visitors.

Mr. Ka'anā'anā reported that the core areas of the strategic plan are what organized the matrix in the change management plan that they're on. He noted that research and data analytics drive the decision-making that's being done, and they're continually improving and enhancing it. He noted that with community and cultural history, they're focused on taking the program activities and pairing it to set standards, on sustaining these programs and protecting the brand, and on developing the Mālama Hawai'i messaging. He said that they are working to ensure that tourism can become a catalyst for other industries like agriculture and to continue with the GMT outreach done globally to ensure consistency in the responsible travel messaging. He added that they need to look at addressing hot spots and building diverse stakeholders to get them to the solutions. He said that they are looking on how to coordinate problems with the government for solutions and how to empower people closest to the problem, how to make resources accessible to them by utilizing technical assistance, and making sure that the community are seeing the benefits. He added that for funding and resource development, they're finding new ways to make resources available and develop funding. He noted that with conservation and resilience, they are looking into how to protect what makes Hawai'i Hawai'i and on the role that technology has to play in it. He added that Aloha Intelligence will play a key role and Artificial Intelligence will also help them do the work smarter and not harder.

Ms. Yuen and Mr. Chun acknowledged the great job done by the staff. Mr. Atkins agreed and asked if there can be a staff to handle those responsible for different areas of the budget like sports and culture. Mr. De Fries said part of their next steps is to assign the teams for the communication to be direct and concise.

Mr. Ching asked how often they plan to revisit the Strategic Plan. Mr. Ka'anā'anā responded that they will revisit each column yearly to prepare for the HTA Management Plan for the year. Mr. De Fries said that it will be a framework for the monthly BOD meeting which will appear in the agenda. Chair Kam said that some components need quarterly and bi-annual updates so it's a living document that they'll be working to. Mr. Arakawa recognized their work and suggested to look at it again on May and to include it in monthly meetings. He also suggested having a separate committee to track it in the July meeting and the committee can report as part of the BOD and can look at setting priorities, when the budget is known.

Mr. Alameda acknowledged the work and asked if they will try to hit all benchmarks. Mr. De Fries responded that each one is important and it's just a matter of scheduling. Mr. Atkins

suggested delivering it to the legislative offices as first step in going one-on-one with them. Mr. Arakawa asked Ms. Yuen if she can talk to the Board about starting a newsletter to be given to policymakers. Ms. Yuen responded that the idea of a one-page newsletter came from Ms. Anderson as a way of updating the DMAP. Ms. Anderson responded that it's been put out in a bulletin which will go up to the legislators also. Ms. Yuen suggested adding under community convening the cross industry collaboration as a number one thing to change resident sentiments and to specify that they are supporting the local communities. Ms. Kimura asked if there's already a new job description and ready to go. Mr. De Fries said that they are into executive sessions.

Chair Kam asked if there are any questions from the public and there were none.

Mr. Arakawa requested a motion to approve the written summary of the HTA's Change Management Plan as presented by John De Fries and staff that first went to Resolution 2021-2-1, which includes all documents presented to the Board in both open and in executive session. Chair Kam made a motion and Mr. Alameda seconded and was unanimously approved.

10. Closing Cultural Protocol

Mr. Casson-Fisher closed the meeting with a chant for the intention of "Pule Kala" or asking for forgiveness for transgressions done intentionally or unintentionally to each other, to the space, seen and unseen.

11. Adjournment:

The meeting adjourned at 1:26 pm.

Respectfully submitted,



Sheillane Reyes

Recorder