



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

**HĀLĀWAI KIKOHO'E**  
**VIRTUAL MEETING**

**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY**

***Pō'akolu, 30 Kepakemapa 2021, 9:30 a.m.***  
**Thursday, September 30, 2021 at 9:30 a.m.**

*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://us06web.zoom.us/webinar/register/WN\\_xPcPLar0RXeXrBMQhqe\\_hg](https://us06web.zoom.us/webinar/register/WN_xPcPLar0RXeXrBMQhqe_hg)

*Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ka leka uila hō'ōia 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***  
**AGENDA**

1. *Ho'omaka*  
Call to Order
2. *Wehena*  
Opening Cultural Protocol
3. *'Āpono I Ka Mo'o'ōlelo Hālāwai*  
Approval of Minutes of the September 2, 2021 Board Meeting
4. *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)



5. *Hō'ike, Kūkākūkā A Ho'oholo No Nā Mo'okālā*  
Presentation, Discussion and Action on HTA's Financial Report for August 2021
6. *Hō'ike A Ka Luna Ho'okele*  
Report of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer Relating to Staff's Implementation of HTA's Programs During August 2021
7. *Hō'ike No Ko HTA Ho'okō I Ka Papahana Ho'okele Huliau*  
Update on HTA's Implementation of Change Management Plan
8. *Hō'ike, Kūkākūkā A Ho'oholo No Ka Pāhonohono Kaupoku o Ke Kikowaena Hālāwai O Hawai'i*  
Presentation by the Hawai'i Convention Center and Rider Levett Bucknall on the Rooftop Repair Project. The Presentation will Include an Update on the State of the Current Rooftop and Recommended Options to Repair the rooftop. The Board may Discuss and Take Action on this Agenda Item.
9. *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
10. *Hō'ike A Ke Kōmike Hokona Kūmau No Ke Kūkākūkā A Ho'oholo*  
Report of the *Marketing Standing Committee* with the Committee's Recommendations to Approve the Amended Brand Management Plans for Hawai'i Tourism Japan.
11. *Hō'ike, Kūkākūkā A Ho'oholo No Ka Hopena O Nā Hanana PGA 2021*  
Presentation, Discussion and Action on Results of the 2021 PGA Events and Associated Activities and Recommendation to Approve FY22 Funds for CY22 Events and Activities.
12. *Hō'ike, Kūkākūkā A Ho'oholo No Ko HTA Hoa Kūkākūkā Holoholo Moku*  
Presentation, Discussion and Action on 2021 Activities Related to HTA's Cruise Consultant and Recommendation to Approve FY22 Funds to Support CY22 Activities.
13. *Panina*  
Closing Cultural Protocol
14. *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 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 '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 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.

*Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'āina o Hawaii, he māhele ka 'aina awakea o ka hālāwai. E mau ana ka hālāwai ma loko nō o ka 'ai 'ana, 'a'ole ho'i ia he wā ho'omalolo.*

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawaii, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

*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](mailto: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](mailto:carole@gohta.net)), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.*

Members of the public are invited to register 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](mailto: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](mailto:carole@gohta.net)) no later than 3 days prior to the meeting so arrangements can be made.