



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

BRANDING STANDING COMMITTEE
~~REGULAR MARKETING STANDING COMMITTEE MEETING~~
HAWAII TOURISM AUTHORITY

Pō'akolu, 26 Ianuali 2022, 2:30 p.m.
Wednesday, January 26, 2022 at 2:30 p.m.

Hālāwai Kikoho'e
VIRTUAL MEETING

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_-T6lM94STWiQufhR8CgjSA

*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 – Ho'ololi 'Ia
AMENDED AGENDA

1. *Ho'omaka A Pule*
Call to Order and Pule
2. *'Āpono I Ka Mo'o'ōlelo Hālāwai*
Approval of Minutes of the December 16, 2021 Marketing Standing Committee Meeting
3. *Ka Nūhou No Nā Hana Hokona Hā'uki*
Sports Marketing Updates
 - A. *Hō'ike a Kūkākūkā Na Mr. Tom Kiely E Pili Ana I Nā Pahuhopu A Ka'akālai Hokona Hā'uki*
Presentation & Discussion with Mr. Tom Kiely on Sports Marketing Goals



& Strategy

- B. *Ka Nūhou No Ka Ha 'awina Kālā I Nā Polokalamu Hā 'uki CEP*
2022 Community Enrichment Program Sports Awardee Update
- C. *Hō 'ike a Kūkākūkā No Ka Hana Like 'Ana Paha Me Ka LA Clippers*
Presentation & Discussion on a Potential Opportunity with the LA Clippers
- D. *Hō 'ike a Kūkākūkā No Ka Hana Like 'Ana Paha Me Ka LA Dodgers*
Presentation & Discussion on a Potential Opportunity with the LA Dodgers
4. *Ka Nūhou No HVCB & OMD/ Ko Socratic Holomua 'Ana Ma Ka Hō 'ike Noi 'i E Pili Pū*
Ana I Ka 'Āpana Ho 'okipa Malihini O Hawai 'i No GoHawaii.com
Update on HVCB & OMD/Socratic's Progress on the Hawai 'i Visitor Segmentation
Research Study for GoHawaii.com
5. *Hō 'ike, Kūkākūkā, A Ho 'oholo I Ka 'Āpono 'Ana I Ka Hai 'Ia O Kekahi Kanaka Mana 'o*
A 'oa 'o No Ka Pāhana Hawai 'i Smart Destination
Presentation, Discussion and/or Action on Approval to Solicit a Consultant Related to the
Hawai 'i Smart Destination Initiative
6. *Hō 'ike, Kūkākūkā, A Ho 'oholo I Nā Papahana Ho 'okele A Hokona Alowelo A HTUSA*
*No Ianuali A I Iune 2022****
Presentation, Discussion and/or Action on HTUSA's Brand Marketing and Management
Plan for January to June 2022***
7. *Hō 'ike, Kūkākūkā, A Me Ka Hana E Pili Pū Ana I Nā Lula Hokona A GMT*
Presentation, Discussion and/or Action on the GMT's Marketing Guidelines
8. *Kūkākūkā No Ke Ka 'akālai Ha 'awina Kālā I Nā 'Oihana Hokona A Me Ke Alaka 'ina No*
Nā Limahana HTA
Discussion on HTA's Future Global Branding Allocations Strategy and Guidance for
Staff
9. *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*



HAWAII TOURISM AUTHORITY

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

David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

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 Hawaii's 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 Hawaii'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 carole@gohta.net a i 'ole ho'ouna i ka leka i Ke'ena Kuleana Ho'okipa O Hawai'i, [1801 Kalakaua Avenue, Honolulu, HI 96815](http://1801KalakauaAvenueHonoluluHI96815) - Attn: Carole Hagihara-Loo. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Carole Hagihara-Loo (808-973-2289 a i 'ole carole@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

Members of the public are invited to view 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 carole@gohta.net or by postal mail to the Hawaii Tourism Authority, [1801 Kalakaua Avenue, Honolulu, HI 96815](http://1801KalakauaAvenueHonoluluHI96815) - Attn: Carole Hagihara-Loo. Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Carole Hagihara-Loo (808-973-2289 or carole@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.