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David Y. Ige
Governor

John De Fries
President and Chief Executive Officer

**HO'OKAHUA HAWAII STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Monday, March 28, 2022, at 10:00 a.m.
VIRTUAL MEETING**

MINUTES OF HO'OKAHUA HAWAII STANDING COMMITTEE MEETING

MEMBERS PRESENT:

Kimi Yuen (Chair), Keone Downing (Vice Chair), David Arakawa, Daniel Chun, Dylan Ching, George Kam, Kyoko Kimura, Sig Zane

MEMBER NOT PRESENT:

HTA STAFF PRESENT:

John De Fries, Keith Regan, Kalani Ka'anā'anā, Caroline Anderson, Maka Casson-Fisher, Ilihia Gionson, Irina De La Torre, Jadie Goo, Iwalani Kūali'i Kaho'ohanohano, Ross Willkom, Laci Goshi, Dede Howa, Carole Hagihara, Todd Toguchi, Yvonne Lam, Maile Carvalho, Michele Shiohaki

GUESTS:

John Aeto, Ross Birch, Joyce Bernardo, Kylie Butts, Douglas Chang, Coby Chock, Gina Chun, Jennifer Chun, Minh Chau Chun, Karishma Chowfin, Karen Dang, Sherry Duong, Jeffrey Eslinger, Lei-Ann Field, Heidi Fujimoto, Debbie Hoga, Kara Imai, JoAnn Inamasu, Ayako Ishiwari, Lani Kauai, Erin Khan, Donna Kimura, Sue Kanoho, Sunnie Lasconia, John Monahan, Darlene Morikawa, Justin Nakaahiki, Daniel Nahoopii, Karen Wataru Nakaoka, Patti Ornellas, Teri Orton, Joseph Patoskie, Malia Sanders, Dennis Suo, Jay Talwar, Pris Teixeira, Mitsue Varley, Marisa Wong, Sun Wong, Kurt Yaross

LEGAL COUNSEL:

Gregg Kinkley

1. Call to Order and Pule

Mr. Casson-Fisher did a roll call, and all members confirmed they were by themselves. Chair Yuen called the meeting to order at 10:02 a.m. Mr. Casson-Fisher opened the meeting with a pule.

2. Approval of Minutes of the February 15, 2022, Meeting

Chair Yuen said there were a few typographical errors and she will work with the scribe to correct it. Mr. Kam made a motion to approve with the few typographical errors corrected, and Mr. Ching seconded. Mr. Casson-Fisher did a roll call, and the motion was approved unanimously.

3. Update on Island Legislative Caucus Meetings week of March 7, 2022

Ms. Anderson gave an update on the legislative caucus and said the meetings went well. The Destination Managers and Executive Directors of each Island chapter presented in moving the DMAP actions forward.

She said the conversations and discussions went well with the legislators who attended. The staff attendance report can be found in the meeting packet. She said the meetings were over an hour and gave them a better understanding of DMAPs. She thanked the Island Chapters for being with them on the call.

She asked if there were any questions or comments.

Mr. De Fries added that he was surprised at the turnout during the busy time at the Legislature, and he was grateful that both tourism chairs participated and engaged. He commended the DMAP managers for each of the counties who, together with the economic development director for each county, and the island chapter executive directors, gave a very complete, vigorous, passionate presentation that represented each of the islands well.

Mr. Ka'anā'anā agreed with Mr. De Fries. He said it is powerful when there are multiple legislators from both chambers in the room with all the people, and it makes the questions and clarifications go a lot quicker. He said this was important to the meeting's success.

Mr. Regan agreed with both comments. He added that the development of the caucuses is going to play an important role going forward for HTA. The fact that they can bring legislators together from specific areas throughout the State, who share common issues and concerns

unique to those areas, is a powerful tool for HTA. This helps to share information and receive feedback from the legislators in those areas in a space that allows questions and engagement in critical issues. He said beyond DMAP, the Island caucuses present opportunities for HTA to share some other great things that HTA is working on for feedback as well.

Mr. De Fries said it was evident from each meeting that the people of the Island or county are taking ownership of the DMAP. He extended his gratitude to HTA for convening, facilitating, and supporting this.

Mr. Ching asked what the overall tone or satisfaction/dissatisfaction was with DMAPs, and if there was a general feel from the legislators.

Mr. De Fries said overall, he thought the dialogue and feedback was in-depth, very constructive, very civil. Because it spoke to issues that come from their constituents, the legislators were on point and knew many of the issues on a granular level. He said Senator Wakai was the most rigorous on O'ahu DMAP. He asked Ms. Anderson to add her comments.

Ms. Anderson thought the dialogue and engagements went well. She said by each of the legislators' questions, she felt they wanted to understand the different projects that were going on and how they can continue to support efforts. She said they all learned from each other.

Mr. Chun said it was great to see the attendance and that both chairs attended. For the O'ahu caucus, he asked if they were expecting others to join and asked what happened in attendance. He wanted to know what the cadence of future meetings would look like.

Ms. Anderson said for the O'ahu caucus, they sent out invitations to all the caucus members, and only four had registered. Of the four, Senator Wakai came, but some legislators sent their aides to listen in. She is not sure what happened for the O'ahu legislators, but they did send out an email with the recorded information.

Mr. De Fries asked Mr. Regan to expand on the recording and the purpose for recording the session.

Mr. Regan said they identified attendance was important for HTA to ensure the legislators had the opportunity to hear about the DMAPs and ask questions. The legislative session was busy and HTA expected that some members would not be able to attend, so a recording was created, and the link was shared with the legislators so they could review and understand what was shared about the DMAPs, for follow up questions to Ms. Anderson or the team.

Mr. Regan said from a cadence standpoint, he deferred to Mr. De Fries, but his recommendation is the more they engage on a regular basis with the legislators by caucus, the

better for HTA going forward in sharing the good work they are doing, even if a quick meeting. He said setting this up is critical to maintaining relationships with the legislators.

Mr. Chun said it is good to see good representation from the neighbor islands across the board. He recommends for the O'ahu one, that they do it shortly after the session ends, because although having the recording is good, the in-personal interaction would make a difference.

Mr. De Fries said they must make sure written quarterly updates are sent out in a timely manner.

Mr. Kam said it is good to share the recordings with the Board, too. He said Maui was very robust with healthy discussions, as well as Hawai'i island. He agreed with neighbor islands being very strong in contribution and said they have opportunity to improve on O'ahu.

Char Yuen added that it would be helpful to know whose staff attended the caucus meetings, and Ms. Anderson said she will let them know.

Mr. Casson Fisher said there were no comments from the public.

4. Review of the Destination Management Action Plan (DMAP) FY23 Budget

Ms. Anderson apologized for the late spreadsheet handout. She shared her screen and presented for the fiscal year 2023. The HTA started the budgeting process, and she wanted to share how the DMAPs are being funded, and this is beginning with fiscal year (FY) 2021, FY 2022 and the proposed the fiscal year 2023. Some of the projects are statewide, so they color-coded the spreadsheet, so the breadth of the DMAPs can be seen easily. She said it is not only DMAP funding, but also HTA branding funding and the statewide programs that are helping to move the DMAPs forward.

Chair Yuen asked Ms. Anderson to speak about the statewide program. She said this was to categorize where HTA funding goes towards, then broke it down out per island.

Ms. Anderson showed the statewide programs. Highlighted in yellow are things to do with branding, green is natural resource types of programs, purple is Hawaiian culture, orange is local business support or capacity building programs, and blue is planning items.

She showed the columns for the fiscal years 2021, 2022, and the proposed the fiscal year 2023 amounts. She mentioned that these were also submitted to the Ways and Means Committee as well.

Mr. Ka'anā'anā spoke about the challenge HTA has, as they have started to assign actual budget amounts to these programs. He reiterated that it is important to understand that it will take

some time for them to shift how the contractors report the cost to HTA, so they can track it in finer detail over time. So as the HTA gets into the next contract cycle, for various contracts, HTA will start to track the actual expenditure per island. So, if there is a program, for example, the Hawai'i Green Business program, HTA can understand how to assign some of the costs or programmatic dollars to the various actions on each island. Right now, they are not set up to do that, so HTA is in a transition period where they must start to set them up that way.

Ms. Anderson then reported the O'ahu DMAP budgets for the fiscal years 2021, 2022, and 2023. She said in 2021, HTA funds are broken up into what the brand teams projects are supporting, the planning team, and the island chapters. She said the island chapter funds for the fiscal year 2022, run through the three phases of the DMAPs. She added additional funds to the fiscal year 2023, but a lot of the actions they want to start in Phase 2, which is 2022. She spoke about the color codes, which match the statewide projects. Even though in the fiscal year 2021 direct budgets are \$2.27 million in total for O'ahu DMAP, be reminded that there are statewide programs that also carry out DMAPs as well.

Chair Yuen said that Ms. Anderson has a much-detailed spreadsheet that itemizes every action in the DMAP. She asked Ms. Anderson to show the anchor actions, broken down to see whether funding for it comes from the HTA Branding team, Planning team, or island chapters. Chair Yuen also noted that some actions do not require funding; some are just coordination. Chair Yuen said if the members want a more detailed spreadsheet, Ms. Anderson has one available. Chair Yuen said they are still working on a suitable format to report it out to the members, but it helps to understand that a big part of the branding budget is supporting DMAP action items.

Chair Yuen also added that the initial budget of \$500,000 in planning funds for DMAPs were low, because the team had to go through the new procurement process to encumber the funds by the end of the fiscal year and wanted to make sure it could be accomplished. However, as HTA is now tracking the funding needed to support DMAP actions, they will be able to prepare the budgets for the next fiscal years so they can be submitted to the Board for approval.

Mr. Ka'anā'anā said they will keep tracking the HTA budget in this way, and it will be part of Ms. Anderson's work to compile the information so that it is clear how much of the HTA budget supports the various DMAP action items. Chair Yuen asked for everyone's patience and said it was great to see all the sister state and county agencies helping at the last meeting. The DMAPs are there as HTA's roadmap, and they can break down what is being done and what is being funded.

Mr. Ka'anā'anā reiterated that as HTA moves forward, they will start to see how HTA matches action items as deliverables in the various contracts and tie them to specific DMAPs, and it is shown in his Resort Area Hawaiian Culture Initiative Contracts, where he ties it to which specific DMAPs.

Chair Yuen asked if there were any questions. Mr. Kam said he would like the detailed spreadsheet from Ms. Anderson. Ms. Anderson said she will send it to Mr. Kam.

Mr. Casson-Fisher added there were no questions or comments from the public.

5. Presentation, Discussion and/or Action from the Native Hawaiian Hospitality Association (NaHHA) on their Current and Proposed Future Activities

Chair Yuen introduced Ms. Sanders, the Executive Director of NaHHA. She said there is no action needed from the committee, but it is good to hear the update from Ms. Sanders and her team.

Ms. Sanders shared her screen that showed the NaHHA Work Plan Fiscal Year 2021 - 2022. She acknowledged members from NaHHA's Board or Directors who were present: Mr. Chang and Mr. Aeto. She introduced the NaHHA Board and Team. She said NaHHA's mission is to promote Hawaiian culture, values and traditions in the workplace through consultation and education, and to provide opportunities for the Native Hawaiian community to shape the future of tourism.

She said the presentation includes information from July 1st, 2021, to March 1st, 2022, and noted that NaHHA reporting for this period has not been received yet, as it takes time to report and close on deliverables to programs and projects. NaHHA's work is set to three main program areas: Training and Education, Product and Business Development, and Conferences and Convenings. These are the areas where NaHHA's major projects and programs are housed. A fourth area, HTA support is also included and will be shared.

Ms. Sanders spoke about Training and Education. NaHHA provides opportunities for the visitor industry workforce and members of the public to engage in interactive culture education and learning modules, conducted by NaHHA on a monthly rotating schedule. She said they continued their training offerings via virtual platform in 2022 and look forward to the possibility of hosting some in-person trainings as we emerge from the pandemic.

Ms. Sanders said NaHHA will continue to add digital content to NaHHA.com as they develop new resources, provide technical assistance and complete deliverables. Links to the 2022 revisions of the Ma'ema'e Toolkit, which is underway, will also be shared via their website once the project is completed. NaHHA tracks training statistics per session, which includes

information as of March 1st, 2022. Five new course offerings have been added to the rotating schedule. She reported that 2,420 people have participated in their training offerings, 55 training sessions have taken place, and their reach beyond Hawai'i includes thirteen different countries. NaHHA will continue to conduct trainings monthly until the end of the fiscal year.

She mentioned that in redesigning NaHHA.com they added a resource page dedicated to 'Ōlelo Hawai'i, which can be found at nahha.com/olelo-hawaii where tools and resources in the Hawaiian language are housed. They have uploaded two short videos to introduce some of the language fundamentals and have two instructional videos to show how to install the language keyboard to those devices. Coming soon are two additional tutorials for step-by-step instructions for PC and Android users.

Ms. Sanders spoke about Business development. NaHHA continues to connect resources with the visitor industry with community groups and other non-profit organizations, for access to tools, resources, capacity building, and foreign cultural resources that are working in the visitor industry. They call it Lamakū Ho'okipa. She said there is capacity building programs for Kama'āina businesses, community organizations and non-profits that speak to the principals of regenerative tourism and support of circular economy.

She said that NaHHA had identified sixteen new Lamakū or cultural resources that are actively engaged in the visitor industry that was not previously identified last year. Although there are actively 132 on the current list as of March 1st, the numbers are down from their 2020 and 2021 list. NaHHA has begun the annual survey of this group and 27% have responded. It is apparent that there has been some impact to this group with regards to having their role survive the pandemic, and as such they have been working on tools and resources for the sector of the workforce to support them with specialized education and training, mentorship, opportunities, sharing of best practices and other professional development opportunities. This includes content released on a dedicated subsite on NaHHA.com that they will be able to access with password protection.

She said NaHHA has been re-imagining the practice of mālama through active engagement with community groups and non-profit organizations, through collaboration with Traveltochange.

The Kaiāulu Ho'okipa program consisted of a six-week cohort of 29 community nonprofit organizations to actively workshop their activities and voluntourism experiences with the goals of building capacity so they can engage with the visitor industry. NaHHA brought in topical experts to present topics such as business basics, financial health, social media and website development.

Ms. Sanders also mentioned that NaHHA required cohort members to take prerequisite courses within NaHHA training offerings including Mālama, Aloha and at least one Waipana series. This partnership landed the attention of Alaskan Airlines and Hawaiian Airlines who have both since become sponsors of the program. The Hawai'i Venture Capitalist Association has also recognized their program and awarded NaHHA as social impact entrepreneur of the year for 2022. The cohort concluded in November 2021; however, the work continues as NaHHA plans to reconvene the cohort for additional next-level training opportunities in upcoming months.

NaHHA has continued to support the exchange of Hawaiian culture through gatherings and convenings, including the Festival for Pacific Arts and Cultures, and other experiences which elevate the creative economy of Hawai'i on a local, national and international level.

The annual convening of NaHHA's culture education conference Ka Huina is also scheduled for later in the fiscal year. In partnership with DBEDT creative industries, NaHHA has supported Hōkū Nights, a highlight on local Hawai'i based artists, and celebrates Hawaiian music and Ōlelo Hawai'i to a locally streamed audience and beyond. This program is nearing its conclusion with five of the six episodes filmed as of March 1, and numbers included on the spreadsheet are estimated before the final reports. NaHHA anticipates receiving statistical information regarding the number of kama'āina residents employed by the project.

Ms. Sanders also spoke about NaHHA providing support to HTA as a cultural resource and as a collaborator and contributor of virtual training support for all major markets, cultural and logistic support during the HTA tourism updates, as well as Hawaiian translation services for meeting agendas and HTA major documents. A highlight project that NaHHA will finish in the coming month is the full transition into Ōlelo Hawai'i for all the DMAPs. In April, these translations will be handed over to HTA for post-production formatting and distribution on GoHawai'i.com. NaHHA is on target to complete all their work and deliverables included in 2021/2022 workplan, by June 30th, 2022.

Ms. Sanders showed the next slides which highlighted their proposal for the FY 2022-2023 workplan, which is included in the meeting packet. The work will commence in July 2022 and will run through the end of June 2023. NaHHA's 2022-2023 workplan will consist of the same major programs as previously outlined in the current fiscal year. They will continue to support HTA as a cultural resource. NaHHA intends to expand the ongoing work from fiscal year 2021-2022, adding resources, tools and educational materials to NaHHA.com for both the industry workforce and their Lamakū Ho'okipa, and they hope to enjoy in-person opportunities in the coming fiscal year, as long as there are controls in place to protect audiences.

Ms. Sanders said NaHHA plans to record some training content for easier deployment in the industry, making the foundations of their cultural curriculum accessible, for playback in a protected, safe and integrity driven manner. The new strategies will help to build upon existing programs and services that support the industry workforce and make accessible the guiding principles of regenerative tourism and other key performance indicators. She said that in fiscal year 2022-2023 NaHHA will seek to create additional opportunities for kama'āina entrepreneurs to develop and grow capacity through a series of master type classes they intend to develop. The creation of new online and digital content will allow them to execute on-demand opportunities for learning and sharing of best practices with their cultural resources that are working in the industry Lamakū Ho'okipa. NaHHA will convene ongoing opportunities for this group for in person activities and learning modules.

In addition, NaHHA will continue to work on kuhikuhi.com which is their database for native Hawaiian owned businesses and entrepreneur ventures. This resource promotes locally owned businesses and contributes directly to the circular economy. NaHHA plans to partner with resources on GoHawaii.com/Mālama to build upon the value of Mālama and put it into action. NaHHA will capitalize on opportunities to collaborate and partner to make contributions to the number of regenerative tourism activities that are available and accessible to 'āina and visitors which contributes to a socially responsible and positive way.

She said NaHHA will continue to support meeting logistics and planning for the Festival of Pacific Arts and Culture, on behalf of HTA and its position on the commission. Ongoing functions of the festival director will continue to be supported by NaHHA until December 2022. NaHHA will also convene Ka Huina 2023, their annual cultural education conference in the final quarter of FY 2022-2023. As HTA considers the reconvening of in-person events, for the annual tourism legacy awards, and quarterly tourism updates, NaHHA will provide logistics and support to HTA. They also anticipate the resuming of in-person in market promotion travel, and NaHHA has in the past provided cultural resources such as artists, cultural practitioners and dancers. NaHHA will continue to respond to general enquiries regarding Hawaiian culture and language that come in from the public and future or potential guests to Hawai'i.

NaHHA's work aligns with the HTA Strategic Plan Objectives, Mālama Ku'u Home Strategic Mindset Objectives, Aloha+ Challenge Goals, UN Sustainable Development Goals, 'Āina Aloha Economic Futures Guiding Principals and the Destination Management Action Plan Items. Each activity they do is mapped in alignment with the above seeking the intersection of their work in alignment with the goals, objectives and principles in accordance with HTA's commitments.

Ms. Sanders said she is open for questions.

Chair Yuen asked if there were any question.

Mr. Downing asked two questions. He said, looking at the budget he was trying to understand how Ms. Sanders weighted conferences and events, which was half of the budget, versus their outreach, the first two categories.

Mr. Ka'anā'anā answered by saying they pulled from multiple budget line items. In the workplan that Ms. Sanders put together, part of what they have looked at and what the Board will approve, is the FestPAC line item, and those are the budgets for fiscal year 2023, so NaHHA's base budget that was approved in January was \$475,000. He said they have also included two lines items, one was the Ma'ema'e updates in the approved fiscal year 2022 budget, as well as the FestPAC line item they are proposing in FY 2023, so a lot is still in flux, so that is why the workplan was laid out for this presentation. The reason the meetings and convenings looks like half is because the FestPAC line item is included on top of the \$475,000 base.

Mr. Downing asked how long the FestPAC budget stays. Until 2024?

Mr. Ka'anā'anā said as of right now it has only been proposed to the Board in FY 2023. He also mentioned that in the packet is the full work plan. Each line item lists a goal addressed, starting at the Strategic Plan level and continues. He mentioned aligning the workplans and tracking them is how they are starting to do that. The PDF in the workplan details all.

Mr. Casson-Fisher said there were no comments or questions from the public.

6. Presentation, Discussion and/or Action on Reinstating the Resort Area Hawaiian Culture Initiative Program in 2022

Mr. Ka'anā'anā said they are proposing to reinstate and restart the Resort Area Hawaiian Cultural Initiative (RAHCI) Program which stopped during the pandemic. During the pandemic, they did not want to have programs that caused gatherings, so it was put on hold. The purpose of the program is to provide year-round cultural programs and entertainment in various resort areas statewide. He showed a slide with the alignment of how the programs support what HTA has outlined as their direction.

In the Strategic Plan, RAHCI directly addresses Objectives 1,3, and 4.

Mr. Ka'anā'anā spoke about the number of DMAP actions across multiple islands that called for certain actions to be supported. This ensures they can track them and make sure Ms. Anderson has all the information on what is being implemented from the Brand team that drives and support these actions. To measure the effectiveness of the program, they have proposed the

following program measures across the statewide program, which will be included in the procurement as the metrics by which HTA would judge and look at the performance of any awards. He mentioned a few important ones:

1. Number of out-of-state visitors served by the program.
2. Number of Hawai'i residents served by or participating in the program.
3. Overall visitor satisfaction with the program.
4. Likelihood to return to Hawai'i because of this program.
5. Percentage of participants who gained a greater appreciation of Hawaiian culture.
6. Number of events held.
7. Number of actual programming/event hours.
8. Number of administrative hours spent implementing the program.
9. Volunteers supporting the program, and
10. Paid staff supporting the program.

He spoke about the method of procurement and budget breakdown. He showed the proposal for how HTA would divide up what is available for each island, which were based on previous awards that were made on actual proposals received in the past. They tried to mirror some of that as a percentage with the \$250,000 in fiscal year 2022 funds. He said the method of procurement will be a competitive sealed proposal and a statutory authority to conduct that. The alignment of the statute was listed on the slide.

He spoke about things they were able to do in the past, for example, the Waikīkī Kūhiō Beach Hula & Torch Lighting program, and the Sunset on the Beach event. He stressed that these programs allowed the Hawaiian culture to be presented in a resort area, a venue for the residents and visitors to interact. He spoke about the Hilo Hula Tuesdays at the Mo'ohau Bandstand, which has gone on for several years. The slide showed statistics from 2019, which was the last year they held it. There were 49 Hula events with an average attendance of 152. Overall, the program attracted about 7,492 attendees.

He spoke about Kona, and the Hawaiian Sunset Saturdays. This program held twelve events in 2018 and 2019. Located in Kailua Village, this program featured hula and music monthly at an outdoor venue for people to gather and enjoy Hawaiian culture at sunsets.

He spoke about the Hawaiian Music Series at Lahaina, a series of free outdoor concerts for people to enjoy Hawaiian music on the green lawn of the Baldwin Museum. The monthly Hawaiian music series has been ongoing since 2009. It is now a Lahaina Town tradition with an average attendance of 5,500.

Next, he spoke about Kaua'i. Since 2018 HTA has not received any applications to host RAHCI Programs on Kaua'i, although the funding has always been allocated to support programs on Kaua'i. He said they have all tried to promote and will continue promoting it, so hopefully in the current year this program will come back.

Chair Yuen asked if the funding had already been budgeted, but Mr. Ka'anā'anā said it has not. He said the ask today is for the Ho'okahua Committee's recommendation to support the reinstating of the RACHI Program to the full Board. What will be taken up tomorrow at the Budget and Finance and Convention Center Committee is a budget reallocation that would move funds from unspent GoHawai'i monies to this resort area line item. Hopefully by the March 31 Board meeting, HTA can adopt and move things forward so they can issue the RFP.

Mr. Kam asked about O'ahu, and if they are investing in the other resort areas, such as Ko'olina and Turtle Bay. He asked if the focus should be geared towards Hawaiian music or dance, to have an active event where it happens weekly and is visible on the shorelines. He asked if more funding is needed to accomplish it. He said Mr. Ka'anā'anā is doing a great job at the airports but wanted to reiterate it is a good idea to give musicians and entertainers steady work.

Mr. Ka'anā'anā said this is open to all resort areas across the state. In the past they did not receive O'ahu applications or proposals from Ko'olina, Turtle Bay, or Lā'ie, the three of the four resort areas on O'ahu. He said they only received proposals in the past for Waikīkī. He encouraged all resort areas statewide to apply for the program.

Mr. Kam said they must spearhead it where it is more for the grassroots as it is a great opportunity to get local entertainers out there.

Chair Yuen asked who could apply for it? Mr. Ka'anā'anā said anyone could apply, not only resort areas. It is open to any non-profit organization. Mr. Ka'anā'anā clarified the definition of the resort area as a specific geographic region that HTA uses to focus the scope.

Mr. Kam said it seems like people are having a hard time applying as it seems only a limited group is applying.

Mr. Ching asked if it must be non-profit, and Mr. Ka'anā'anā said they had not written the procurement yet, but they have not limited it to non-profits in the past.

Mr. Kam asked if Mr. Ching recommends the program not be limited to non-profit because Duke's Waikīkī has been doing a lot in perpetuating the Hawaiian Culture on a consistent basis. Mr. Ching said he would not necessarily advocate for Duke's Waikīkī to get funding, but he said non-profit might be a limiting factor to get people to apply. He mentioned a few shops where

they can get music going to attract people to the shopping centers, which gives the local vendors and musicians work.

Mr. Ka'anā'anā said the county is also going through a pilot program through Enterprise Services to activate the arbors along Kalākaua so said it is open enough for them to apply. He said it is HTA staff's job to promote the RFP well and make sure they get it out to as many people as they can.

Mr. Chun asked if the scope of the program in the past was not just Hawaiian culture. An example is the Sunset on the Beach as it was open for both culture and entertainment. Mr. Ka'anā'anā said the scope has always had an emphasis on Hawaiian culture and practitioners performing in the resort areas. Part of the reason Sunset on the Beach proposals came up is the President and CEO at the time thought they were a good opportunity to partner with, so they were added as a supplemental to an existing agreement for that. They ensured they worked with the Waikīkī Improvement Association and the organizers of Sunset on the Beach to ensure they had cultural practitioners and cultural protocol in the opening and bands playing prior to the film screening, etc.

Mr. Chun said he wanted to make sure it is aimed at Hawaiian culture and practitioners.

Chair Yuen suggested reaching out to other resort areas as well because it might be difficult for non-profit organizations to secure a venue.

Mr. Ka'anā'anā said one mechanism could be to offer technical assistance to those wishing to apply and HTA can look how they can support that.

Mr. Kam asked what Mr. Ka'anā'anā envisioned, as he liked to see music all along the shorelines, and it is great for other resort areas. He said there is a gap in how they get the funding and facilitate or encourage this for the resort areas.

Mr. Ka'anā'anā said when looking at the purpose of the program, the vision he has is to create a Hawaiian sense of place in resort areas. He longs for the day when traffic is quiet and you can hear the culture of Hawai'i, such as the sound of kapa making, strumming of ukulele, the making of lei po'o. He said it would take effort on HTA's part to get the program RFP out.

Mr. Kam said he would love to see that come to life.

Mr. Downing reiterated what Mr. Ka'anā'anā said about his vision and to put it down on paper so HTA can help facilitate it happening. He said he thinks the disconnect is that people do not know how to do this. He said HTA should work with NaHHA or anyone else needed to find the people to promote this.

Mr. Ka'anā'anā said in their realm is to provide as much publication and attention on the RFP to make sure HTA gets it out at a grassroots level, beyond the usual methods of publishing and procuring via HANDS and the website. He said HTA is capable of this. The next step is to support and provide technical assistance to people to apply within the framework of procurement. He said a lot of the cultural practitioners or organizations who are adept at their practice found the RFP technical and intimidating. It is HTA's job to get the assistance to them.

Mr. Ching asked for clarification if the RFP is allowed to specifically say what it is looking for, such as lei makers, or must it be more a general request.

Mr. Ka'anā'anā said they could set in scope the kinds of practices, for example, kapa, lei making, ukulele, music, hula, but they cannot identify a practitioner.

Mr. Casson-Fisher said there was a comment from a Destination Manager, regarding the Waikīkī community. The Destination Manager said they get too much noise, and they should also be aware of the community's perspective in terms of music up and down the resort area. Mr. Ka'anā'anā's comment regarding the RFP and scoping process answered that comment.

Chair Yuen agreed.

Mr. Ka'anā'anā asked for a motion to recommend supporting the program to the full Board.

Mr. Kam made a motion, and Mr. Chun seconded. Mr. Casson-Fisher did the roll call and the motion passed unanimously.

7. Adjournment

Mr. Kam made a motion to adjourn the meeting and Mr. Ching seconded. All were in favor, and the motion passed unanimously.

Mr. Casson-Fisher concluded the meeting.

Chair Yuen adjourned the meeting 11:15 a.m.

Respectfully submitted,



Sheillane Reyes
Recorder