



**HO'OKAHUA HAWAII STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY
Thursday, May 19, 2022, at 3:00 p.m.
VIRTUAL MEETING**

MINUTES OF HO'OKAHUA HAWAII STANDING COMMITTEE MEETING

MEMBERS PRESENT:	Kimi Yuen (Chair), Keone Downing (Vice-Chair), Dylan Ching, George Kam
NON-VOTING MEMBERS:	David Arakawa
MEMBER NOT PRESENT:	Daniel Chun, Kyoko Kimura, Sig Zane
HTA STAFF PRESENT:	John De Fries, Keith Regan, Kalani Ka'anā'anā, Caroline Anderson, Maka Casson-Fisher, Irina De La Torre, Jadie Goo, Ross Willkom, Iwalani Kūali'i Kaho'ohanohano, Dede Howa, Carole Hagihara, Todd Toguchi, Yvonne Lam, Michele Shiowaki, Tracey Fermahin, Bryant Yabui
GUESTS:	John Clarke
ATTENDEES:	Kylie Butts, Gina Chun, Minh Chau Chun, Kainoa Daines, Jeffrey Eslinger, Lei-Ann Field, Kara Imai, Ayako Ishiwari, Sue Kanoho, Lani Kauai, Cheyenne Kelekoma, Susie Kim, Donna Kimura, Sunnie Lasconia, Darlene Morikawa, Karen Wataru Nakaoka, Patti Ornellas, Teri Orton, Jay Talwar, Marisa Wong
LEGAL COUNSEL:	Gregg Kinkley

1. Call to Order and Pule

Mr. Casson-Fisher welcomed everyone to the meeting. Mr. Casson-Fisher did the roll call. All members confirmed attendance and that they were by themselves. Mr. Zane and Mr. Chun were excused from the meeting. Mr. Casson-Fisher welcomed and introduced Mr. Clarke. Chair Yuen called the meeting to order at 3:01 p.m. and asked Mr. Casson Fisher to do the opening protocol and pule.

2. Approval of Minutes of the April 20, 2022, Meeting

Correction to Mr. Downing's opening about referring to his DLNR Board membership and not HTA membership. There were a few other clarifications.

Chair Yuen asked for a motion. Mr. Kam made a motion, and Mr. Downing seconded. Mr. Casson-Fisher did the roll call. The motion passed unanimously.

3. Presentation by John Clark on Hawaiian Names of Surf Sites in Waikīkī and How to Add them to Historic Trail Markers

Chair Yuen said the Waikīkī historic trail markers and map by Mr. Kanahele are in the meeting packets. Chair Yuen welcomed Mr. Clarke.

Mr. Clarke gave some background information. He started researching Hawaiian shoreline place names in 1972 when he was a lifeguard for two years at Sandy Beach. After that, he did a 33-year tour with the Honolulu fire department. During his 35 years of city service, he researched Hawaiian shoreline place names and the mo'olelo. The University of Hawaiian press published ten books that he wrote, which are all about shoreline place names. One of his personal interests was the names native Hawaiians gave to surf spots. He said they have about 500 surf spots in the Hawaiian Islands. Most of them have English names. Mr. Clarke was able to find approximately 150 Hawaiian names that were given to surf spots, and surf breaks by native Hawaiians.

He spoke about a few names and various surf spots in Waikīkī; for example, the Canoes, or Kapuni in Hawaiian, is the surf spot in front of the Moana Surfrider hotel; the Publics is called 'Aiwohi in Hawaiian; the Old Man's is called Kapua in Hawaiian. Mr. Clarke said the native Hawaiians named their surf spots in a similar way as they did, but the natives did not name the surf spots by the name of the land. For example, Haleiwa or Waimea.

Mr. Downing asked him to reintroduce the names given to surf breaks by native Hawaiians. Mr. Clarke suggested to Mr. Downing that a good place to start would be the Waikīkī historic trail, which has about 21 markers. He pointed out the trail facilitator, Mr. Palumbo, and that the trail is under the Native Hawaiian Hospitality Association. He spoke about the markers, and said they go all the way over to the Hawaii Convention Center. He suggested Mr. Downing that they already have something meaningful about culture and historical significance in Waikīkī, and it might be a good place to add one or two more markers, and reintroduce some of the native Hawaiian surf break names to Waikīkī, as a starting point. He said most of the 21 trail markers are surfboards. They were designed and put in place by Mr. Palumbo, the architect who designed them and helped put the project together, on behalf of Mr. Kanahele and everyone who kickstarted this. He suggested placing surfboard markers at the public surf spots, such as the Old Man's surf spot, such as the Publics ('Aiwahi) and the Old Man's (Kapua) surf spots.

Mr. Downing said the reason this idea came about is that he was trying to find how to reintroduce Hawaiianness. He wants this to continue moving forward, so he reached out to Mr. Clarke to see what they were doing and how they could expand on it and get it to be more interactive with their community and visitors. He said they get tie-in and can start bringing Hawaiianness back. Mr. Downing said it is important to know about the markers. He is glad that Mr. Clarke has been working on it. There are many pieces they can add to it, and Mr. Downing is open to ideas. He thanked Mr. Clarke for taking the time to talk to them.

Mr. Clarke suggested bringing Mr. Palumbo on board if they wanted to discuss it further. He said Mr. Ching knows him. He said this could be the next step in the process for Waikīkī.

Mr. Kam said this aligns with all the things that HTA holds dear. They are looking for guidance from Mr. Casson-Fisher, Mr. Ka'anā'anā, and their team. He said it would be good to follow in the footsteps of what Mr. Kanahele shared with them. It would also be good to hear from the Branding team, or Mr. De Fries about the possibilities.

Mr. De Fries thanked Mr. Clarke for the presentation. He said previously, he served as the acting executive director for the Native Hawaiian Hospitality Association when they commissioned architect, Mr. Palumbo to design and install the markers. Mr. Kanahele had a hands-on role in that. He said they are all obligated by statute to go down this road to advance the language, etc. He is grateful it is on the agenda and said they must explore it. He told Mr. Ka'anā'anā that he is not up to date on the talk about the deterioration of some of the markers over time. HTA and NaHHA had initial conversations on whether or not there should

be funding to make the necessary improvements. He said there might have been talks about putting more markers in place. He asked Mr. Ka'anā'anā if he had more knowledge of that.

Mr. Ka'anā'anā thanked Mr. Clarke for his presentation. He answered Mr. De Fries that they had initial conversations with NaHHA. They are trying to figure out who owns the website so they can update it, as it has the HTA logo from around ten years ago, and said there are lots of updates needed on the website. The next step is a condition assessment of the current markers. Some are more rusted than others. There were discussions on possibly adding more markers and updating the content on the existing signs. He recommended that the Board do it through NaHHA's contract and the 2023 scope of work they are negotiating on. It would be in addition to what the Board approved and saw a few months ago.

Mr. Downing and Mr. Kam concurred and said it was the right vehicle to get it done.

Chair Yuen asked if there were any questions. She suggested to Ms. Anderson that connections to the city and the steering committee could help, coordination-wise. Ms. Anderson concurred. Chair Yuen thanked Mr. Clarke for his presentation.

4. Status Update by Director of Planning Caroline Anderson of the Destination Management Action Plans

Ms. Anderson shared some of the key activities moving into Phase 2 of the DMAPs, continuing with Phase 1 for O'ahu DMAP. She thanked each of the island visitor bureaus, who are their partners, and the counties and state agencies, DLNR, for helping move the DMAPs forward.

She spoke about Kaua'i DMAP. Sustainable Tourism Association is doing a workshop with Kaua'i Visitors Bureau (KVB), DLNR (DAR and DOBAR). The purpose is to bring together operators and share about the dos and don'ts of recreational activities in water areas. They are also promoting the Pono travel messaging through the WAZE Apps at the airports and pre-arrival messaging. HTA is supporting County's Mobility Hub Study. They are going to be leveraging funds to conduct the study. It is one of the key things for Kaua'i to move visitors and residents around the island. KVB is also working on efforts with the Makali'i – Kaua'i cultural practitioners within the county, putting together a list of cultural practitioners for the industry. They are continuing to monitor "hot spots" on Kaua'i and engaging with DLNR and the county to see how they can help mitigate impacts. KVB will be implementing its community communications plan, reviewing and developing "We Are Kaua'i" training and onboarding materials (KVB). They are partnering with a non-profit organization on this. They

continue to support the Kaua'i made program and Alakoko storefront and assist local businesses with supporting buy local programs.

Ms. Anderson spoke about Maui's DMAP, its Key Projects & Activities. Maui's Visitor and Convention Bureau (MVCB) is at the stage where they are working with the county to get approvals to post sunscreen dispensers across the island at various county parks and beaches. This is the reef-safe sunscreen. They are continuing to assess and monitor hotspots with the county and DLNR, and see where they can assist. MVCB is working with the industry on the Rise Above Plastics program, and they are also looking at creating communication plans for Maui DMAP. They will be working with Maui Lodging and Tourism Association (MLTA) to work with their hotels and employers to stagger shift times to mitigate traffic congestion. They are looking at developing a program to encourage hotels and restaurants to prioritize purchases from local suppliers and create a list of locally grown and value-added products.

She spoke about Lāna'i DMAP. The MVCB will continue working with and staying connected with Pūlama Lāna'i and Resorts for Action B. They will, through MVCB continue to hold meetings with Lāna'i Advisory Group on messaging, and MVCB will develop collateral/directory of resources/website revisions. They will continue to grow the Mālama Hawai'i program. They are looking to address issues relating to Action H, including working with DLNR. This discourages companies from dropping off visitors who use the Lāna'i beaches, resources, and facilities without contributing back to it. They are also going to review hotspots and set priorities for Lāna'i.

She spoke about Moloka'i DMAP – Key Projects & Activities – Phase 2. They created a Moloka'i DMAP Task Force where they merged the steering committee and advisory group together. The next meeting is June 1. At the last task force meeting, the task force identified six committees on which they want to move the DMAP actions. She spoke about issues that the committee wanted to look.

Ms. Anderson spoke about Hawai'i Island DMAP, Key Projects & Activities – Phase 2. The next steering committee meeting is on June 9. For that meeting, they will be refining the sub-actions in the DMAP and reviewing the hotspots, and seeing how else they can assist. They continue to assess and monitor hotspots with DLNR and the county. IHVB has hired a facilitator to conduct community meetings regarding Waipi'o Valley. The next steering meeting is on May 20, 2022, and they are looking to have public meetings in Waipi'o Valley in the second week of June 2022. IHVB is also building up its network with Hawaiian Island Cultural Practitioners.

She said they are also looking to develop and create a communications plan and a community engagement plan for the DMAP. They are going to be working with the county to address hotspots at Keaukaha and Pohoiki with the county. They will also develop programs to encourage the visitor industry to buy local produce, products, and goods.

Ms. Anderson spoke about O'ahu DMAP – Key Projects & Activities – Phase 1 (ends September 2022). She said they would be connecting with DLNR regarding hotspots and stewardships. The Oahu visitor's bureau is developing a GetAroundOahu.com website (OVB), similar to the Hawai'i website. They are looking to create a plan/program to encourage the visitor industry to prioritize purchasing Hawai'i-based 'āina friendly products, services, and technology solutions. They are also looking to develop a plan/program to work with the visitor industry to feature or promote local products. She said they are connecting with DLNR and the county to discuss enhancing and promoting alternatives to overused sites. OVB is looking at conducting an assessment to understand industry partners' incorporation of Hawaiian Culture and 'ōlelo Hawai'i.

Mr. Downing asked which sunscreen brand they were using in Maui, but Ms. Anderson was unsure and said she would find out. Mr. Ching said he thinks it is Raw Elements, not a local company. Mr. Ching does not think the sunscreen can be made in Hawai'i because of the facilities. Mr. Downing asked who is liable if anything goes wrong or if someone gets an allergic reaction from it. Ms. Anderson said she would check the Maui Convention Bureaus while doing the project. Chair Yuen said Hawai'i island is also looking to pass a similar Bill.

There were no comments or testimony from the public.

5. Update on Legislative Session

Mr. Regan gave a quick update. He said a lot of work went into the process. They had to track many Bills related to HTA's work. They produced more than eighty pieces of written testimony on some of the Bills, both the Senate and the House.

He expressed his gratitude to the HTA team and the Board members. There were seven Bills that they were tracking and testifying on that made it through to the end. There were two budget Bills that were discussed - HB 1600 and HB 1147.

He thanked the HTA's Convention Center PIG and the legislative government affairs investigative committee, who worked hard to address concerns about the rooftop project. One other Bill they have been tracking that impacts HTA is the one that adds the DBEDT

director as a voting ex-officio member to the HTA Board, which is in front of the governor for approval. He recognized that Chair Kam, Vice-Chair Arakawa, and several HTA staff participated in discussions with House chairs at the end of the session related to HTA's budget. He said he just received the worksheets on their budget Bills, both for HB 1600 and HB 1147.

HTA's operational budget, including the Convention Center, is in HB 1147, which included \$60 million in general funds for the HTA operations, \$28.5 million in special funds for the Convention Center Enterprise Special Fund (CCESF) derived from Transient Accommodation Tax (TAT), and 26 positions for HTA for the fiscal year 2023 (FY2023). In addition to HB 1600, it is where the \$15 million general obligation bond to support the rooftop repair project is located. They will be moving forward with that in FY 2023.

Chair Yuen asked for clarification on the 26 HTA positions as there are only 25 positions currently. Mr. Regan said there was an additional position added to the HTA, included in the worksheets. That position is a community specialist. Chair Yuen asked if part of it is to make Destination Managers part of the HTA staff. Mr. Regan said he could confirm later, but the positions are specifically for O'ahu, Maui, Kaua'i and Hawai'i islands, so there are four community specialist positions on the worksheet.

Mr. Arakawa, on behalf of the Legislative PIG, thanked Chair Yuen for taking the lead on the Convention Center PIG and any matters related to the HTA budget. He also thanked HTA staff, including Ms. Orton. He built on the thought process of the budget and the positions. The Senate and House added one more position for HTA, and they proposed a reorganization of HTA. Under the current organization, only two HTA employees are specifically assigned to the planning function, DMAPs. However, there are eleven employees under the Branding section, and the Branding section does DMAPs.

Mr. Ka'anā'anā spoke on the Branding teams' function of working on DMAPs. He is overseeing programs that are directly addressing DMAP actions. The main goal is to see the DMAPs implemented. Chair Yuen said that everyone is working together to support the three pillars, even through branding efforts.

Mr. De Fries thanked Chair Yuen, Ms. Kimura, and Mr. Arakawa for their help navigating through the budget process. He is grateful to the WAM chair, the finance chair, and the two subject chairs.

Mr. Downing asked if the worksheets were part of HB1147. Mr. Regan confirmed that it is part of the Bill approved by the legislature. Mr. Arakawa clarified that the House Bill was approved by the legislature (House and Senate) on May 3, 2022. Mr. De Fries confirmed it is all general funds and is recurring. He anticipates it will show up in the base budget going into the next session.

There were no questions or testimony from the public.

Mr. Arakawa asked about Diamond Head. Mr. Arakawa wanted to know if there was any HTA involvement in that. Mr. Ka'anā'anā said HTA did not have direct involvement in developing the reservation system, but they did receive an email from DLNR a week before going live, asking for help. HTA took PR teams from the bureau side and HTA to develop a communications plan. That has been implemented, and HTA continues to communicate wherever they can. HTA is developing a current campaign with HVCB. HTA is meeting with airports to see if they can build a partnership with rental car companies to try to find another channel. They also have paid social to target visitors on O'ahu specifically.

Chair Yuen asked if HTA is also involved in relationships with the hotels, and Mr. Ka'anā'anā confirmed they are. He said they did this through the bureaus' distribution list, membership channels, and OVB.

Mr. De Fries asked Mr. Ka'anā'anā to speak about the volume they were doing. Mr. Ka'anā'anā said he does not have specific data, but they had not sold-out the daily 3,000 packs yet, but he thinks it is because more people are just finding out about it now. Residents can go without a reservation. Mr. Ka'anā'anā will send out the flyer that would be good for the public. Mr. Arakawa said Mr. De Fries asked an important question about maxing out. Mr. Ka'anā'anā said they are not maxing out and that HTA should be training with the DLNR offices and making a waiting list, where, if the visitor did not sign up for the app, they could advise where there are extra times to fit in and attend. This way will be more customer-friendly for visitor satisfaction. Mr. Ka'anā'anā said the contractor who administers has QR-printed codes that the visitors can use while in the line and make the reservation on site. With Ms. Anderson's help, he noted that they were able to secure some speakers for O'ahu's industry partner (May 20, 2022). They would present to the industry partners on the O'ahu industry partners Zoom call. Chair Yuen said the reservation solutions worked well and said everyone appreciated the experience when it was not overcrowded.

6. Discussion on Aerial Fireworks in Waikīkī and Other Locations Across the State

Mr. Downing said he wants HTA to start thinking about whether fireworks over the ocean are necessary or nice to have, and how it is working for their Mālama Ku‘u Home, and the Hawaiianness of culture. He looked at a testimony the previous Friday at a DLNR meeting, and he decided to bring it to the Board. He asked them to think about the pollution it causes in the ocean, etc., and if they are against it. He said Hawaiian Administrative Rules talk about littering and polluting their waters being prohibited. He wanted the committees’ thoughts on this and to know if they would be supporting it.

Mr. Arakawa said this is part of their kuleana, and it could be discussed at the Board or Administrative meeting. He asked if HTA should be requesting DLNR whether the fireworks violate the DLNR HAR rules about polluting the ocean. Mr. Downing said that as the HTA, there should be a decision one way or the other. He said it is for the Board to discuss. Mr. Arakawa asked if they should be asking the enforcement agencies about this.

Mr. Downing said they could go to the law, use the law, or go to the belief of what HTA would like to see versus what they would not want to see. He said that at the DLNR meeting the previous Friday, one fireworks display was passed, and one was canceled. Even the Board is having a hard time making a decision. He said it is more stance tourism will take, and HTA needs to weigh in.

Mr. Arakawa concurred. He asked Mr. Downing if it was brought up that fireworks violate the law. Mr. Downing said it was brought up in testimony.

Chair Yuen asked if DLNR requires clean-up as part of their approval. Mr. Downing said they do, but it is impossible to clean up if it is shot into the ocean. He said fireworks are mainly done for groups coming into town. Fireworks are not a necessity. New Year and July 4 are exceptions.

Mr. Ching concurred that there were too many fireworks. He concurred that the Board should have an opinion on fireworks. He said they are not really benefiting from fireworks.

Mr. Kam concurred with Mr. Downing and Mr. Ching. He said they did not have any fireworks in the last two and a half years and questioned if fireworks are necessary. He said it is good for hotels and business but not good for their ‘āina. They must look to transition into something else. He said it is important to express their concerns. He asked if there are rulings on the other islands with regard to fireworks. Mr. Downing said the two shows from the previous Friday in Kaua‘i were stopped. The Board voted against the two shows. The reason was the difficulty of cleaning the ocean.

Mr. Kam asked why Waikīkī was approved by the Board. Mr. Downing said the people doing the fireworks said they would try to clean well, close to shore. Mr. Downing's concern was that he did not want to put anyone out of business, but the Board brought up that they needed to look at transitioning to green fireworks, moving into drones, etc. He mentioned a light show at another event, which is another possibility.

Chair Yuen said it is important to inspire the industry to think of alternative solutions for celebrations. She asked if they must come up with a statement to the full Board as a recommendation. Mr. Downing said the Board must start thinking about it, as it is an industry that is mainly used by the hotels. It is education on how the hotels can help HTA. Chair Yuen said they would bring it to the Board to discuss.

There were no questions from the public.

7. Adjournment

Mr. Kam made a motion to adjourn, and Mr. Downing seconded. The motion passed unanimously. Chair Yuen concluded the meeting at 4:15 p.m.

Respectfully submitted,



Sheillane Reyes

Recorder