



**HĀLĀWAI PAPA HO'okele KūMAU  
KE'ENA KULEANA HO'OKIPA O HAWAII'**

**HĀLĀWAI KIKOHO'E & HŌ'EA KINO  
HYBRID IN-PERSON & VIRTUAL MEETING**

**REGULAR BOARD MEETING  
HAWAII TOURISM AUTHORITY**

**Po'ahā, Ka Lā 30 O Iune, 2022, 9:30 kak.  
Thursday, June 30, 2022, at 9:30 a.m.**

**Kikowaena Hālāwai O Hawaii'**  
Papahēle Wahi Kūkulu Ka'a | Lumi Papa Ho'okō A  
1801 Alaākea Kalākāua  
Honolulu, Hawaii 96815

**Hawaii Convention Center**  
Parking Level | Executive Boardroom A  
1801 Kalākāua Avenue  
Honolulu, Hawaii 96815

**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://bit.ly/HTAJune2022BoardMeeting>

*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.**

*'O ka po'e e komo ana ma nā hālāwai kikoho'e, ua hiki iā lākou ke hō'ike mai i ko lākou mau 'ōlelo hō'ike  
ma o ka māhele nīnau a hā'ina o Zoom.*

**Members of the public attending via Zoom may provide testimony through the questions and answer  
feature of the Zoom platform.**

**Papa Kumumana'o**

**AGENDA**

1. **Ho'omaka  
Call to Order**



2. *E Mālama 'ia ana ke Kikolā i hiki ke Ho'olauna 'ia nā Lālā Papa Ho'okele a me nā Kānaka 'Ē A'e e Komo pū ana me ka Lālā Papa Ho'okele inā 'a'ole i Laha Kahi*  
**Roll Call** to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic
3. *Wehena*  
**Opening Cultural Protocol**
4. *'Āpono i ka Mo'ō'ōlelo Hālāwai o ka Hālāwai Papa Ho'okele i mālama 'ia ma ka lā 26 o Mei, 2022*  
**Approval of Minutes** of the May 26, 2022 Board Meeting
5. *Hō'ike o nā Launa 'Āpono 'ia ma ka Hālāwai/Hō'ike 'Ikepili i Kūkulu 'Ole 'ia e ka Papa Ho'okele ma lalo o HRS māhele 92-2.5(c)*  
Report of **Permitted Interactions** at an Informational Meeting or Presentation Not Organized by the Board Under HRS section 92-2.5(c)
6. **Nā Hō'ike A Ka Luna Ho'okele/Luna Lawelawe Hana/Luna Alowelo**  
**Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer**
  - a. *Hō'ike No Ka Ho'okō I Nā Pāhana HTA Like'ole Ma Mei 2022*  
Relating to Update on HTA's Programs During May 2022
  - b. *Hō'ike No Ko HTA Ho'okō I Ka Papahana Ho'okele Huliau*  
Relating to Update on HTA's Implementation of Change Management Plan
7. *Ka Hō'ike me nā Nū Hou Mai Ke Kōmike Kūmau 'o Ho'okahua Hawai'i*  
**Ho'okahua Hawai'i Standing Committee** Report and Update
  - a. *Kūkākūkā, A'oa'o, a me ka Hana ma kā HTA Kāmua Mo'ohelu Kālā no ka Makahiki 'Auhau 2023*  
Discussion, Recommendation, and Action on HTA's Draft Fiscal Year 2023 Budget
  - b. *Kūkākūkā, A'oa'o, a me ka Hana ma kā ka Lawelawe Ho'oulu Waiwai Papahana Ho'opalekana 'Amelika – Kālā Huaka'i, Ho'okipa, a me Hana Nanea Kūlohelohe i Ho'okuleana 'ia i ke Ke'ena Kuleana Ho'okipa o Hawai'i e ke Kia'āina 'o Ige*  
Discussion, Recommendation, and Action on the Economic Development Administration American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Grant Assigned to the Hawaii Tourism Authority by Governor Ige
8. *Hō'ike'ike a me Kūkākūkā no ka 'Ike me ke Kūlana Mākeke 'Ānō ma Hawai'i a me nā Mākeke 'Oihana Ho'okipa Nui ma Hawai'i*  
Presentation and Discussion of **Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets**



9. *Hō'ike a me nā Nū Hou na ke Kōmike Alowelo Kūmau o kā lākou Hālāwai i mālama 'ia ma ka lā 15 o lune, 2022*

Report and Update by the **Branding Standing Committee** of their Meeting held on June 15, 2022

- a. *Hō'ike, Kūkākūkā, a me ka Hana e pili pū ana i ka Palapala 'Aelike Alowelo a Hokona & Lawelawe Ho'okele no ke Ke'ena Kuleana Ho'okipa o Hawai'i no Kina*  
Presentation, Discussion and/or Action on Hawai'i Tourism China's Brand Marketing & Management Services Contract
- b. *Kūkākūkā a me Hana ma ke A'oa'o e ke Kōmike Alowelo Kūmau ma nā Loli i Hāpai 'ia no kā HTA Kāmua Mo'ohelu Kālā no ka Makahiki 'Auhau 2023*  
Discussion and Action on the Recommendation by the *Branding Standing Committee* on Recommended Changes to the HTA Fiscal Year 2023 Draft Budget
- c. *Kūkākūkā, A'oa'o, a me ka Hana ma kā ka Lawelawe Ho'oulu Waiwai Papahana Ho'opalekana 'Amelika – Kālā Huaka'i, Ho'okipa, a me Hana Nanea Kūlohelohe i Ho'okuleana 'ia i ke Ke'ena Kuleana Ho'okipa o Hawai'i e ke Kia'āina 'o Ige*  
Discussion, Recommendation, and Action on the Economic Development Administration American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Grant Assigned to the Hawai'i Tourism Authority by Governor Ige

10. *Hō'ike me nā Nū Hou na Ke Kōmike Kūmau Mo'ohelu Kālā, 'Oihana Kālā, a me Ke Kikowaena Hālāwai*

Report and Update by the **Budget, Finance, and Convention Center Standing Committee**

- a. *Kūkākūkā a me Hana ma ke A'oa'o e ke Kōmike Kūmau Mo'ohelu Kālā, 'Oihana Kālā, a me Ke Kikowaena Hālāwai* ma kā ke Kikowaena Hālāwai o Hawai'i Hō'ike 'Ikepili Kālā me Nū Hou no Mei 2022 ma kā ke Kikowaena Hālāwai o Hawai'i Papahana CIP he 6-Makahiki i Hō'ike'ike 'ia ma ka Hālāwai o ka lā 28 o lune, 2022  
Discussion and Action on the Recommendation by the *Budget, Finance, and Convention Center Standing Committee* on the Hawai'i Convention Center's May 2022 Financial Report and Update on the Hawai'i Convention Center's 6-Year CIP Plan as Presented at the June 28, 2022 Meeting
- b. *Kūkākūkā a me Hana ma ke A'oa'o e ke Kōmike Kūmau Mo'ohelu Kālā, 'Oihana Kālā, a me Ke Kikowaena Hālāwai ma nā Loli i Hāpai 'ia no kā HTA Kāmua Mo'ohelu Kālā no ka Makahiki 'Auhau 2023*  
Discussion and Action on the Recommendation by the *Budget, Finance, and Convention Center Standing Committee* on Recommended Changes to the HTA Fiscal Year 2023 Draft Budget



- c. *Kūkākūkā a me Hana ma ke A'oa'o e ke Kōmike Kūmau Mo'ohelu Kālā, 'Oihana Kālā, a me ke Kikowaena Hālāwai ma kā ke Kikowaena Hālāwai Mo'ohelu Kālā no ka Makahiki 'Auhau 2023*

Discussion, and Action on the Recommendation by the *Budget, Finance, and Convention Center Standing Committee* on the Convention Center's Fiscal Year 2023 Budget

11. *Kūkākūkā me ka Hana e 'āpono i ka Papahana Lawelawe Kālā (GAP) i Hō'ike a Ho'āno Hou 'ia no kā ka Lawelawe Ho'oulu Waiwai Papahana Ho'opalekana 'Amelika – Kālā Huaka'i, Ho'okipa, a me Hana Nanea Kūlohelohe i Ho'okuleana 'ia i ke Ke'ena Kuleana Ho'okipa O Hawai'i e ke Kia'aina 'o Ige*

Discussion and Action to Adopt the **Grant Administration Plan (GAP) as Presented and Updated for the Economic Development Administration American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Grant** Assigned to the Hawai'i Tourism Authority by Governor Ige

12. *Kūkākūkā, A'oa'o, a me ka Hana ma kā HTA Kāmua Mo'ohelu Kālā no ka Makahiki 'Auhau 2023*  
Discussion, Recommendation, and Action on **HTA's Draft Fiscal Year 2023 Budget**

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 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 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 Hawai'i 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 Hawai'i's competitive advantage as a visitor destination.

*Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Moku'aina o Hawai'i, 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.



# HAWAII TOURISM AUTHORITY

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

David Y. Ige  
Governor

John De Fries  
President and Chief Executive Officer

*Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouana mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouana mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā [carole@gohta.net](mailto:carole@gohta.net) a i 'ole ho'ouana i ka leka i Ke'ena Kuleana Ho'okipa O Hawai'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - 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](mailto: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 and oral testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to [carole@gohta.net](mailto:carole@gohta.net) or [by postal mail to the Hawai'i Tourism Authority, 1801 Kalākaua Avenue, Honolulu, HI 96815 - 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](mailto:carole@gohta.net)) no later than 3 days prior to the meeting so arrangements can be made.

*E like nō me ka 'ōlelo a ke Kānāwai 220, e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi e hiki ai ka po'e o ka lehulehu ke noho a komo pū ma nā hālāwai ma o ka ho'ohana 'ana i ka 'enehana pāpaho (ICT). Aia ana kēia 'enehana pāpaho ma ka papahelu mua o ka lumi ho'okipa i mua o ke Ke'ena Kuleana Ho'okipa o Hawai'i ma ka Hale 'Aha. 'O 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815 ka helu wahi.*

In accordance with Act 220, the Hawaii Tourism Authority will not establish a remote viewing area for members of the public and board members to view and participate in meetings held using interactive conference technology (ICT) because there will be an in-person option for members of the public and board member to view and participate in the meeting. As a reminder, the in-person option will be available on the 4th Floor in Ballroom C at the Hawaii Convention Center at 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815.