1. Call to Order and Opening Protocol

Mr. Casson-Fisher did the opening protocol. Chair Rafter called the meeting to order at 9:04 a.m.

2. Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic

Mr. Regan did the roll call. Everyone confirmed attendance and that they were alone, except for Mr. Alameda, who had his sister and son in the house, and Ms. Kimura, who had Mr. Glenn Yamasaki Kimura in the house.
3. Approval of the Minutes of the April 26, 2022, Committee Meeting

Chair Rafter asked for a motion to approve the minutes. Mr. Alameda made a motion and Ms. Kimura seconded. Mr. Regan did the roll call, and the motion passed unanimously. Mr. Regan said nine voting Board members were in attendance and moved them over to the panelist side as per Chair Rafter's request. Mr. Ching and Mr. Kam joined on the panelist side. Chair Rafter recognized that Rep. Onishi was on the call.

4. Presentation, Discussion, and Action on the Hawai‘i Tourism Authority’s April Financial Report

Mr. Togashi presented the April 2022 Financials. He said the financial packets have details of HTA’s financial position and related transactions covered across multiple documents, including balance sheets, statements of revenue and expenditures, budget statement summary, budget detail, budget reallocations, and an executive summary capturing all, as of April 2022.

Mr. Togashi reported on the budget statement summary on page 48 of the meeting packet. There are four main funds, represented by the four quadrants. They anticipate the release of $60 million in ARPA funds, of which $44.2 million has already been released by BNF for availability and reported onto the financials. Over a series of meetings, the Board approved the fiscal year 2022 (FY2022) budget of $48,850,000 through April, of which $37.2 million has been encumbered. Approximately $11.2 million of the budget has not been approved yet, including $10.7 million that has been deferred and $450,000 that is to be reprogrammed.

In April 2022, the primary activity is reporting encumbrances related to $1 million for the rebranding of the Hawaiian Islands, $250,000 for a creative agency, and almost $100,000 for branding memberships and use $75,000 for planning tools and assessments. In April 2022, BNF approved the re-classification of HTA's ARPA federal reporting categories, from negative economic impacts to revenue loss and replacement. There were no budget reallocations in April 2022. Budget reallocations for the year to date, as well as for the month, are included in the meeting packets under the budget reallocation summary on page 43.

Mr. Togashi spoke about the FY2022 activity for the Tourism Special Fund (TSF). Although the TSF sunset on January 1, 2022, the summary showed revenue receipts that came in before sunset. That may continue to see revenue such as interest and refunds until all prior encumbrances have been paid out. Through April 2022, HTA recorded $293,000 in
miscellaneous revenue for this fund. He said for the ARPA Convention Center Federal Fund, a total of $11 million had been released for BNF for the Convention Centers availability and approved by the Board for expenditure. This $11 million will primarily be used toward funding significant repair and maintenance projects since there are already encumbered funds for the HCC FY2022 operations using FS 2021 TAT restart funds. They are currently working on drafting that contract to encumber those $11 million of ARPA funds.

Mr. Togashi noted that in March 2022, the Board approved $490,000 reallocation to fund necessary property insurance premiums for the HCC. As previously reported at the last Board meeting, they sought and received approval from BNF to extend the performance period for the use of $11 million in ARPA funds, to June 2023. That was always the understanding with BNF that maintenance projects are longer in duration, take planning and procurement effort, and require more time.

Mr. Togashi reported that they received approval to provide ASM with the additional necessary time. He said for CCESF activity, for April 2022, they received the full $11 million in CCESF TAT allocation and $4.2 million in HCC and other revenue. At the March 2022 BFCC meeting, he recalled a slide he presented that showed the HCC's current sources of funding, the vehicles for expending those funds, the resulting types of expenditures, and its tie-in to the importance of the recently approved legislative request, which they are grateful for. For the financial position as of April 30, 2022, they have access to $37.4 million in the Tourism Federal Fund, which represents a decrease of $2.5 million from March 2022 due to disbursements related to operational and program expenditures. A summary of the funds released by BNF, compared with the amount of waterproof budget and related encumbrances, is in the meeting packet.

Item 3 of the Executive Summary provides a chronology of the budget’s approval over six Board meetings. He spoke about the Tourism Special Fund (TSF). As of April 2022, they had $38.5 million in cash investments, which represents an $8 million decrease from March 2022. That was due to disbursements related to program expenses, including $6.4 million in community program expenditures that include payments to support CEP and DMAP programs. He spoke about Mr. Arakawa mentioning earlier that they need to continue to show efforts in community programs. He pointed out that it is evident in the $6 million payments he outlined. Mr. Togashi showed a slide with their downward trend of cash balance. He said it is consistent with the previous fiscal year, except they do not anticipate receiving an influx of funds as they did the last FY with the temporary activation of TAT distribution that came in June 2021. Of the $38.5 million in cash, $5 million is reserved as emergency funds, $29.6 million is encumbered to contracts, and $3.9 million is unencumbered. They anticipate that $3.9 million of unencumbered funds will increase as they continue to see savings from certain encumbered
contracts, which are realized throughout the year. The TSF sunset on January 1, 2022, pursuant to Act 1 of the 2021 legislative special session, and left $3.9 million available to return to the state’s general fund, and the $5 million in an emergency fund will remain as HTA’s reserve. The $3.9 that will be returned to the state general fund represents an almost $1 million increase reported in the prior month. He highlighted that and said that $900,000 of that increase related to encumbrances that they had disencumbered from Hawai‘i Tourism Japan's 2021 contract, which were not spent. He said they had been asked to consider reducing market activity and have had numerous policy level discussions at the Board level on the amount they should be spending in the markets during the pandemic. The disencumbering of the $900,000 is an example of staff and contractors working together to continuously monitor for appropriate investment levels, using discretion based on their understanding of the market, and adjusting spending as necessary to exercise prudence over their funds. Mr. Togashi said they are not just spending to spend.

$11 million is available and budgeted for the ARPA Convention Center Federal Fund, primarily for maintenance and repair projects. CCESF has $50.3 million in cash, representing a $630,000 decrease from March 2022, primarily due to $1.7 million in disbursements for Convention Center operations, which was partially offset by $1.1 million in revenue receipts. Of that $50 million, $34.2 million is encumbered for contracts, which were initially encumbered at $35.1 million. That represents funds they encumbered using FY2021 TAT restart funds and the CCESF reserves. The remaining $16.1 million of unencumbered funds in the CCESF, including the $11 million in TAT they received earlier in the year, includes the continued deposit of the HCC revenue and will primarily be stored as a recurring maintenance reserve for future deployment.

Mr. Togashi thanked the legislature for allowing them to deploy those much-needed funds for a similarly much-needed backlog of repair and maintenance projects they have at the Center.

At the beginning of the FY, the CCESF had reserves of $870,000. They anticipate that balance to increase to approximately $16.4 million by the end of the FY. That balance is currently $16.1 million. The increase is due to a deposit of the HCC revenue and receiving the $11 million in TAT. Of the $16.4 million, approximately $14 million is earmarked to support the 6-year repair maintenance plan.

Chair Rafter asked if there were any questions.

Mr. Atkins asked about the Center for Music and Dance, where they accrued $6 million. He asked where that is accounted for.

Mr. Togashi said it is in item 19, in the footnote, mentioned that it was encumbered at the end of the FY2021 into the AEG ASM contract to help fund the Center for Music and Dance.
Ms. Kimura asked if the $3.9 million going back to the general fund is going back at the end of June or December 2022.

Mr. Togashi said there is no specific timetable currently. Those funds will need to be called, but the funds are available when called. The number continues to grow as they realize savings and earn investment interest.

Chair Rafter asked how much of the $3.9 million is of the HTJ savings. Mr. Togashi confirmed it was $900,000.

There were no questions from the public or testimony.

Chair Rafter asked for a motion to recommend approval. Ms. Kimura made a motion and Mr. Alameda seconded. Mr. Regan did the roll call and the motion passed unanimously.

5. Presentation, Discussion, and Action on the Hawai‘i Convention Center’s April Financial Report and Update on the Hawai‘i Convention Center’s 6-Year CIP Plan

Ms. Orton did the presentation. She said it was a busy month for the HCC. She budgeted for 11 events which materialized into 21. There was a significant increase in the attendees to the building. They had budgeted for 13,000 attendees, but actualized just over 40,000 attendees. One notable event was Kawaii Kon. They budgeted for 4,000 attendees, but 18,000 attendees showed up. There was a line outside the building for people to get in and to be checked for vaccination cards.

In April 2022, there were two sporting events - volleyball & basketball, and they were expecting a little over 2,300 attendees, but 11,000 attendees materialized. Kawaii Kon was budgeted to generate $24,000 in revenue, and it came in seven times over $170,000 plus or minus. There were record sales and concessions. Lots of people showed up and wanted to eat and drink. The event organizer was happy with the turnout.

The sporting events generated $72,000. They were unsure of the attendance before it happened, but it was a great turnout. Since the fiscal year began in July 2022, they experienced 37 cancelations, about $2.2 million in lost revenue, but are busy closing that gap. The forecast for the remainder of the year is looking up, $638,800 better than they budgeted. The definite city-wides they have serviced in May 2022 have generated tax revenue for the state - about $3.7 million, and visitors spent about $32 million for the first three events they serviced in the fiscal year. On average, the total revenue is roughly $41.4 million, and with the expenses added to that, the ROI is approximately $3 for every dollar spent at the HCC to date.
She spoke about the recent events: MRS Spring Meeting 2022 (May 6-13) with 4,000 forecast attendees and the Hawai‘i Baptist Academy Commencement (June 4) with 2,000 attendees. For May, around 7 to 9 commencements took place at the HCC back-to-back. Monet Exhibit, The Immersive Experience, is coming up on June 13 to July 31, estimating 100,000 attendees. The attendance forecast is doubling or tripling in some cases. Also upcoming are the Joy of Sake (June 24) and Hawai‘i Active Senior Expo 2022 (June 25 to 26).

She listed the definite city-wide bookings for the remainder of the year. They just finished MRS Spring Meeting 2022 with 4,000 attendees. She showed the numbers that the events bring in. For May 2022, there were 18 events. She showed the slide for June 2022 with 17 events. For July 2022, they have 13 events. The next three months coming up are very busy. Staff has been working 15 days straight, with little time off.

She spoke about tentative local bookings for the next three months that they are trying to make definite. Most of the list is now definite bookings. She highlighted some advertisement drops and pick-ups, letting everyone know that the HCC is open.

Ms. Orton asked if there were any questions.

Chair Rafter asked where the attendees for Kawaii Kon came from. She said she could get the breakdown, but it was primarily locals, mainly from the island of O‘ahu. There were some visitors from neighbor islands. When Asia opens up, they will get Japanese visitors.

Ms. Kimura asked how they handled the parking with all the attendance. Ms. Orton said Ala Moana shopping center had hired someone to manage parking for offsite events to use the parking space. They have an app that can be downloaded to arrange parking. Six hundred stalls were stanchioned off on the lower parking of the garage. They give out flyers with scanning codes for the app. There is hourly, half-day, and full-day rates available. This partnership works well for them as it is right across the street from the HCC.

Ms. Orton turned the floor to Ms. Tait for an update on the repair and maintenance at the HCC.

Ms. Tait said they issued an RFQ RFP for PM and construction management services for construction projects at the HCC. They are new projects. They want to be transparent in the companies they will be using. They are busy with the bidding process to open up for other companies to bid on. They will be issuing the RFP for the kitchen hood control panel and the fire suppression project in the next few weeks. They are targeting the ARPA projects moving through the 6-year plan. They are finishing up the RFP for the chiller replacement and have hired a consultant to provide guidelines for the new system to address. The chill water pipe is also in the pipeline. She highlighted the ARPA-funded projects. She said some of the items on
the list would be assigned to the new project management company - the parapet roof repairs and the stairwell 5 & 6 repairs, which will be included in the temporary rooftop repair. She spoke about the HCC-managed projects - wallpaper replacement and the airwall repairs.

She showed a list of completed projects: leak repairs, and chiller repairs. She spoke about the trellis project with the challenges due to COVID. Many of the challenges were also related to ship-in materials from the mainland, but she said the trellis project is complete. They are fine-tuning the controls of the louvers and the lighting. They had a demo a few weeks back, and she shared some pictures. The louvers are located on three floors - the third-floor meeting room, the fourth floor rooftop and the parking level. With varied degrees, the louvers can go from full closure to full opening. The lighting has a range of colors. They selected 14 different colors. There will also be custom colors and designs based on what the event may need. With each color, they are working on varying degrees of dimming. This is all controlled by an app. Event managers will be using their cellphones to control these settings as needed. The first event where they will be using the colors on the rooftop is on Saturday, for the Nā Kūpuna Nights event.

There were no questions or testimony from the audience.

Chair Rafter asked for a motion to recommend approval to the full Board. Ms. Kimura made a motion, and Mr. Arakawa seconded. Mr. Regan did the roll call, and the motion passed unanimously.

6. Presentation, Discussion, and Action on Proposal to Reallocate $225,000 from BLI 702 (Community Product Capacity Building) to BLI 014 (Pono Travel Tips)

Mr. Kaʻanāʻanā said they have been trying to reach visitors, and a significant touch point they identified is the airports. He said two pieces are important. First, HVCB has the current campaign running in the airports, launched April 18, and runs until the end of June 2022, when the HVCB contract ends. From June 2022, HTA will pick up the contracts with the two airport advertisement companies. There is one for all the neighbor island airports and one for Honolulu. The budget reallocation request would allow HTA to run those airport messages on the digital and fabric displays from June 2022 through June 2023. The vendors will present the locations at the Board Meeting. In preparation for the presentation and approval for the total budget of $400,000 for airport advertising, it is to place all the messaging at the airports.

There were no questions or testimony from the public.
Chair Rafter asked for a motion. Ms. Kimura made a motion, and Mr. Atkins seconded. Mr. Regan did the roll call, and the motion passed unanimously.

7. **Presentation, Discussion, and Action on Proposal to Reallocate $106,000 from BLI 702 (Community Product Capacity Building) to BLI 102 (Hawai‘i Tourism Summit)**

Mr. Ka‘anā’anā said they hosted several updates and events to keep the communication and outreach with the community and other stakeholders in the past. They are planning for an in-person HTA conference, the Fall Tourism update. The attention is on November 1 and November 2, 2022, and they will host the HTA conference in the fall of 2022 at the HCC. When they budgeted for this line item initially, they were not sure if they would be able to return to in-person. The cost has increased, so the reallocation request supports the return of these in-person events. He noted that the week before the public session is also the internal GMT meeting when all the GMTs come in person and meet with everyone.

Chair Rafter said the events are well attended by all industry members.

Ms. Kimura asked what the original budget was. Mr. Ka‘anā’anā said it was $125,000.

There were no questions or testimony from the attendees. Mr. Arakawa made a motion to recommend the approval of the reallocation, and Mr. Alameda seconded. Mr. Regan did the roll call, and the motion passed unanimously.

8. **Presentation, Discussion, and Action on the Revised Fiscal Year Budget Process**

Mr. Regan said they have a new process HTA needs to follow, which involves a lot of communication with the legislature regarding HTA's budget. They looked at the schedule to see how they could align with the legislative process to ensure the budget that is put forth is formally adopted and approved by the Board through a process. Included in the meeting packet is a revision of the Budget Process. He showed the slide with the process that starts in April 2022 and ends in July 2023. He recognized that they are in the process where they are working with the Board to go through what has been approved by the legislature and to incorporate it into HTA’s official fiscal year budget. It will be the FY2023 budget they will be working on. He said the process the team worked on, is lining up well with the overall legislative process. He asked for the chair to adopt the process to have it as a formal path forward as it relates to HTA’s development of the fiscal year budgets.
Chair Rafter asked if they had to approve the new budget by July 1, 2022. Mr. Regan confirmed that as correct. He said HTA would get the budget instructions from the governor’s office or budget and finance and/or DBEDT around October or November 2022. He said they want their version approved by the Board in August or September 2022, understanding that it is a preliminary draft as they might have to make adjustments.

Ms. Kimura asked if they must recommend approval to the Board, or if the BFCC committee can adopt the process. Mr. Regan said it would be great if the Board could adopt the process, which is the recommendation.

Ms. Kimura made a motion to recommend to the Board the approval of the Budget Process. Mr. Alameda seconded. Mr. Regan did the roll call, and the motion passed unanimously.

9. Presentation and Discussion on the HTA’s Fiscal Year 2023 Draft Budget

Mr. Regan said the team worked hard to get the proposal for the fiscal year 2023 (FY2023) budget. Everyone received a copy. He said the intention is to accept it as being introduced to the committee, and requests the Board accepts the introduction, not approval of the budget, with the intent that it will go back to the BFCC in June 2022, with questions about the draft. The Board will make the final approval of the FY2023 in the June 2022 meeting.

Mr. Kinkley said there is no action to be taken, but it is important that in the BOD, there is an agenda item that says the Board is ready to accept the introduction.

Chair Rafter said Board members would be meeting in groups of two to go through the budget.

Mr. Arakawa asked if they recommend initiating the Budget Process, starting with the document based on the draft proposal that has been submitted. Mr. Arakawa made a motion to initiate the Budget Process for 2023, starting with introducing the proposed budget as described by Mr. Regan. Mr. Atkins seconded. Mr. Regan did the roll call and the motion passed unanimously.

10. Economic Development Administration FY 2021 American Rescue Plan Act Travel, Tourism, and Outdoor Recreation Grant Assigned to the Hawai‘i Tourism Authority by Governor Ige
Mr. Regan said that in August 2021, the Economic Development Administration (EDA) had a grant opportunity for the state of Hawai‘i that related to tourism and outdoor recreation. HTA felt it was a great opportunity for them to consider getting involved. Gov. Ige assigned the project to HTA and communicated that with the EDA. Moving forward, there were discussions between all the departments, so it took some time to put the pieces together with the funding opportunity. They were informed that since it involves outdoor recreation, the DLNR will participate in the process, and a portion of the funding would be to support projects and programs that align with the funding opportunity. The HTA will be working closely with the EDA. Mr. Regan, Ms. Anderson, and Mr. Togashi have been working directly with EDA and the HTA team, including Mr. Ka‘anā‘anā and Mr. Masuda, first deputy director from DLNR. The meeting is the grant administration plan that they have all been putting together. They are asking that the BFCC approve the grant administration plan as presented so that it can be transmitted to the EDA, and then move forward with the projects included in the process. Mr. Regan spoke about the slide showing the grant information.

Total funding for the grant is a little more than $14 million. There are specific requirements on how the funding can be used. Projects that would support the economic recovery of the travel, tourism, and outdoor recreation sectors include tourism marketing and promotion campaigns, workforce training, economic development planning, and coordination, technical assistance projects to assist regional economies to recover, upgrades/retrofits to existing travel, tourism, and outdoor recreation, infrastructure, infrastructure projects that lead to long-term increases in tourist activity, and their uses to support the travel, tourism, and outdoor recreation industries.

Mr. Regan noted that the other uses category requires an extensive amount of work and communication with the EDA to ensure what is outside the specific uses, is acceptable to the EDA. What is presented in the grant administration plan does not involve other uses to support travel, tourism and outdoor recreation. He felt it best to align the HTA with the specific eligible uses that were included in the NOFO.

Mr. Regan spoke about HTA’s side of the grant. HTA is requesting to allocate a significant portion of the funds towards the Tourism Recovery Branding and Education Campaign. He asked if Mr. Ka‘anā‘anā wanted to share insights on how the funds will be utilized to support the activity approved through the EDA grant.

Mr. Ka‘anā‘anā reiterated that there were requirements and measures of success that the EDA outlined. He said the best course of action and recommendation to the committee is that the $4 million should be allocated to HTA’s Branding campaigns, $3,250,000 would be for paid media campaigns, and $750,000 would be for co-op programs and various wholesalers. He
noted that in the FY2023 budget, they proposed that the allocation for markets is there, which can help bolster and support those amounts.

Mr. Arakawa asked Mr. Ka’anā’anā if the Branding Committee had spoken about the program before. Mr. Ka’anā’anā said it is the first step and the first committee.

Mr. Regan spoke about another project, the Urban Trail. This is a trail where people can go from one historical site to another in downtown Honolulu. They felt this would be a great opportunity for visitors and residents to have an experience learning about the history of Honolulu and Hawai’i and interact and engage with businesses along the route. There is an opportunity to learn, support local businesses, and get exercise on the trail. With technology, people could incorporate augmented reality into the experience. HTA would intend to contract a vendor that would be able to build this, and they are asking $750,000 to support the design implementation rollout of the trail experience.

Mr. Atkins asked if it would need to go out to RFP and Mr. Regan confirmed that as correct. He said there are innovative people in their community that could help. Mr. Regan said there could also be physical aspects to the project, like trail markers placed in different areas with QR codes. Although everyone does not have a cell phone, they may still be able to read a sign describing the part of the trail. It will also encourage businesses to be open for visitors along the trail.

Ms. Kimura asked how much was available in total. Mr. Regan confirmed that there is $14 million. $7 million is going to DLNR, and the balance is going to HTA projects.

Ms. Anderson spoke about the Community Tourism Collaborative project for the EDA. The purpose is to provide capacity-building technical assistance to communities interested in stewardship, destination management, or tourism project development. The second area is tourism product development, working with communities seeking to steward lands, provide them training and resources, or work with communities to develop strategies to shape the type of tourism they want for their communities. An example is Agriculture tourism. It provides building skills, provides for better resident visitor interaction, and creates new products for the destination.

Mr. Regan spoke about the DLNR projects that align with the DMAPs. He said every one of the proposals ties into one or multiple actions or sub-actions within the DMAP. He spoke about an exciting proposal that dealt with the development and restoration of the Waikīkī snorkel trail. In addition, managing the grant will require resources that HTA generally does not have, so part of the grant includes utilizing the funds to bring those resources on board. This is so that HTA complies with the EDA’s requirements for using the federal funds. There is a lot of reporting
involved in the projects. He said there is sufficient time to complete the projects, and they need to be completed by May 2027. HTA's goal is to get the projects completed as quickly as possible. The monies will only be available until December 2026.

Mr. Atkins said two projects in Kau‘i stood out to him. He asked if they could expedite some of the trails they are busy with because the areas that are not improved are dangerous. Mr. Regan said the goal is to work closely with DLNR to get projects done soonest. He agreed that some need to move quicker than others. Once there is approval and acceptance by the committee and the Board, they can submit it formally to EDA and get through everything soonest. Mr. Atkins said it would be helpful to get updates every six months so that the community can be aware of the progress. Mr. Atkins commended everyone on their hard work. Mr. Regan praised the team for their work and thanked Mr. Atkins for his comment. He said Ms. Anderson has played a significant role in the EDA grant. He said his intent is to keep the Board updated. He said they will show the EDA that HTA are capable to make this a success.

Mr. Atkins said it also bodes well as why they came up with the four pillars, which will fit into their five-year plan. Chair Rafter left the call, and acting Chair Atkins took over.

Ms. Kimura asked if each proposed program goes out for the RFP and Mr. Regan said the partnerships HTA has with state agencies, through procurement laws, there is an exemption for that, so they will not have to procure, e.g., the DLNR relationships that they have, but for the others, the intent is to procure through 103D. That is something he had to inform the EDA of during the initial phases of the process.

Mr. Arakawa asked if there would be a committee monitoring the funds, programs, and progress. Mr. Regan said he would like to keep the updates in the BFCC because it is approving the grant administration plan so that they can provide updates to the other committees, as per his recommendation.

Acting Chair Atkins said they should have presentations on the progress going forward. Acting Chair Atkins asked for a motion to recommend approval. Mr. Arakawa motioned to recommend approval of the grant administration plan as presented. Mr. Alameda seconded. There were no questions from the community. Mr. Regan did the roll call, and the motion passed unanimously.

11. Adjournment
Mr. Alameda made a motion to adjourn, and acting Chair Atkins seconded. The motion passed unanimously. Mr. Regan concluded the meeting. Acting Chair Atkins adjourned the meeting at 10:38 a.m.

Respectfully submitted,

____________________________________
Sheillane Reyes
Recorder