



**HĀLĀWAI PAPA ALAKA'Ī KŪMAU
KE'ENA KULEANA HO'OKIPA O HAWAII'**

**HĀLĀWAI HŌ'EA KINO A KELEKA'A'IKE
HYBRID IN-PERSON & VIRTUAL MEETING**

**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY**

Po'ahā, 17 Nowemapa, 2022, 9:30 kak.
Thursday, November 17, 2022, at 9:30 a.m.

Kikowaena Hālāwai O Hawaii'
Papahale Ho'okū Ka'a | Lumi Nui A
1801 Alaākea Kalākaua
Honolulu, Hawaii 96815

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

E ho'olele ʻīwā ʻia ka hālāwai ma o ka ZOOM.
Webinar will be live streaming via ZOOM.

E kāinoa mua no kēia hālāwai:

Register in advance for this webinar:

https://us06web.zoom.us/webinar/register/WN_Wcqr_f6hRGG3SUP1uvZ9jQ

Ma hope o ke kāinoa ʻana, e ho'ouna ʻia ana ka leka uila hō'ōia iā ʻoe nona ka ʻikepili komo hālāwai.
After registering, you will receive a confirmation email containing information about joining the webinar.

Hiki i ka lehulehu e komo ana ma ka hālāwai ma o ka Zoom ke hō'ike mai i nā ʻōlelo hō'ike ma o ka māhele nīnau a pane o ka Zoom.

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

Papa Kumumana'ō
AGENDA

- 1. Ho'omaka**
Call to Order
- 2. E Mālama ʻia Ana Ke Kikolā E Kāhea Ai I Nā Lālā Papa Alaka'ī Komo A E Hō'ōia Ai I Nā Kānaka ʻĒ A'e E Komo Pū Ana Me Ka Lālā Papa Alaka'ī Inā Aia Ma Kahi Ka'awale**
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'olelo Hālāwai o ka Hālāwai Papa Alaka'i o ka 27 'Okakopa 2022*
Approval of Minutes of the October 27, 2022 Board Meeting
5. *Hō'ike O Nā Alu Like 'Ae 'Ia Ma Ka Hālāwai 'Ikepili A I 'Ole He Hō'ike I Ho'onohonoho 'Ole 'Ia E Ka Papa Alaka'i Ma Lalo O Ka 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. *Hō'ike A Ka Luna Ho'okele Ho'okō/Ka Luna Kāko'o Ke'ena/Ka Luna Alowelo*
Reports of the Chief Executive Officer/Chief Administrative Officer/Chief Brand Officer
 - a. *No Ka 'Ikepili Hou O Ko HTA Mau Papa Hana Ma 'Okakopa 2022*
Relating to **Update on HTA's Programs During October 2022**
 - b. *No Ka 'Ikepili Hou O Kā HTA Ho'oholomua 'Ana I Ka Papa Hana Ho'okele Loli*
Relating to **Update on HTA's Implementation of Change Management Plan**
7. *Hō'ike'ike A Kūkā No Nā 'Ike A Kūlana Mākeke O Kēia Wā I Hawai'i A Me Nā Mākeke Ho'okipa Nui I Hawai'i*
Presentation and Discussion of **Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets**
8. *Mo'olelo a Nū Hou na ke Kōmike Alowelo Kūmau (BSC) no ka Hālāwai i Mālama 'ia ma ka 16 Nowemapa, 2022*
Report and Update by the **Branding Standing Committee (BSC) of their Meeting Held on November 16, 2022**
 - a. *Kūkā no ka Nū Hou no ka Hawai'i Airlift e like me kona Hō'ike 'ia ma ka Hālāwai BSC 16 Nowemapa 2022*
Discussion Regarding an **Update on Hawai'i Airlift** as Presented at the November 16, 2022 BSC Meeting
 - b. *Kūkā a Hana no ka Mana'o Hāpai o ke Kōmike Alowelo Kūmau no ko ke Ke'ena Kuleana Ho'okipa o Hawai'i Sports Programs Strategy a Ho'okūkū Noi e like me kona Hō'ike 'ia ma ka Hālāwai BSC 16 Nowemapa 2022*
Discussion and Action on the Recommendation by the Branding Standing Committee on the HTA's **Sports Programs Strategy and Request for Proposals** as Presented at the November 16, 2022 BSC Meeting



- c. *Kūkā a Hana no ka Mana’o Hāpai o ke Kōmike Alowelo Kūmau no ka **2023 PGA “Aloha Swing” Activation Plan** e like me kona Hō’ike ‘ia ma ka hālāwai 16 Nowemapa 2022*
Discussion and Action on the Recommendation by the Branding Standing Committee on the **2023 PGA “Aloha Swing” Activation Plan** as Presented at the November 16, 2022 Meeting
 - d. *Kūkā a Hana no ka Mana’o Hāpai o ke Kōmike Alowelo Kūmau no ka **2022-2023 World Surf League Activation Plan** e like me kona Hō’ike ‘ia ma ka hālāwai 16 Nowemapa 2022*
Discussion and Action on the Recommendation by the Branding Standing Committee on the **2022-2023 World Surf League Activation Plan** as Presented at the November 16, 2022 Meeting
 - e. *Kūkā no ka Nū Hou no ko ke Ke’ena Kuleana Ho’okipa o Hawaii’i Ho’okūkū Noi Mākeke Nui*
Discussion Regarding an **Update on HTA’s Major Market Area Request for Proposals**
9. *Mo’olelo a Nūhou na ka **Budget, Finance, and Convention Center Standing Committee no ka Hālāwai i Mālama ‘ia ma ka 15 Nowemapa 2022***
Report and Update by the **Budget, Finance, and Convention Center Standing Committee of their Meeting Held on November 15, 2022**
- a. *Kūkā a Hana no ka Mana’o Hāpai o ka **Budget, Finance, and Convention Center Standing Committee no ko ke Ke’ena Kuleana Ho’okipa o Hawaii’i Mo’olelo Hālāwai no ‘Okakopa 2022** e like me kona Hō’ike ‘ia ma ka hālāwai 15 Nowemapa 2022*
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee on the **HTA’s Financial Report for October 2022** as Presented at the November 15, 2022 Meeting
 - b. *Kūkā a Hana no ka Mana’o Hāpai o ka **Budget, Finance, and Convention Center Standing Committee no ka Ho’oponopono ‘ana he \$15,000 no loko mai o ka mo’ohelu makahiki kālā 2022 mai ka GoHawaii.com Program i ka Marketing Opportunity Fund** e like me kona Hō’ike ‘ia ma ka Hālāwai 15 Nowemapa, 2022*
Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to **Reallocate \$15,000 within the FY 2022 Budget from the GoHawaii.com Program to the Marketing Opportunity Fund** as Presented at the November 15, 2022 Meeting



- c. ***Kūkā a Hana no ka Mana'o Hāpai o ka Budget, Finance, and Convention Center Standing Committee no ka ho'oponopono 'ana i ko ke Ke'ena Kuleana Ho'okipa o Hawai'i Mo'ohelu Makahiki Kālā 2023 e like me kona Hō'ike 'ia ma ka Hālāwai 15 Nowemapa, 2022***

Discussion and Action on the Recommendation by the Budget, Finance, and Convention Center Standing Committee to **Amend HTA's FY 2023 Budget Funded by Available American Rescue Plan Act (ARPA) Funds** as Presented at the November 15, 2022 Meeting

10. ***Hō'ike'ike, Kūkā a Kūkā no ka Nū Hou no ka Meetings, Conventions, and Incentives Market, nā kū'ai kūloko o ke Kikowaena Hālāwai o Hawai'i, a me ko ke Kikowaena Hālāwai o Hawai'i Papa Hana CIP 6 Makahiki***

Presentation and Discussion Regarding an Update on the **Meetings, Conventions and Incentives Market, Hawai'i Convention Center's Local Sales and the Hawai'i Convention Center's 6-Year CIP Plan**

11. ***Hō'ike'ike, Kūkā, a Hana no ka 'Ōlelo Ho'oholo 2022-01 e 'Āpono ana i ko ke Ke'ena Kuleana Ho'okipa o Hawai'i Pelekikena a Luna Ho'okō e Hō'ike i nā Kūlana Kulekele ma ke Kau 'Aha'ōlelo***

Presentation, Discussion, an Action on **Resolution 2022-01 Authorizing the HTA President & CEO to Present Policy Positions During the Legislative Session**

12. ***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 i 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'āina '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 a i 'ole ho'ouana i ka leka i ke Ke'ena Kuleana Ho'okipa O Hawai'i, 1801 Kalakaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo. Inā he lawelawe a mea like paha e pono ai ke kīnānā, e ho'oka'a'ike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila: carole@gohta.net e like me ka wikiwiki i hiki, 'a'ole ho'i a ma 'ō aku o ka 'ekolu lā ma mua o ka hālāwai. Inā 'ike 'ia he noi i ka lā ma mua o ka hālāwai, e ho'ā'o mākou e 'imi i ka lawelawe a mea like paha, 'a'ole na'e ho'i e hiki ke ho'ohiki 'ia ke kō o ua noi lā.

Ua noa pū kēia ho'olaha ma nā kino 'oko'a e la'a ke kope pa'i nui, Braille, a kope uila pū ma ke noi.

Members of the public are invited to view the public meeting and provide written testimony on any agenda item. **Written testimony may be submitted prior to the meeting to the HTA by email to carole@gohta.net or by postal mail to the Hawai'i Tourism Authority, 1801 Kalākaua Avenue, Honolulu, HI 96815 - Attn: Carole Hagihara-Loo.** If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808)973-2289 or by email: carole@gohta.net as soon as possible, preferably no later than 3 days prior to the meeting. If a response is received the day before the meeting, we will try to obtain the auxiliary aid/service or accommodation, but we cannot guarantee that the request will be fulfilled.

Upon request, this notice is available in alternative formats such as large print, Braille, or electronic copy.

E like nō me ka 'ōlelo o ke Kānāwai 220, 'a'ole e mālama ana ke Ke'ena Kuleana Ho'okipa o Hawai'i i kekahi wahi ka'awale no ka lehulehu a lālā papa alaka'i e nānā a e komo ai i ka hālāwai ma ka ho'ohana i ka 'enehana komo hālāwai (ICT), no ka mea, hiki nō i ka po'e o ka lehulehu a lālā papa alaka'i ke nānā a komo pū ma ka hālāwai hō'ea kino.

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.