



**HĀLĀWAI PAPA ALAKA'I KŪMAU O KE KE'ENA KULEANA HO'OKIPA O HAWAII'
REGULAR BOARD MEETING OF THE HAWAII' TOURISM AUTHORITY**

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

Pō'ahā, lā 22 o Kēkēmapa 2022, 9:30 kak.
Thursday, December 22, 2022 at 9:30 a.m.

Kikowaena Hālāwai O Hawaii'
Papahale Ho'okū Ka'a | Lumi Nui A
1801 Alaākea Kalākaua
Honolulu, Hawaii 96815
(Ke Piha Ka Lumi, He Noho Hou
Ko Ka Lumi 'Emalani 320)

Hawaii' Convention Center
Parking Level | Executive Boardroom A
1801 Kalākaua Avenue
Honolulu, Hawaii 96815
(Overflow Seating at
'Emalani Theater 320)

E ho'olele 'iwā 'ia ka hālāwai ma o ka Zoom. E kāinoa mua no kēia hālāwai:

Webinar will be live streaming via Zoom. Register in advance for this webinar:
https://us06web.zoom.us/webinar/register/WN_3kB-HvbtT8yNJ8Z1W04Rlq

Ma hope o ke kāinoa 'ana, e ho'ouna 'ia ana ka leka uila hō'oiā iā 'oe nona ka 'ikepili komo hālāwai.

After registering, you will receive a confirmation email containing information about joining the webinar.

Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha.

Members of the public may provide written or oral testimony on agenda items.

E kau palena 'ia ka hō'ike mana'o waha (ma ke kino a i 'ole ma o ka Zoom) he 'elima minuke ka lō'ihī no kēlā me kēia kumuhana. E kāinoa no ka hō'ike mana'o waha ma ke pākaukau ho'okipa ma ka lumi hālāwai. E kāinoa no ka hō'ike mana'o waha ma o ka Zoom ma o ke pihī "Q&A."

Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. Signup for oral testimony in-person will be at the registration table in the meeting room. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.

E ho'ohui 'ia nā palapala hō'ike mana'o i hiki ma ka pū'olo hālāwai. No nā palapala hō'ike mana'o i hō'ea mai ma hope o ka pa'a o ka pū'olo hālāwai (he 48 hola ma mua o ka hālāwai), e ka'aka'ahi 'ia nā kope i ka papa alaka'i a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai. E leka uila 'ia nā palapala hō'ike mana'o iā Carole Hagihara-Loo ma carole@gohta.net a i 'ole e lawe kino 'ia i ke ke'ena.

Written testimony received ahead of the preparation of the board packet will be included in the board packet. Written testimony received after the issuance of the board packet (48 hours ahead of the meeting) will be distributed to the board and available for public inspection at the meeting. Email written testimony to **Carole Hagihara-Loo** at carole@gohta.net or hand-delivered to the HTA office.

Papa Kumumana‘o
AGENDA

1. *Ho‘omaka*
Call to Order
2. *E Mālama ‘ia ana ke Kikolā e Kāhea ai i Nā Lālā Papa Alaka‘i Komo a e Hō‘oia ai i nā Kānaka ‘ē a‘e e Komo Pū ana me ka Lālā Papa Alaka‘i 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 nā Mo‘o‘olelo Hālāwai Papa Alaka‘i Kūmau o ka 17 Nowemapa 2022, a me ka Hālāwai Papa Alaka‘i Kūikawā o ka 7 Kekemapa 2022*
Approval of Minutes of the *November 17, 2022 Regular Board Meeting* and *December 7, 2022 Special Board Meeting*
5. *Hō‘ike o nā Alu Like ‘Ae ‘ia ma a 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. *Kūkā a Kī‘ina no nā Nīnau o ka Hālāwai Papa Alaka‘i Ke‘ena Kuleana Ho‘okipa o Hawai‘i Kūikawā o ka 7 Kekemapa 2022****
Discussion and Follow-Up on **Questions from the December 7, 2022 HTA Special Board Meeting *****
7. *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 Nowemapa 2022*
Relating to **Update on HTA’s Programs During November 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**
8. *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**
9. *Kūkā i ka Wānana Ho‘okele Waiwai no Hawai‘i Moku‘āina*
Discussion on the **Economic Forecast for the State of Hawai‘i**
10. *Hō‘ike‘ike, Kūkā, a Kī‘ina Hana no ko HTA Mo‘olelo Kālā o Nowemapa 2022*
Presentation, Discussion, and Approval of the **HTA’s Financial Report for November 2022**

11. *Nūhou a Kūkā no ka Hō‘ea ‘ana o nā Lālā Kōmike Loiloi ‘Ole i nā Hō‘ike‘ike Ho‘okūkū Noi Kālā a Mana‘o Ho‘ākāka na nā Mea Noi o ke Ke‘ena Kuleana Ho‘okipa o Hawai‘i*
Update and Discussion Regarding **Attendance by Non-Evaluation Committee Members at HTA Request for Proposal (RFP) Oral Presentations and Clarifications by Offerors**
12. *Kūkā no ke Kulekele Ke‘ena Kuleana Ho‘okipa o Hawai‘i # 400-50 Operating Budget Policy*
Discussion on **HTA Policy # 400-50 Operating Budget Policy**
13. *Kūkā no ka ‘Ōnaehana ‘Āpono ‘Aelike a ‘Aelike Keu o ke Ke‘ena Kuleana Ho‘okipa o Hawai‘i*
Discussion on **HTA’s Approval Process for Contracts and Supplemental Contracts**
14. *Nūhou a Kūkā no ka Palapala SPO-036 Procurement Delegation Me Ka Mō‘aukala Ho‘okuleana*
Update and Discussion on **Form SPO-036 Procurement Delegation, Including a Timeline of Delegated Authority**
15. *Nūhou a Kūkā no ka Palapala SPO 021 Standard Qualification Questionnaire no nā Mea Noi o ko ke Ke‘ena Kuleana Ho‘okipa o Hawai‘i Ho‘okūkū Noi Kālā*
Update and Discussion on **Form SPO 021 Standard Qualification Questionnaire for Offerors Participating in HTA Request for Proposals**
16. *Kūkā, Mana‘o Hāpai, a ‘Āpono i ka ‘Aelike Hokona Alowelo Hawai‘i a me ka Lawelawe iā ‘Amelika Hui Pū ‘Ia****
Discussion, Recommendation, and Approval on **Hawai‘i Destination Brand Marketing & Management Services for the United States Major Market Area Contract *****
17. *Kūkā, Mana‘o Hāpai, a ‘Āpono i ka Ho‘olō‘ihi ‘ia o ko ke Ke‘ena Kuleana Ho‘okipa o Hawai‘i ‘Aelike 21030 Island Chapter Support Services a ma ‘ō aku o ke 31 Kekemapa, 2022, e koe nei ka Kona ‘Āpono ‘ia na ke Ke‘ena Kālā o ka Moku‘āina.*
Discussion, Recommendation and Approval to **Extend HTA Contract 21030 Island Chapter Support Services Contract Beyond December 31, 2022**, Subject to the Approval from the State Procurement Office
18. *Kūkā, Mana‘o Hāpai, a ‘Āpono i ka Ho‘olō‘ihi ‘ana i ka ‘Aelike Ke‘ena Kuleana Ho‘okipa o Hawai‘i 21015 S4 Global Support Services a ma ‘ō aku o ka 28 Malaki, 2023, e koe nei ka ‘Āpono ‘ia na ke Ke‘ena Kālā Moku‘āina*
Discussion, Recommendation, and Approval to **Extend HTA Contract 21016 S4 Global Support Services Contract Beyond March 28, 2023**, Subject to the Approval from the State Procurement Office
19. *Kūkā, Mana‘o Hāpai, a ‘Āpono i ka Ho‘olō‘ihi ‘ana i ka ‘Aelike Ke‘ena Kuleana Ho‘okipa o Hawai‘i 17029 S21 USA Leisure Marketing a ma ‘ō aku o ke 31 Malaki, 2023, e koe nei ka ‘Āpono ‘ia na ke Ke‘ena Kālā Moku‘āina*
Discussion, Recommendation, and Approval to **Extend HTA Contract 17029 S21 USA Leisure Marketing Contract Beyond March 31, 2023**, Subject to the Approval from the State Procurement Office

20. *Kūkā, Mana’o Hāpai, a ‘Āpono i ka ‘Alemanaka 2023 no Kūkulu Ola, Aloha ‘Āina, nā Papa Hana Ho’oulu Kaiaulu, nā Hanana Ho’olaule’a, nā Hanana a Ho’olaule’a Hawai’i, a me nā Papa Hana Ho’okipa Malihini*
 Discussion, Recommendation, and Approval of **Calendar 2023 Cycle of Kūkulu Ola, Aloha ‘Āina, Community Enrichment Program, Signature Festival & Events, Native Hawaiian Festival & Events, and Ho’okipa Malihini Initiative Programs**
21. *Kūkā a Nā’ana i ka Mana’o i ke Noi a ke Kōmike Kenekoa Ways and Means e ho’olako ‘ia ka Mo’ohelu Makahiki Kālā 2024 a 2025 o ke Ke’ena Kuleana Ho’okipa o Hawai’i*
 Discussion and Review of **Response to Senate Committee on Ways and Means Request for HTA’s FY 2024 and FY 2025 Biennium Budget**
22. *Kūkā, Mana’o Hāpai, a ‘Āpono no ka Ho’āmana Piha ‘ia o nā Hana Ho’okele Alowelo no ka Mākeke Ko’iko’i Kina, e koe ana paha i ka ‘Āpono ‘ia na ke Ke’ena Kālā Moku’āina no ka Ho’olō’ihi ‘ia o ka ‘Aelike Ke’ena Kuleana Ho’okipa o Hawai’i 21031 S1 China Leisure Marketing a ma ‘ō aku o ke 31 Kekemapa, 2022*
 Discussion, Recommendation, and Approval to **Fully Restore Brand Management Activity Levels for the China Major Market Area**, as may be Subject to Approval by the State Procurement Office of the Contract Extension for HTA Contract 21031 S1 China Leisure Marketing Contract Beyond December 31, 2022
23. *Hō’ike’ike, Kūkākūkā A Kī’ina Hana No Ko Ke Kikowaena Hālāwai O Hawai’i Palapala Hō’ike Kālā No ‘Okakopa a me Nowemapa 2022 A Me Ka ‘ikepili Hou Ma Ko Ke Kikowaena Hālāwai O Hawai’i Papa Hana CIP 6 Makahiki*
 Presentation, Discussion, and Action on the **Hawai’i Convention Center’s October 2022 and November 2022 Financial Reports and Update on the Hawai’i Convention Center’s 6-Year CIP Plan**
24. *Hō’ike’ike a Kūkā no ka Nūhou no nā Hana Hālāwai, Kikowaena, Papa Hana Mākeke, ka Pace Report, a me nā Hana o ke Kikowaena Hālāwai o Hawai’i a me nā Loa’a Kūloko*
 Presentation and Discussion Regarding an **Update on the Meetings, Conventions and Incentives Market Activity and Pace Report, and Hawai’i Convention Center Activity and Local Sales**
25. *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 Hawai'i, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

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.

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or 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 Hawai'i 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.