



Ke'ena Kuleana Ho'okipa O Hawai'i  
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

**Josh Green, M.D.**  
Governor

**John De Fries**  
President and Chief Executive Officer

*KA HĀLĀWAI KŪMAU A KE KŌMIKE ALOWELO  
KE'ENA KULEANA HO'OKIPA O HAWAI'I*

**BRANDING STANDING COMMITTEE MEETING  
HAWAI'I TOURISM AUTHORITY**

*Po'akolu, 15 Pepeluali, 2023, 1:00 p.m.*  
**Wednesday, February 15, 2023 at 1:00 p.m.**

*Hālāwai Keleka'a'ike*  
**VIRTUAL MEETING**

*Hiki i ka lehulehu ke hālāwai pū ma o ka ZOOM.*  
**Webinar will be live streaming via ZOOM.**

*E kāinoa mua no kēia hālāwai:*

[https://us06web.zoom.us/webinar/register/WN\\_wdchXZYFTCG7V0Rao3fltg](https://us06web.zoom.us/webinar/register/WN_wdchXZYFTCG7V0Rao3fltg)

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

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

***Papa Kumumana'o***  
**AGENDA**

1. *Ho'omaka*  
Call to Order
2. *E Mālama 'ia ana ke Kikolā e Kāhea ai nā Lālā Papa Alaka'i Komo a e Hō'ōia ai 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 ka Mo’olelo o ka Hālāwai 16 Nowemapa, 2022 a ke Kōmike Alowelo Kūmau*  
Approval of Minutes of the November 16, 2022 Branding Standing Committee Meeting
5. *Hō’ike’ike, Kūkā, a Hana e Hāpai ‘ia ai ka ‘Āpono ‘ia o ka Hawai’i Tourism Japan Brand Marketing Plan*  
Presentation, Discussion, and/or Action on the 2023 Hawai’i Tourism Japan Brand Marketing Plan
6. *Hō’ike’ike, Kūkā, a Hana e Hāpai ‘ia ai ka ‘Āpono ‘ia o ka Hawai’i Tourism Oceania Brand Marketing Plan*  
Presentation, Discussion, and/or Action on the 2023 Hawai’i Tourism Oceania Brand Marketing Plan
7. *Mo’olelo no ka Ho’okūkū noi no ka Hawai’i Tourism Destination Brand Management & Marketing Services for the United States Market*  
Update on the Hawai’i Tourism Destination Brand Management & Marketing Services for the United States Market RFP
8. *‘Hō’ike’ike, Kūkā, a Hana e Hāpai ‘ia ai ka ‘Āpono ‘ia o ke Kālā Keu no Kanakā a me Kina\*\*\**  
  
Presentation, Discussion, and/or Action on the Incremental Funding for Canada and China\*\*\*
9. *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,



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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.

*Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēia kēia kumuhana i helu 'ia ma ka papa kumumana'ō. Hiki ke ho'ouna 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'ouna 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](mailto: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](mailto:carole@gohta.net) or by postal mail to the Hawaii 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](mailto: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 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 papahale mua o ka lumi ho'okipa i mua o ke Ke'ena Kuleana Ho'okipa o Hawai'i ma ke Kikowaena Hālāwai O Hawai'i. 'O 1801 Kalakaua Avenue, Honolulu, Hawaii, 96815 ka helu wahi.*

In accordance with Act 220, the Hawaii Tourism Authority will 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). The ICT audiovisual connection will be located on the 1st Floor in the Lobby area fronting the Hawaii Tourism Authority at the Hawaii Convention Center at 1801 Kalākaua Avenue, Honolulu, Hawai'i, 96815.