

# Emergency Board Meeting

August 15, 2023



# 1. Ho‘omaka

*Call to Order*



## 2. Kikolā

*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*



Nā ‘Aumākua mai ka lā hiki a ka lā kau!

Mai ka ho‘oku‘i a ka hālāwai

Nā ‘Aumākua iā Kahinakua, iā Kahinaalo

Iā ka‘a ‘ākau i ka lani

‘O kīhā i ka lani

‘Owē i ka lani

Nunulu i ka lani

Kāholo i ka lani

Eia nā pulapula a ‘oukou, ko Hawai‘i  
E mālama ‘oukou iā mākou  
E ulu i ka lani  
E ulu i ka honua  
E ulu i ka pae‘āina o Hawai‘i

E hō mai i ka ‘ike

E hō mai i ka ikaika

E hō mai i ke akamai

E hō mai i ka maopopo pono

E hō mai i ka ‘ike pāpālua

E hō mai i ka mana

Nā ‘Aumākua mai ka lā hiki a ka lā kau!

Mai ka ho‘oku‘i a ka hālāwai

Nā ‘Aumākua iā Kahinakua, iā Kahinaalo

Iā ka‘a ‘ākau i ka lani

‘O kīhā i ka lani

‘Owē i ka lani

Nunulu i ka lani

Kāholo i ka lani



---

Eia nā pulapula a ‘oukou, Hawai‘i Tourism Authority

E mālama ‘oukou iā mākou

E ulu i ka lani

E ulu i ka honua

E ulu i ka pae‘āina o Hawai‘i

E hō mai i ka ‘ike

E hō mai i ka ikaika

E hō mai i ke akamai

E hō mai i ka maopopo pono

E hō mai i ka ‘ike pāpālua

E hō mai i ka mana

Nā ‘Aumākua mai ka lā hiki a ka lā kau!

Mai ka ho‘oku‘i a ka hālāwai

Nā ‘Aumākua iā Kahinakua, iā Kahinaalo

Iā ka‘a ‘ākau i ka lani

‘O kīhā i ka lani

‘Owē i ka lani

Nunulu i ka lani

Kāholo i ka lani

Eia na pulapula a ‘oukou, \_\_\_\_\_ (family name)

E mālama ‘oukou iā mākou

E ulu i ka lani

E ulu i ka honua

E ulu i ka pae‘āina o Hawai‘i

E hō mai i ka ‘ike

E hō mai i ka ikaika

E hō mai i ke akamai

E hō mai i ka maopopo pono

E hō mai i ka ‘ike pāpālua

E hō mai i ka mana

# 4. Hō'ike'ike No Nā Ahi Ma Maui Me Hawai'i Mokupuni

*Presentation on the  
Maui and Hawai'i  
Island Brush Fires*



# ‘Ōlelo Mua *Preamble*

---

This Emergency Meeting of the Hawai‘i Tourism Authority Board is being held pursuant to Hawai‘i Revised Statutes (HRS) §92-8(a).

**The Board finds that the recent brush fires in Maui and Hawai‘i counties have presented an imminent peril to the public health, safety and welfare** that requires the Board to hold an emergency meeting to determine whether it is appropriate at this time to request the governor to declare that a tourism emergency exists. At least two-thirds of the Board members agree that these findings are correct and that an emergency exists.

# ‘Ōlelo Mua *Preamble*

---

Pursuant to HRS § 201B-9(a), if the Board determines that the recent catastrophic event “adversely affects Hawaii’s tourism industry by resulting in a substantial interruption in the commerce of the State and **adversely affecting the welfare of its people**, the board shall submit a request to the governor to declare that a tourism emergency exists.” Such a declaration would allow HTA, through its Board, to develop and implement measures to respond to the emergency and allow the use of moneys in the tourism emergency special fund for the response if necessary.



# ‘Ōlelo Mua *Preamble*

---

HTA manages assets that could be brought to bear to assist in responding to the emergency. This includes not only the tourism emergency special fund, but also HTA’s unique experience, partnerships across multiple disciplines, and relationships with government, tourism related industry, destination stewardship entities, local communities, and community organizations.

**Prioritizing the use of these assets effectively is critical to HTA’s short-term response to the emergency, and longer-term implications for the State, its economy, and its people.**

**ESF-6**

*Mass Care*

**ESF-15**

*External Affairs*

# Department Operations Center



- Stood up on Wednesday, August 8 @ 8:00am
  - 24 hour coverage, 12 hour shifts
  - Incident Commanders: Kalani Kaanaana (day) and Caroline Anderson (night)
  - Shift to day-only Monday, August 14
- HTA leadership and staff
- DBEDT Director, Deputy Director, and staff
- HTUSA, HTJ, O‘ahu Visitors Bureau
- Anthology PR
- DBEDT READ staff
- Council for Native Hawaiian Advancement

# Off Island Evacuation Coordination

---



**241**

*Relocated*

**189\***

*Flts Cancelled*

**325**

*Shuttle Riders*

**>15,000**

*Seats Cancelled*

# Assistance Center at Hawai‘i Convention Center (ESF-6)



- For visitors who evacuated, an **Assistance Center** was established on Wednesday, August 9 to help them connect and arrange flights or other accommodations.
- The **American Red Cross** led the Assistance Center operations. The **Hawai‘i Convention Center** quickly prepared the space and meals for all assistees and volunteers. **The Bus** (8/9-8/12) provided shuttle service from HNL. **State Sheriffs** provided 24-hour security. Coordination took place between **DOT-Airports**, **The Bus**, and **HTA**.
- Assistance tables were staffed by **HTA**, **READ**, **HTUSA**, **O‘ahu Visitors Bureau**, the **Visitor Aloha Society of Hawai‘i**, volunteers from **Hawaiian Airlines**, members of Honolulu’s **Consular Corps**, and others.

# Assistance Center at Ke‘ehi Lagoon Memorial Hall (ESF-6)

---



- The **Assistance Center** was moved on Sunday, August 13 to the **Ke‘ehi Lagoon Memorial Hall**, which is much closer to HNL
- The **American Red Cross** continues to lead the Assistance Center operations. **Roberts Hawai‘i** is providing shuttle service from HNL. **State Sheriffs** continuing to provide 24-hour security.
- Assistance tables are staffed by the **Visitor Aloha Society of Hawai‘i**, volunteers from **Hawaiian Airlines**, members of Honolulu’s **Consular Corps**, and others.

# Assistance Center (ESF-6)

---



**241**

*People Served*

**189\***

*Nights Stayed*

**325**

*Shuttle Riders*

\* not including 28 ARC  
volunteers

KALĀKAUA BALLROOM

B

C

C







# External Affairs (ESF-15)

---



**170+**

*Inquiries  
Handled*

**24 Hour**

*Coverage*

**4**

*Advisory  
Updates Issued*

316C  
MAUI  
ROOM

316B  
MAUI ROOM

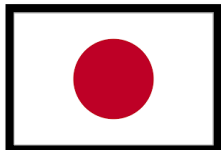




# Mahalo to Our Partners!



STATE OF HAWAII  
Department of Transportation  
AIRPORTS DIVISION



# Temporary Housing Task Force (ESF-6)



- A **Temporary Housing Task Force** is working around the clock to provide options for taking care of survivors who lost their homes.
- The Task Force is being led by Jimmy Tokioka, DBEDT Director, and Luke Meyers, Disaster Management Coordinator in the Office of the Governor.
- The Task Force is headquartered at the Hawai‘i Convention Center with staff support from DBEDT, HTA, and other agencies.

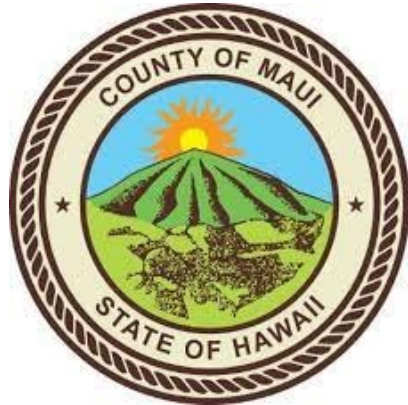
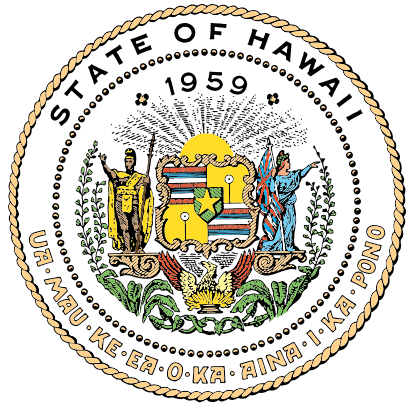
- 
- Visitors in West Maui have heeded the call to leave to free up resources for our residents and recovery. Hotels in West Maui have temporarily stopped accepting bookings of future reservations.
  - At this time, many hotels are housing their own employees and families – 700 people in the Kā‘anapali area alone.
  - Now that hotels have power restored, they are housing emergency workers and displaced residents.

- The task force is tracking two **Shelter To Hotel** initiatives.
- FEMA and the American Red Cross are working to get registered survivors into hotel rooms, in direct partnership with the hotels. Governor Green directed the task force to stand up a parallel state program for unmet needs (those who do not qualify under FEMA's programs)
- As of mid-day yesterday, **200 people have already moved out of shelters and into hotels.**



- HHFDC's **Hawai'i Fire Relief Housing Program** launched yesterday, uniting available housing with people who need it: 'ohana units, vacation rentals, guest rooms, any kind of space.
- On day 1, nearly 300 landlords and property managers and over 300 evacuees have expressed interest in the program.
- [dbedt.hawaii.gov/hhfdc](http://dbedt.hawaii.gov/hhfdc) / 808-587-0469  
[hawaiifirereliefhousing@hawaii.gov](mailto:hawaiifirereliefhousing@hawaii.gov)

# Temporary Housing Task Force (ESF-6)



**5. Kūkākūkā A  
Ho‘oholo No Nā  
Kumuwaiwai HTA  
Pane Pōpilikia**

*Discussion and/or  
Action on HTA  
Resources Related To  
Disaster Response*



# DBEDT/READ Analysis

---

## **Economic loss per day from business operations:**

- Total sales revenue loss per day in the statewide economy: \$8.5 million
- Household income loss: \$2.9 million
- State tax revenue loss: \$414,000
- Direct job loss: 10,000

# DBEDT/READ Analysis

---

## **Economic loss per day from reduction of visitors:**

- Direct visitor spending loss per day: \$1.05 million
- Total sales loss including multiplier effects: \$1.96 million
- Household income loss: \$535,500
- State tax loss: \$121,800

# DBEDT/READ Analysis

---

## **Value of residential property damages:**

- Total number of homes damaged: 1,700 (some may be commercial)
- Average home value in Lahaina: \$725,000
- % of building value: 40% (assumption, 60% land)
- Total value of home damages: \$493 million
- Personal property damages are NOT included.

# Star-Advertiser Reporting

- 
- Loss at least \$8 billion to \$10 billion in the Hawaiian Islands: from AccuWeather
  - Jack Richards said Pleasant Holidays this week canceled more than \$1 million worth of travel to Hawai‘i.
  - A third of the association’s Maui members sustained damage or catastrophic losses (A3H)

# Resources

Resources	Immediate	Short Term	Mid Term	Long Term
<p>Staff: 29            Budget: \$60M            Facility: HCC            Contractors: GMT (HVCB et al), (CNHA), Comms (Anthology), Industry Orgs</p>	<p>Staff Assistance Center</p> <ul style="list-style-type: none"> <li>- HCC: DOC, Governor Center</li> <li>- Staff, AMG: industry info and updates</li> </ul>	<ul style="list-style-type: none"> <li>-Staff support Temporary Housing TF</li> <li>-Staff support Economic Recovery TF</li> </ul>	<ul style="list-style-type: none"> <li>-Develop Tourism Recovery Plans: Staff, GMT, CNHA, other contractors</li> </ul>	<ul style="list-style-type: none"> <li>-Implement Recovery Plans: Staff, GMT, CNHA, other Contractors Technical Assistance/Product Development</li> <li>-Legislative bills</li> </ul>



---

## **2009-2010 Recession: Did not use Tourism Emergency Fund**

- \$10M Marketing Opportunity Fund
- Market Saturations: LA, SF, SEA, PDX, ORD, Dallas (west coast twice)
- 1 Japan Blitz
- Coop with airline and wholesalers

## **2018: Kaua‘i Floods and Kīlauea Volcano Eruption: Did not use Tourism Emergency Fund**

- Kaua‘i Shuttle Service in April 2018
  - Provided emergency shuttle service for residents of Kaua‘i’s North Shore in response to the record rainfall.(\$180,000)
- Kīlauea Volcano Eruption in May 2018
  - USA: \$250,000 for PR and social media campaign
  - Japan: \$700,000 for direct to consumer campaign (\$250,000) and airline and wholesaler co-op campaign (\$450,000)

**6. Kūkākūkā A  
Ho‘oholo No Ke Noi I  
Ho‘olaha Pōpilikia  
‘Oihana Ho‘okipa**

*Discussion and Action  
on Requesting A  
Tourism Emergency  
Declaration From The  
Governor Pursuant to  
HRS §201B-9(a)*



# Motion to Consider

---

The HTA Board has determined that the Maui and Hawai‘i County Brush Fires are catastrophic events that adversely affect Hawai‘i’s tourism industry by resulting in a substantial interruption in the commerce of the State and adversely affecting the welfare of its people, therefore, the HTA board shall submit a request to the governor to declare that a tourism emergency exists.

**7. Kūkākūkā A  
Ho‘oholo No Ka  
Ho‘okumu Hui Noi‘i  
Pane Pōpilikia**

*Discussion and Action  
on Creation of a  
Disaster Response  
Permitted Interaction  
Group*



## 8. Kūkākūkā A Ho‘oholo No Ka Ho‘okuleana I Ka Hui Noi‘i Pane Pōpilikia

*Discussion and Action  
on the Assignment of  
Board Members to the  
Disaster Response  
Permitted Interaction  
Group*



## 9. Ho'oku'u

### *Adjournment*

