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**EMERGENCY BOARD MEETING
HAWAII TOURISM AUTHORITY
Tuesday, August 15, 2023, at 9:30 a.m.**

Hybrid In-Person & Virtual Meeting

MINUTES OF EMERGENCY BOARD MEETING

MEMBERS PRESENT:

Blaine Miyasato (Chair), Mahina Paishon Duarte (Vice Chair), Kimberly Agas (Zoom), David Arakawa, Dylan Ching, Mufi Hannemann, Stephanie Iona, James McCully, Sherry Menor-McNamara (Zoom), Mike White, James Tokioka (Ex Officio, DBEDT Director), Sig Zane

HTA STAFF PRESENT:

Daniel Nāho'opi'i, Kalani Ka'anā'anā, Isaac Choy, Caroline Anderson, Ilihia Gionson, Jadie Goo, Maka Casson-Fisher, Carole Hagihara

GUESTS:

Jennifer Chun, Laci Goshi, Erin Khan, John Monahan, Jared Higashi, Nathan Kam, Alison Schaefer, Jeffrey Esslinger, Tyler Iokepa Gomes, Craig Kojima, Bobbie Okamoto, Jessica Lani Rich

LEGAL COUNSEL:

John Cole

1. Call to Order

Chair Miyasato called the meeting to order at 9:34 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 Non-public

Mr. Gionson did the roll call, and all members were confirmed in attendance. Member who attended via Zoom was by themselves.

3. Opening Cultural Protocol

Mr. Casson-Fisher did the opening cultural protocol.

Chair Miyasato welcomed the newest member, Mr. Hannemann, to the Board.

4. Presentation on the Maui and Hawaii Island Brush Fires

Chair Miyasato read the preamble to the emergency meeting; it is held pursuant to Hawai'i Revised Statute HRS 92-8A. The Board finds that the recent brush fires in Maui and Hawai'i County have presented an imminent peril to 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 present and online agree that these findings are correct and that emergency exists. Pursuant to HRS 201B-9A, 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 the HTA, through its Board, to develop and implement measures to respond to the emergency and allow the use of monies in the Tourism Emergency Special Fund for the response if necessary. The HTA managed assets that could be brought to assist in responding to the emergency. This includes the Tourism Emergency Special Fund and the HTA's unique experience, partnerships across multiple disciplines, relationships with government, tourism-related industries, destination stewardship entities, local communities, and community organizations. Prioritizing the use of these assets effectively is critical to the HTA's short-term response to the emergency and longer-term implications for the State, its economy, and its people. That formed the basis of the discussion.

Chair Miyasato said he mentioned terms of engagement before getting to the meeting. He said they will wait until every presenter is complete in their presentation, and then they would go around the room and allow Board members to ask questions. They will keep it to three minutes each, and everyone can speak.

Mr. Nāho'opi'i thanked the HTA staff for helping set up the DOC and for helping support the residents on the island. In response to the fires, they set up a Department Operations Center (DOC) on August 8, which falls under the statewide response of mass care within the

Department of business economic development. There was 24-hour coverage there until August 14.

The HTA also ran an assistance center and was involved in the temporary housing task force. They had the HTA leadership and staff. He thanked Mr. Ka'anā'anā and Ms. Anderson, who led the team while he was stationed at the State DOC. The typical procedure for DOC is to have the DBEDT staff with the director and the GMTs, which are HTUSA and HTJ. They also had the O'ahu Visitors Bureau.

The HTA also had the PR firm to support Mr. Gionson and additional staff for research. They had representation for the CNHA to support the HTA within the DOC. The airlines and hotels both on Maui and statewide coordinated the process of the off-island evacuation, moving the visitors and residents out of the impacted area to the airport, then getting them to better shelter, as well as working with the airlines to slow down the flow of flights coming into Maui, so they could have access to the resources for the residents, while they moved visitors to other accommodations. They relocated 241 into the O'ahu access center. The airlines coordinated through the DOC the cancelation of flights, a total of 15,000 seats. Within the DOC, they also worked to get the evacuees from HNL to the Hawai'i Convention Center. They worked with OTS (Oahu Transit Services) and Roberts Hawai'i to shuttle people from the airport to the space in the Assistance Center shelter in the ballroom on the fourth floor. They provided a transitional shelter until the visitors or residents found longer-term hotel places until they returned to their homes. The Red Cross helped lead the shelter. They also had state sheriffs there. All the coordination could not have been done without the airport support and the other partners, e.g., VASH, providing counseling and support services, clothing, and blankets. They received donations from hotels and partners. There was also a shower system set up.

The airlines waived fees and activated their teams to support visitors in making their bookings, getting them to the right place, and providing all the messaging about the services in flight and on the shuttles. The Counselor Corps was also there, and the local organizations volunteered their time, helping with foreign languages, etc. As of August 13, the shelter was moved from the HCC to the Ke'ehi Lagoon Memorial Hall as there became less need. The American Red Cross, Roberts, and VASH are currently there. 241 people were served in assistance centers, they had overnight stays of over 189 (including 28 American Red Cross Volunteers) and 325 shuttle riders. They used the Honolulu bus service to service the airport. At peak, they were at 20-minute intervals. They continue to provide the on-demand service now.

Within the DOC, they also handled the External Affairs, ESF-15. There were a lot of inquiries from the media, and there was press coverage sending out advisories and getting accurate

information. He mentioned how grateful the HTA was for all the partners' support and all their time and effort.

Mr. Nāho'opi'i said they are currently transitioning into the second task force. The DOC is still running, but they will now do two task forces. The first is a temporary housing task force. He asked Dir. Tokioka to elaborate. Dir. Tokioka said the staff at the HTA, in collaboration with all the partners and DBEDT worked extremely hard, and he commended them all. He said some of them were working 24 hours each day. The temporary housing task force started the previous week. They wanted to ensure people were out of the shelters. They have already transitioned about 350 out of the shelters. The following day Red Cross and FEMA will be taking over that responsibility. He commended the hotels that stepped up. From the hotels, they move the people into vacation rentals and timeshares so they can have refrigerators, bathrooms, etc. Airbnb also stepped up, and the Department of Human Services is working on that program. He and Mr. Myers are working on the vacation rental program to get them into normalcy. Dir. Tokioka had to leave for another meeting. Chair Miyasato thanked Dir. Tokioka for all his endless help.

Mr. Nāho'opi'i said they want to move to the next steps. The HTA continues to be a part of the process of first relief and moving into recovery. He asked the Board to continue with their guidance. There was no public testimony from anyone.

Chair Miyasato asked Mr. Gionson to go around the table for feedback. Ms. Iona, Mr. McCully, and Ms. Menor-McNamara commended the Chair and the staff for their efforts. Mr. Arakawa commended everyone for their efforts. He said they should create a template from this experience should there be more similar emergencies. He spoke about the Kaua'i flooding and the volcanic eruption on Hawai'i island and said the HTA were questioned if they were on the ground. He suggested in the future they should send senior staff to the neighbor islands to see what is going on there, so the HTA can know what is needed from them. He said their messaging must be worked on to be more accurate. He heard from hotels that the staff are going through a tough time. He said they should reach out to see how they can assist. He spoke about transitioning the housing and said it is the kuleana of other agencies. They need to re-look at the HTA mission to see what they can do. He said some of the hotels have guests with questions that could not be answered, and they would have appreciated someone on the ground from the HTA to give accurate answers.

Mr. Nāho'opi'i answered the questions. He said that regarding the need to be on the ground in Maui, they were closely integrated with FEMA and HiEMA. They could then coordinate with the people in Maui they work with. In Maui, they received information from HiEMA. Sen. DeCoite also provided information two to three times daily to stay in the loop. HiEMA did not want the

HTA to get in the way but worked with the partners.

Mr. Nāho'opi'i asked Mr. Ka'anā'anā to speak about the response and resident support. Mr. Arakawa asked for clarity that if there is a disaster, the HTA will not send anyone to the site. Chair Miyasato said they are working on a plan to mobilize things. He said they would discuss that later and should have people develop a plan. Mr. Arakawa said that the HTA's work was commendable but reiterated that they should work on having someone on the ground in the future.

Mr. Ka'anā'anā added that their procedures do not stipulate deploying on the ground as those procedures also cover statewide contractors who are there on the ground, including the HVCB, who understand everything. He noted that they made sure they were in constant communication with Mr. Monahan at HVCB central, and they deployed other back resources, ensuring they provided support to the team. Mr. Arakawa said the governor also had people on the ground.

Mr. Nāho'opi'i spoke about the current resident support. Mr. Ka'anā'anā gave gratitude to the businesses that took care of their teams. Part of the transitioning process was in partnership with hotels. A lot of work was done to get visitors out to free up space to make resources available to residents and first responders. In the initial three days, there were 43,000 people moved. They have also been coordinating to get essential workers in.

Mr. Zane and Mr. Hannemann commended the staff for all their help. Mr. Hannemann echoed Mr. Arakawa's points that there be a report afterward to ensure they are all on the same page and learn lessons to improve procedures next time.

Mr. Hannemann asked about messaging. Chair Miyasato said it would come up shortly. Mr. White said that in addition to the HTA staff stepping up, he said the concerning thing when an emergency happens is that they need to keep the rest of the area alive with visitors, e.g., the rest of Maui, that they stand ready to work and help. Mr. White commended those who helped in the early stages of the disaster without hesitancy. He commended the governor and the new mayor.

Mr. Ching thanked everyone who helped during the disaster, as his family had lost their restaurant. He said people often asked him if they needed proof to show that their house or business was lost. He was unsure if that was a necessity to be able to get shelter. He asked what the procedure or requirements are to get shelter. Mr. Nāho'opi'i said the triage and assignment of housing is to go to an American Red Cross supported shelter where they have human services doing the triage to identify the rooms they can go to. They also have the

information on entering and finding appropriate accommodations. Mr. Ka'anā'anā added that some of what is being worked out is the TSA (Transitional Shelter Assistance) program that gets stood up by FEMA. People must register with FEMA for the disaster ID, which will help them move through the available FEMA services. They can also download the app available in a few languages. He said what is important for visitor industry staff is that they have many members and community leaders who are COFA residents. The programs available to them under COFA are different, so they have been working to meet the gap. That is where Dir. Tokioka and the State are working to ensure that none of the neighbors are left behind and that they are paired up with the FEMA program.

Mr. Arakawa asked how employees receive that information and what mechanism they use to get it out. Mr. Ching asked who they could contact if they did not have ways to contact via cell service or access the internet. Dir. Tokioka asked to stick to the agenda, and they will speak about resources later. Ms. Paishon-Duarte said that when they are trying to be a command center, as they learn about the services provided, if they can come up with an emergency matrix of contacts and services, this will be helpful, so they do not have use time to find this information. They need a mechanism for communication for information. Mr. Nāho'opi'i said he would address that in agenda item 5.

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

Chair Miyasato spoke about the resources available to the HTA. He gave the floor to Mr. Nāho'opi'i. Part one of the presentation establishes an emergency. Part two is the plan and what the HTA has been doing and plans to do. Relating to communicating with the industry, he asked Mr. Ka'anā'anā to speak about the process and the intent going forward.

Mr. Ka'anā'anā said they are trying to stay in touch with as many folks as possible to anticipate needs. Many of the partners are doing everything they can to help residents. He said they have taken a few steps in making sure they call together global marketing teams to ensure alignment and have the latest information to ensure updates are made to all marketing channels. They have paused marketing locally for DMAPs and others not to crowd the space but to ensure they get critical information out. They have also updated their guidance. They are under advisory number four. They have updated GoHawai'i.com, where they can receive the latest information. They have also updated other pages, apps, PR, and media sites. They have also removed content that is not appropriate or relevant. They are monitoring social media and sentiment tone. He gets daily reports seeing who is saying what to ensure the HTA is monitoring the impact and effect of the disaster. They have also been pushing out information from other government and relevant sources. They are also working with other agencies to align and synchronize their messaging. They clarify that the affected area is West Maui and are

putting together maps with the Anthology Group so there is a visual representation for people to reference.

Mr. Hannemann spoke about the need to be much more proactive and balanced on the messaging, with the exception of west Maui which is our priority to provide relief and assistance, that the rest of Maui nui and the state of Hawai'i are indeed open for travelers to visit. Chair Miyasato confirmed the HTA's resources: the HCC, the HVCB, CNHA, The Anthology group, hotel, and airline groups. He wanted to discuss how to use their resources effectively. Mr. Arakawa also mentioned the consultants and the GMTs.

Mr. Nāho'opi'i moved to the next topic of discussion: the economic impact. DBEDT did their analysis. The slide showed \$8.5 million in revenue loss statewide and a loss of 10,000 jobs over time. Businesses are closed, and there could be more closings. There is a reduction in visitors and property damage. The Star-Advertiser reported through AccuWeather that they estimate a total loss from \$8 billion to \$10 billion over the next year. This is based on direct loss from visitors. Visitor spending is also lost. There are also some statements where Mr. Richards mentioned that he is getting cancelations. A3H has already lost a third of its members. He showed the slide on how they will be using the resources. The governor has also asked to use the HCC and DOC for cabinet-level needs. In the 2008 through 2010 recession, they did not tap into the emergency funds. Instead, the HTA at that time allocated \$10 million in marketing opportunity funds. Some of the activations were market saturations in the West Coast, L.A., San Francisco, etc. They did the West Coast between 2009 and 2010. They also did one activation in Japan. Besides the in-city activations, they also had multiple co-op opportunities with airlines and wholesalers. In 2018, with the Kua'i Floods and the Kilauea Volcano Eruption, he highlighted what they did.

They opened the floor to discussions. Ms. Agas said Mr. Arakawa had good questions and they are trying to figure out what more they can do to help, and messaging is important.

Ms. Menor-McNamara asked about the economic loss per day slide. She said they are still gathering information on how many businesses have been impacted. She asked if Mr. Ching could provide more feedback about what the business community could do to support the employees.

Mr. Zane wanted to ensure they are being sensitive towards residents in their messaging as some residents have lost everything, and the HTA is not in good standing with some people.

Mr. Hannemann spoke about the federal funding side. He said the HTA must be proactive on that front. Mr. White spoke to Mr. Zane's point and asked if they are to use that information for broadcast or if it is just internal. Mr. Nāho'opi'i said it is just for the meeting to establish if this

is a tourism emergency and then for the governor to declare a tourism emergency before the Board can do anything to utilize the emergency funding and create a tourism emergency plan. Mr. White agreed with Mr. Zane's request for sensitivity.

Mr. Ching said many people wanted to see when they could work and get paid. On the resource side, various resources are helping to keep them in line with specific areas.

Ms. Paishon-Duarte agreed with Mr. Hannemann's comments. She also agreed with Mr. Zane and Mr. White regarding sensitivity in messaging. She asked if they could look at the resources they will be accessing via the emergency fund and then coordinate and collaborate to bring in additional dollars and non-monetary resources for relief and recovery. She also wanted them to focus on mid-term and long-term recovery that would possibly take years. Chair Miyasato echoed Ms. Paishon-Duarte's comments.

Chair Miyasato said the role of the HTA Board is to focus on the sustainability and viability of tourism as it relates to employment and economic health. He said they must do that from the perspective of the people suffering. Mr. Arakawa said that among the HTA's duties, one of the major duties is their employees. He said they should not have to recreate the wheel but look at previous disasters and what was done then.

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

Chair Miyasato motioned that the Board shall submit a request to the governor to declare that a tourism emergency exists. Ms. Paishon-Duarte seconded that motion. There were no questions and no public testimony. Mr. Gionson did the roll call, and the motion passed unanimously.

7. Discussion and Action on Creation of a Disaster Response Permitted Interaction Group **8. Discussion and Action on the Assignment of Board Members to the Disaster Response Permitted Interaction Group**

Chair Miyasato asked Mr. Monahan to elaborate on these topics. Mr. Cole reminded everyone about the PIG and what they are under the sunshine law. The Board is permitted to put together a PIG so they can investigate or do a scope of work the Board assigns to them more expeditiously. It involves three Board meetings. The first meeting is to assign members and define the scope of their assignment. The second meeting is to report back to the Board. In a third meeting, the Board would take actions based on the recommendations, and the members

can assign the PIG, but it has to be less than a quorum. Other people who are entities can be put in the group. In meetings, the group can ask other organizations or people for information and advice, etc. The group should be as transparent as they go through the processes.

Chair Miyasato said the discussion is around the creation of a disaster response PIG. The intention of forming it is in direct response to the current emergency, but also to glean lessons learned and have a plan they can utilize going forward to best use the HTA's available resources. The HTA can define the membership and the scope of the group's work.

Chair Miyasato spoke about the formation of the group. Ms. Paishon-Duarte said she and Chair Miyasato discussed the skillsets of the existing Board members. They have a recommendation they want to put forward for discussion. She mentioned six members they want to consider serving on the PIG. Considering the members, they wanted to ensure Maui folks were represented on the Board. They also wanted to ensure they had expertise in the industry with the hotels, etc. They also wanted to provide expertise from neighbor islands that actively respond, work on the ground, and are happy to coordinate responses. They also wanted to ensure representation from a business community to help coordinate across government, business, and non-profit partners. They also wanted to ensure legal expertise in the group. She put forward the names: Mr. White, Mr. Hannemann, Ms. Iona, Ms. Menor-McNamara, Mr. Arakawa, and Ms. Paishon-Duarte.

Chair Miyasato requested a motion to form a disaster response PIG with the named members and the scope of the assignment based on the description. Ms. Agas said she supported the group's formation and said they could utilize the rest of them for anything needed. She said it is a good utilization of talent from the Board. Ms. Iona said it was a good move to make. She supported it and said they could make a difference. Mr. Arakawa thanked everyone for their consideration. Mr. Hannemann said he was happy to serve.

There was no public discussion. Mr. Gionson did the roll call, and the motion passed unanimously.

Ms. Iona said they did a lot of emergency relief, and they were able to network with important friends. Mr. Hannemann shared out-of-state reach. Calls were made over the weekend. She commended Chad Buck from Hawai'i Foodservice Alliance. She said he is used to bringing stuff in on the ground during COVID times. They learned they could not forget about other sides of the island that were in trouble. She said the governor reached out to Mr. Buck to assist with everything. Mr. Buck donated and moved a million pounds of food into Maui in the last four days. He has been the one who picked up all the containers with donations. She said there were still containers sitting with no place to go.

She mentioned Dr. Joseph Penbera, who runs an association that helped with Hurricane Katrina. He organized philanthropy all over the country, and they asked him to stand down. The reason was that they wanted to ensure they had the right message. Their focus now is to feed people; Hawai'i Foodservice Alliance, Aloun Farms, and Mercy Chefs have prepared 5,000 meals since Wednesday for residents and volunteers. Another organization led by the Maui Community College will be bringing nine to ten containers into Maui every other week. They asked Darren Strand from Maui Land and Pineapple Company, to maintain the eight people who would be laid off on Friday. They are to keep them as the HTA will use Maui Land and Pineapple Company for the holding area for the food coming in. Behr Hawai'i is willing to use their warehouse to house goods like generators, air purifiers, etc. Shan Tsutsui had all the capital items delivered to Mahipono. He had spoken to Mr. Buck on iHeart Radio that reaches 160 cities across the U.S. Mr. Buck gave information on what is happening on the ground. During a break, iHeart Radio called in and told them they would make a significant contribution to the cause. They also said that all the stations across the U.S. in their network will replay the broadcast, and it will be on Podcast on Saturday and next week, reaching out to people where to give money. She said Mr. Ka'anā'anā helped her get the information she needed. All the money raised by the radio stations will be going to the CNHA. She hopes that Mr. Lewis and the organization will understand what the people need. They are guaranteed the organization will be the one to help the people of Maui. She said they will feed the people from Mercy Chefs and bring in food from agriculture. Mr. Buck is looking to bring in beef from the farms and bring in produce from Aloun Farms, which wanted to get a container in the water by the following day. The bottom line is that they need to feed the people for as long as they need.

People around the U.S. have offered containers of oranges, fruit, vegetable, food, or whatever is needed. They will work with the governor and Dir. Tokioka to make it work. She said these men are made up of former secretaries of agriculture from Obama's administration, people who know how to access FEMA. She said the disaster committee could have a good start now.

Chair Miyasato thanked Ms. Iona for her work.

9. Adjournment

The motion to adjourn was moved, seconded, and carried unanimously. Chair Miyasato adjourned the meeting at 11:24 a.m.

Respectfully submitted,

Sheillane Reyes

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