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**HO'OKAHUA HAWAII STANDING COMMITTEE MEETING  
HAWAII TOURISM AUTHORITY  
Friday, October 6, 2023, at 9:30 a.m.  
VIRTUAL MEETING**

**MINUTES OF HO'OKAHUA HAWAII STANDING COMMITTEE MEETING**

<b>MEMBERS PRESENT:</b>	Mahina Duarte (Chair), Dylan Ching (Vice Chair), Kimberly Agas, Mufi Hannemann, Sherry Menor-McNamara
<b>MEMBER NOT PRESENT:</b>	Sig Zane
<b>HTA STAFF PRESENT:</b>	Daniel Nāho'opi'i, Kalani Ka'anā'anā, Caroline Anderson, Maka Casson-Fisher, Carole Hagihara
<b>LEGAL COUNSEL:</b>	John Cole

**1. Call to Order and Opening Protocol**

Chair Duarte called the meeting to order at 9:34 a.m. Mr. Casson-Fisher gave the E Hō Mai chant to start the meeting.

**2. Roll Call to Announce Name of Participating Board Members and to Identify Who Else is Present with Board Member if Location is Nonpublic**

Mr. Casson-Fisher did the roll call. All confirmed in attendance and that they were alone, except for Ms. Menor-McNamara, who had her Air pod on in a Uber. Mr. Zane was excused.

**3. Approval of Minutes of the April 25, 2023 Ho'okahua Hawaii Standing Committee Meeting**

Mr. Ching made a motion to approve the minutes. Ms. Agas seconded. Chair Duarte did the roll call, and the motion was approved unanimously.

**4. Discussion and/or Action on Participation with Nāpili Noho Hub's Comprehensive Planning Process to Rebuild Lahaina**

Chair Duarte gave some context leading to this meeting. She has been traveling to Maui to lend support in various capacities. The purpose of having one-on-one conversations is to maintain firsthand information, access, and perspective on what is happening on the ground. On her most recent visit to Maui, she had conversations with Mr. Kaipo Kekona, the founder of Nāpili Hono hub. She got to experience the programming, the human services, and the activities offered. Because of their strong coordination efforts, they have attracted community partners at the private and public levels. They let her know in discussions that they have been actively working on a community visioning planning process. Planning and architectural professionals support them. They heard the HTA is actively trying to organize their monetary and non-monetary resources and assets to support the immediate response efforts and the mid- and longer-term recovery efforts optimally and efficiently. They also know of the HTA pivot to the more regenerative tourism model and approach. They are in alignment with those efforts. They also wanted to invite the HTA to their convenings to participate as a value-added partner and supporter and to help inform the process for a more regenerative tourism model and economic model that is integrated with culture and is mindful of small business owners and the ongoing process to support Lahaina, and Maui communities to heal from the tragedy.

In having long conversations with those leaders, she was impressed by their hopeful attitude. They want to find a process where all Hawai'i could participate and be driven by Lahaina communities.

Chair Duarte asked Mr. Ka'anā'anā to read the letter from the County Council.

"Dear Chair Miyasato, Vice Chair Paishon-Duarte, and members of the Hawai'i Tourism Authority,

On August 8, 2023, the Lahaina and Kula communities suffered a major tragedy in which at least 97 community members perished, and over 2,200 homes and 800 businesses were lost along with 7,000 jobs. Lahaina was a major contributor to Maui's economy. DBEDT estimated the loss from business closures and visitor spending is approximately \$11 million per day since August 9th. In this time of deep loss, few if any, community members in Lahaina seek to rebuild Lahaina exactly as it was. While our situation is beyond tragic, there is nonetheless a realization that we have a unique responsibility to come together as a community to develop a Lahaina community-driven vision for a regenerative, sustainable economy that provides living wage jobs, truly affordable housing, environmental restoration, and cultural vibrancy.

Our Nāpili Noho hub has initiated a community-led visioning process that is intended to inform a comprehensive approach to rebuilding Lahaina as a place of residence, a nexus for climate-smart, biocultural restoration, and stewardship, and a model for regenerative tourism and economic development.

The Nāpili Noho hub has already garnered support from facilitation, planning, engineering, and construction expertise to forward short and long-term planning efforts. As such, our hub leaders, along with other Lahaina leaders, are convening multi-sectoral planning sessions over the next three to four months.

We invite the Hawai'i Tourism Authority to participate in our comprehensive planning process, recognizing the Authority is a key industry driver. We will likewise invite into our community planning efforts representatives from other key organizations and industries who can help as supporters of our community-led vision.

Together, we believe that we can further our community vision of a regenerative, sustainable Lahaina economy, ecology, and community rooted in our ancestral knowledge of place and community. We believe that our vision is consistent with Hawai'i Tourism Authority's mantra to "Mālama Ku'u Home," - to care for Hawai'i's natural resources, Hawaiian culture, and community, and to have those commitments resonate in the Authority's brand marketing, that is, all four of the Authority's foundational pillars. Furthermore, we believe our Lahaina efforts will advance the principles and goals that we understand the Authority has signed on to support: the 'Āina Aloha Economic Futures Declaration and Action Agenda, the latter of which articulates a recognition that "ho'okipa (hospitality) requires that the mea ho'okipa (host) have access to adequate space, place, and resource to truly fulfill the role and function of ho'okipa" and that to achieve such a scenario, the vision of a "regenerative visitor economy" must include "supporting Hawai'i's people and communities and their efforts to mālama 'āina (care for the land) and the cultural and natural resource of the 'āina, oceans, streams, and skies." As Kānaka 'Ōiwi and multi-generational descendants of Lahaina, we implore the Hawai'i Tourism Authority to take a prominent support role in the disaster recovery efforts being led by our Lahaina community.

Through these efforts, Lahaina can become the regenerative tourism and economic model that strikes a balance between ecological, economic, cultural, and social outcomes that will ensure that Hawai'i will continue to thrive as a beloved homeland and cherished place where visitors can feel energized and truly welcomed in abundant and sustainable environments by thriving local communities.

Mahalo for your leadership and commitment to healthy and vigorous 'āina, communities, and economies."

Chair Duarte asked for Mr. Ching to share his reactions. Mr. Ching said he was happy and said there are various groups that are doing work. He said it was a well-written letter and hit all the points that everyone had been discussing. They are all solely focused on regenerative tourism and taking care of natural resources, so he said the letter gives the impression that the HTA is still not doing what the community and the people of Hawai'i want, but he believes they are. Mr. Ching said they are doing what they can and not pivoting. Another thing that comes to mind for Maui and Lahaina is getting all the groups together in one place, not just on paper. He wants to ensure that all parties are aware. He asked if this would be the central meeting group and if it is a consensus among the community. He commended everyone for all the amazing work.

Ms. Agas reacted to the letter by sharing what Mr. Ching already mentioned. She asked how they can help to continue to move forward and support additional efforts. She said they need to figure out what more they can do as a team. Working together with all the organizations is important, ensuring they are all doing the right things, are cognizant of each other's efforts, and are efficient in moving forward. There are also a lot of efforts in the lodging industry.

Mr. Hannemann said he continues to be touched by Mr. Ching's concern and commitment. What he likes about the letter is that it hits two points. Number one is the community-based plan process. It is always important to get community input. Secondly, it talks about collaboration, so they need to ensure that if the HTA is involved, it is truly a collaborative effort and to stay aware of other efforts to produce the same outcome. He would like to know what the role is that they envision for Kilohana. He said the intentions of the letter are noble; they need to strike a balance between regenerative tourism objectives and ensure they provide an outcome that preserves the best of the past. Going forward, they need to ensure that generations to follow will benefit from today's decisions.

Ms. Menor-McNamara was not available at that time to comment on the letter.

Chair Duarte wanted to discuss the possible next steps. She mentioned what Mr. Hannemann brought up in another committee. She wanted to apply his thinking. She suggested they send the letter to the mayor and invite him to share the letter with his advisory group to ensure everyone has a copy. This way, they can invite further conversation and collaboration. They should also share it with the governor's office and

office members. She asked if there were other suggestions.

Mr. Ching asked why the letter would not instead come from the council member. Chair Duarte said they received two letters with the same content but different signatories, but she said it is up to the HTA. She questioned if it would be more appropriate to ask the authors of the letters to send it directly. She wants to ensure everyone has the same information the HTA receives. She suggested having it sent to the Senate and House as well.

Mr. Ching reiterated that the letter needs to go to all the stakeholders as well. Everyone was in favor of having the letter sent to all the stakeholders. Mr. Hannemann also wanted to know his thoughts about the letter from Kilohana. He said if everyone agrees it merits further discussion, they must speak to Kilohana to dive deeper into the issue. Everyone agreed to take it to Kilohana and explore the possibility of how they will incorporate aspects of it into the November convention that will take place in Maui. Mr. Ching asked if Kilohana had received a copy. Chair Duarte said she had spoken to them and informed them about it, and they favor supporting and joining forces with the HTA. She also talked to some schools, and they want high-tier leadership at schools. If there is an appetite for joining forces, they are all standing by to join together to support the community process.

Mr. Ka'anā'anā clarified that they created a distinction between Kilohana and the Council for Native Hawaiian Advancement on purpose. Although Kilohana is a division of the CNHA, it helps them understand Kilohana's scope and their work. He wanted clarity if they were inviting them all to the conversation or just for Kilohana, Tyler Gomes, and his team. Chair Duarte said it is for everyone as the CNHA has a sphere of services they provide that is outside of the Kilohana contract.

Chair Duarte suggested the next step would be to invite members from their planning committee to meet with the HTA over Zoom so they can learn more about their efforts. Mr. Hannemann said they must respond to this or any other letter from the public. They should not feel compelled to have all the steps and actions in place, as it is a revolving process. He said they need a basic template letter, with agreement in areas and a commitment to engage in the process and delve more into it. Chair Duarte supported that approach. She said there are three points they want to include in the letter, where they affirm that the letter is not meant to be a comprehensive be-all, end-all outline of all the steps the HTA is taking. They will lay out the next steps they will take so the HTA can simultaneously continue with other processes that are in place. That also includes

data gathering and data analysis and how they can approach it from a mid and long-term approach. She asked one of the staff to draft the letter. Ms. Anderson said she would draft the letter and send it to the Chair and Mr. Ching for review. Mr. Nāho'opi'i recommended that once the letter is drafted, they move the topic to the Disaster Recovery PIG so they can act and attend the meetings. Mr. Hannemann said that is an excellent suggestion as the HTA said they want to hear from the community and will reach out to them. Everyone was happy to move the item to the PIG.

#### **5. Discussion and/or Action on the HTA's Branding Standing Committee's Brand Messaging and Positioning that is Reflective of Hawaiian Culture, Natural Resources and Community**

Mr. Ka'anā'anā said Chair Miyasato of the Branding Standing Committee wanted to discuss how to set the expectations around messaging and whose responsibility it is. They had several meetings, and one of the recommendations was that the discussion be moved to the Ho'okahua Standing Committee meeting because the nature of the topic was to ensure that the messaging and branding reflected the natural resources, Hawaiian Culture, and community. They need to ensure the messaging and branding of the HTA and all of its contractors is inclusive, respectful, and mindful of natural resources, Hawaiian Culture, and community.

Chair Duarte asked if Mr. Ching or Mr. Hannemann had any further background they could provide to the rest of the members. Mr. Ching said there was some confusion because one of the reasons for Ho'okahua was to address and be focused on the topic that Chair Miyasato brought up about messaging. Mr. Ching said he did not have a problem with the current mission on the Branding side, but defining the messaging is for the Ho'okahua committee, after which the Branding Standing Committee would take the messaging and deploy it.

Mr. Hannemann said it is important to be consistent with branding. There is a committee that has been set up to do that, so in terms of what Chair Miyasato would like to see, he agrees that there should be strong input from the Ho'okahua Committee, but at the end of the day, he said it should go back to the Branding Standing Committee to ensure overall consistency.

Mr. Ka'anā'anā echoed Mr. Hannemann's sentiment on staying consistent. He questioned if they should bring the Brand Marketing Plans through Ho'okahua for 2025. Chair Duarte said it is her understanding that Chair Miyasato wanted her to be aware of why the item was deferred to this committee to check if the Ho'okahua committee can

consider being a part of the review process for Branding in the future. Mr. Hannemann said he agreed to be part of the review process. Mr. Ka'anā'anā gave a short description of the process they follow. He would bring the BMP to the Ho'okahua committee for review so they can start to build their plan.

Chair Duarte asked Mr. Ching to put forward a motion. She was happy with the review process. Mr. Ching said he felt that Chair Miyasato was unsatisfied with their current marketing/branding statement. Mr. Ka'anā'anā said they do not need a motion. Mr. Duarte asked Mr. Cole if a motion was needed. Mr. Cole said there is no harm in making a motion, although it is unnecessary.

Chair Duarte asked Mr. Ching to put forward two motions. One, for the process to insert Ho'okahua to quantify the review process, and two, to include the edit to messaging. Mr. Ching made a motion to include the amendment to the Branding statement to include messaging as part of the purpose of the Branding Standing Committee. Chair Duarte seconded the motion. Mr. Gionson did the roll call, and the motion passed unanimously.

Mr. Ching made a second motion to recommend that the Ho'okahua Standing Committee make a recommendation to the full Board to include the Ho'okahua Committee in the planning process of the branding strategies moving forward. Mr. Hannemann seconded. Mr. Gionson did the roll call, and the motion passed unanimously. There were no comments or testimonies from the public.

## **6. Adjournment**

Chair Duarte adjourned the meeting at 10:31 a.m.

Respectfully submitted,



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Sheillane Reyes  
Recorder