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**REGULAR BOARD MEETING
HAWAII TOURISM AUTHORITY
Thursday, May 30, 2024, 9:30 a.m.**

Hybrid In-Person & Virtual Meeting

Hawai'i Convention Center
Parking Level | Executive Boardroom A
1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

MINUTES OF THE REGULAR BOARD MEETING

MEMBERS PRESENT:

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

HTA STAFF PRESENT:

Daniel Nāho'opi'i (Zoom), Kalani Ka'anā'anā, Isaac Choy, Talon Kishi, Ilihia Gionson, Iwalani Kaho'ohanohano, Maka Casson-Fisher, Carole Hagihara

GUESTS:

Jennifer Chun, Jeffrey Eslinger, Lei-Ann Field, Tyler Gomes, Erin Khan, Lawrence Liu, Anne Lopez, Tom Mullen, Guillaume Maman, Jessica Lani Rich, Allison Schaefer, Steven Sung, Jay Talwar

LEGAL COUNSEL:

John Cole

1. Call to Order

Chair Hannemann called the meeting to order at 9:30 a.m.

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

Mr. Gionson conducted the roll call, and members were in attendance. Members who attended via Zoom were by themselves.

3. Opening Protocol

Mr. Casson-Fisher conducted the opening cultural protocol.

4. Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)

There was no input on Permitted Interaction Groups.

5. Approval of Meeting Minutes of the April 25, 2024, Regular Board Meeting

Dir. Tokioka made a motion to approve the minutes. Mr. McCully seconded, and the motion passed unanimously.

6. CEO Report

Chair Hannemann recognized the presence at the Board meeting of Attorney General Anne Lopez. He then introduced the CEO Report from Acting CEO Daniel Nāho'opi'i who was taking part in the meeting via Zoom from Tokyo, Japan, where he was attending an exposition that was to take place on Saturday and Sunday, June 1 and 2. He was also to participate in additional meetings for the MICE groups during the following days.

a. Update on the Maui Wildfires Recovery

Mr. Nāho'opi'i reiterated the goals of the HTA for the next couple of years, noting the alignment of present activities with these goals. The current year aimed to stabilize the visitor market, especially for the United States and Canada, and to increase the number of high-spending visitors from other international markets to enable recovery of those markets.

Referring to the progress of the Destination Management Action Plans (DMAPs), Mr. Nāho'opi'i appreciated the provision by legislators of five destination managers. Three of these would be actual rather than contracted positions. It was anticipated that within the second year, all five

managers would be fully integrated and continue developing complete plans for each island's DMAP.

Mr. Nāho'opi'i expected that in five years' time, through the relationship of the HTA with Kilohana and various community-based programs, the overall view of tourism in Hawai'i would have shifted to a more regenerative program that would not only be less impactful but would also contribute more directly to the welfare of the community and residents.

Mr. Nāho'opi'i reviewed the Maui recovery programs, funded by emergency money, and those financed from the incremental marketing funds that had been awarded through adjustments of the Fiscal 2024 (FY24) budget. He reminded members that they had previously seen a presentation of the Mākaukau Maui campaigns that were completed at the end of April and the beginning of May. Assets developed for this campaign were still available and would be useful in the travel trade to remind agents and sales staff that Hawai'i was still open for business.

The Board would be shown the initial drafts of the advertisements developed by Hawai'i Tourism USA. The first set of advertisements continued to focus on Maui recovery, with Chef Kyle Kawakami as the first highlight. There had been a media blitz for the Canada market, and Hawai'i Tourism Canada had worked on additional meetings with Virtuoso. There had also been a presentation focusing on Mālama Maui.

In the U.S. market, two activities had utilized Maui recovery emergency money. These funds supported ManaUp in taking Maui businesses to New York City for promotion through an Expo pop-up program. The current California Food and Wine Experience also featured Maui businesses and had a large attendance and much media activity.

Kilohana had been working on post-arrival visitor education marketing campaigns, specifically for Maui. Access to many roads and areas in Maui had changed due to recovery efforts there. This meant that some Maui recovery funds had been utilized to change and promote new programs and products available on Maui. This ensured that consumers were up to date about activities available on Maui, encouraging them to return.

The previous campaign with the CNHA to promote the housing program had been completed, but other projects were still in progress and would be reported when completed. The Board had voted that all projects had to be completed by June 30. Mr. Nāho'opi'i noted that the current version of the Tourism Emergency Declaration was in effect until July 2.

b. Legislative Update

Mr. Nāho'opi'i informed Board members that three main bills dealing directly with the HTA had been passed and awaited signing by the Governor.

The State Budget, HB §1800, had designated an operating fund of \$63 million for the HTA. There was an expenditure ceiling of up to \$34 million, including \$20 million at a one-time, focusing on immediate repair and maintenance projects and \$14 million for general operation, repair, and maintenance.

Through bond funding, \$64 million had been included in HB §1800. The HTA had given comments and recommendations for this budget bill, noting that there were now six separate program IDs instead of one as formerly. There was to be a separate budget section for each program ID, leading to greater reporting difficulty. It would also result in additional administrative issues in recording and reporting on budget and finance.

Bill §26-59 was concerned with regenerative tourism and incorporated it into the state planning app. The HTA Board had initially supported this bill through its support for the 'Aina Aloha declaration. The new bill meant that the HTA would be responsible for developing a regenerative tourism plan in collaboration with the Office of Planning and Sustainable Development (OPSD). The HTA staff had submitted their comments and recommendations, expressing their concern that the functional plan had not been part of HB §1800 program budgeting. This meant the HTA would have to utilize some of the money allocated for strategic planning. In the subsequent year, the HTA would submit a request to extend the time to complete a full functional planning process for another year because OPSD's requirements included the creation of an advisory committee and other committees, as well as conducting specific work activities and public meetings. The HTA staff would provide a draft report guided by OPSD before the next session.

Bill §33-64 codified the HTA's work in destination management. This bill contained definitions for destination management and regenerative tourism. The bill had been sought by the HTA, which introduced the original version of this bill. This had been preserved, and the bill also included the removal of exemption from SB §26-55, which governs the administration of boards and commissions.

Mr. Nāho'opi'i asked Mr. Gionson to provide the Board with information about public affairs and communications.

Mr. Arakawa thanked Mr. Nāho'opi'i for his presentation and his helpful slide show. He noted that HB §1800 and the new program IDs would be discussed later in the meeting. Mr. Arakawa asked for confirmation that under Senate Bill §26-59, regenerative tourism, the HTA had been assigned duties of State planning concerning tourism functional plans.

Mr. Nāho'opi'i replied that the HTA had been assigned to complete the State functional plan with support from OPSD.

On being asked by Mr. Arakawa whether there was funding for this task, Mr. Nāho'opi'i replied that no funding had been allocated.

Mr. Arakawa asked whether the HTA had supported this bill in their testimony and whether funding had been requested.

Mr. Nāho'opi'i stated that in written testimony, the HTA had supported the bill. However, during his own oral testimony, he informed the legislature that the HTA would support the bill if resources were provided.

Mr. Arakawa asked if Mr. Nāho'opi'i and Chair Hannemann had been instrumental in working on the HTA budget, and whether they had negotiated funding for regenerative tourism with the Finance Chair and the Ways and Means Chair. Mr. Arakawa pointed out that the HTA was now given a planning function, whereas OPSD had previously provided employees with funding to create functional plans. He added that this could be discussed later.

Referring to the one-, three- and five-year goals mentioned by Mr. Nāho'opi'i, Mr. Arakawa asked whether there were any immediate goals at the moment. He understood from the visitor industry that summer pace was important, but many hotels in Hawai'i had found it lower than expected. He asked whether there were any immediate plans to address the summer pace.

Mr. Nāho'opi'i replied that the immediate goal was the Maui recovery effort in both the U.S. and Canada and ongoing base efforts in other international markets. Recovery or stabilization was the goal for year one. Hawai'i Tourism USA will give a presentation about their activities later on today.

Mr. Arakawa pointed out that this had been an immediate concern of the industry, and Mr. Nāho'opi'i repeated that Maui recovery funding was being used for this purpose.

Chair Hannemann stated that discussions with Mr. Talwar and the HVCB were taking place to explore other opportunities besides messaging. The Chair had also met with several hotel officials, especially those with property on Maui. The HTA was at the beginning stages of a Statewide effort and concentrating on getting messaging out while examining the possibility of reinforcing it with other marketing strategies.

Mr. Gionson provided details on public affairs and communications. Chair Hannemann and Interim President/CEO Nāho'opi'i had authored an op-ed article for the *Star-Advertiser*, expressing gratitude to all who had supported the HTA up to the present and laying out the

path for the coming year. In a partnership with the Destination Stewardship Branch, a series explaining regenerative tourism and destination management across the Hawaiian Islands appeared in HI Now Daily and KHON2. This featured the Kaua'i Wildlife Refuge and Ms. Patricia Ornellas, the Destination Manager.

A story featured the staff of the Lāna'i Culture and Heritage Center. This organization had been a partner in developing the Lāna'i Guide App to educate arriving visitors about navigating the community and understanding its cultural values.

In West Hawai'i, the HTA had worked with the Kohala Food Hub staff. Food hubs were helping to deliver on the promise of regenerative tourism to uplift other sectors, such as agriculture. Food hubs aggregated local produce to enable hotels, resorts, and restaurants to incorporate local ingredients into their menus with some predictability and certainty.

Mr. Gionson mentioned Mr. Jackson Bauer, an official of the Department of Land and Natural Resources (DLNR), a partner in the Pololū project. This had been one of the first stewardship programs and was now being replicated elsewhere. Kama'āina Stewards were in place to share the area's story and advise on ways to interact with it appropriately. Cultural advisors at the Fairmont Orchid also showed the importance of cultural aspects of hospitality.

Mr. Ka'anā'anā explained to Board members that, in Hilo, a partnership with the County of Hawai'i had organized cultural training with the Edith Kanaka'ole Foundation. The HTA funded an outreach and community education program with the Keaukaha community at Richardson Beach to address the impact of cruise ship tourism. Slides featured young people who had completed destination stewardship training with three community partners. Ms. Rachel Kaiama from the HVCB was the Destination Manager for Hawai'i Island.

Mr. Gionson reminded Board members that the Destination Stewardship Branch aimed to better serve the population of the islands.

All the HI Now Daily shows were shot live on location, emphasizing the importance of the HTA's presence in communities and enabling visitors to share their stories.

Ms. Iona added that Ms. Sue Kanoho had been present during the feature on Kaua'i and had spoken about the beach cleanup. She pointed out that these promotions often spearheaded conversations with Board members.

Ms. Iona reminded Board members that the HTA had long supported Hawai'i-on-the-Hill and was to join the Farm Bureau in that effort. It was important to ensure that all Hawai'i voices were heard in Washington. Hawai'i on-the-Hill recognized the work of the Chamber of Commerce and resonated with the presence of Hawai'i in Washington. It was a very popular

event, with people waiting outside the door to get in. This year, Hawai'i shrimp would be there for the first time. Many smaller businesses had been added, as Ms. Menor-McNamara had reminded the Board. The HTA Board was to provide support in advertising.

The Senate President would give a presentation on Kaua'i for the Hawai'i Lodging and Tourism Association regarding the charity walk. Tourism would continue to support local charities, and agriculture played a big part in making this happen. Ms. Iona reminded the Board members that hotel managers like herself, Ms. Agas, and Mr. White would attest that it was residual support. It was important for hotels, businesses, and support agencies like the HVCB, Kaua'i Visitors' Bureau, and the HTA to support Hawai'i products. The purpose of membership dues was to encourage a wider vision and clarify why Hawai'i was such an excellent place to visit. Ms. Iona congratulated Ms. Menor-McNamara on the success of Hawai'i-on-the-Hill and assured her of continued support.

Mr. Gionson informed the Board that Ms. Kanoho stated that KHON2 would run stories over the next few months.

A press conference was held at the HCC the previous day, and more details will be provided in Chair Hannemann's report.

Mr. Arakawa had intended to ask a question at the end of Mr. Gionson's statement, but he now understood that the question would be answered in the Chair's report.

Dir. Tokioka informed the Board that he had attended Hawai'i-on-the-Hill several times. He thanked Ms. Iona for her contributions to the event regarding produce, flowers, and decoration. Ms. Iona has done this for many years, and her work was much appreciated. The HTA had improved perceptions of Senate President Kouchi. Congratulations were due to Pres. Kouchi, Mayor Carvalho, and Ms. Menor-McNamara's team for their impressive work.

During this session, Mr. Arakawa commented that the short-term rental bill had been important legislation. Now that it had been passed, every County would address short-term rentals. It was important for the HTA to be involved since this was a critical issue for the tourism industry. The issue was connected to destination management and was consistent with the HTA's efforts towards a positive impact of tourism on the community. The bill would broadly impact supporting the visitor industry and its partners.

Chair Hannemann thanked Mr. Arakawa for his contribution. From the perspective of the HTA, many sections of the hospitality industry such as the HLTA and the Hawai'i Hotel Alliance, as well as individual hotels, were in support. Now that the measure was at County level, the HTA would be able to help. The State had given Counties the right to eradicate illegal vacation

rentals, hoping to achieve a situation where local residents could afford to live in Hawai'i. The Counties were the most effective means of enforcement, and the mayors were also concerned. As Dir. Tokioka mentioned that this had been a major priority of Gov. Green's administration, and it would provide an opportunity to address the housing situation in Maui in the short term and future.

Mr. Nāho'opi'i continued his presentation, pointing out that staff members were still working on the tourism quality assurance program. Testing was in progress, with some industry partners going through the process. The aim was to create a system that would assure visitors and residents that the HTA and its industry partners were regenerative in nature and that they contributed to reducing the impact of tourism activities on the community.

An initial survey of the technical assistance needs assessment had taken place. The full report had been completed and posted to the HTA website. This survey would form the basis for developing the next round of programs. These included technical assistance programs to enable businesses to develop their capacity to participate fully in the visitor industry, as well as two types of more intensive collaboratives with a few selected organizations. These would aim to either elevate the service provided at a signature event or enable the organization to enter a new market.

The planning office was assessing current DMAPs to identify which activities had been effective and whether they had met the goals and objectives of the three-year DMAPs. This was in preparation for the development of a new DMAP for each island over the course of the next year.

There had been a previous presentation on the effectiveness of the study, and the study was to continue for a year to allow the HTA to assess the effectiveness of not only the specific Maui campaigns but also of the new campaigns both in Japan and the U.S.

Later in the meeting, the Board would see clips of the new campaign, "The People, the Place, the Hawaiian Islands." Long-form assets, usually used for YouTube, have been developed, and shorter assets are suitable for social media. Using Economic Development Administration (EDA) funding, coop programs were started in the U.S., allowing partners to provide value-added packaging for consumers and travel agents. This would address some of the short-term needs of the market, which Mr. Arakawa mentioned.

The industry stakeholders' survey was presented to the Brand and Marketing Committee and provided additional information about marketing, barriers, and strengths as perceived by industry partners. The survey will be discussed during the Brand and Marketing Committee presentation.

Mr. Nāho'opi'i informed Board members that some of his team had just returned from IPW, the largest international travel trade exposition held in Los Angeles this year. Many Hawai'i islands had taken part in direct travel trade appointments. Additionally, Mr. Gionson and Anthology Group participated in media interviews and presentations and found them very productive. The exposition was equally productive for other partners on the China and Japan travel mission since it was well-attended by many travel trade and media staff from China and Japan. There was less representation from Europe and Latin America.

Mr. Nāho'opi'i stated that the travel group was still in Beijing today and would meet with 56 different businesses at an exposition sponsored by the U.S. Embassy. Mr. Nāho'opi'i had participated in a China-U.S. Tourism Leadership Summit at Xi'an, China. Other participants were Brand USA, U.S. Travel, the National Tourism Office, and the Department of Commerce. Participants at this summit emphasized the need for a non-stop air service to China. There had been a slowdown in discussions between U.S. and China about increasing the frequency of flights between the two countries. As a workaround, China has adopted the strategy of promoting one-stop flight opportunities through Japan or Korea. During the summit, Spring Tours promoted one-stop flights with their co-chair. Other airlines were promoting one-stop transits using the open air-seats and lifts available in the Japan-Hawai'i market. China visitors would travel to Japan and then transit on to Hawai'i. Other U.S. states were also involved because of the difficulty of flying over Russian airspace to get to China.

During the Leadership Summit, the exposition, and the travel mission, Mr. Nāho'opi'i spoke with many Online Travel Agencies (OTAs) and Chinese social media platforms. He had involved 15 industry partners, two island visitor bureaus, the Chamber of Commerce, and legislators, including Sen. DeCoite and Rep. Quinlan and Holt. The mission had been very productive, and Mr. Nāho'opi'i would give the Board a full report on his return.

During the previous week, the HTA supported Pacific Century Fellows of Leadership Development in Hawai'i. This was Tourism Day, and the first half was spent at the HCC with all the internal partners. Staff gave presentations about each area and office, and the Global Marketing Teams (GMTs) for the U.S. and Japan also gave presentations. Participants were given information about the HCC and ongoing research. During the second half of the day, there were visits to regenerative tourism sites supported by Kilohana. This enabled participants to understand more about this issue and to see some of the best practices in progress at the moment. A visit to components on the windward side ended with Kualoa Ranch and Nature Reserve. Participants were informed about activities that integrated visitor experience and agriculture and supported local businesses.

Mr. Ka'anā'anā explained that the 13th Festival of Pacific Arts and Culture (FestPAC) was already underway. The first delegation, from Kiribati, landed on May 28 and comprised 49 members, including their Minister for Tourism. FestPAC had been planned for the past eight years.

The central source of information was www.Festpachawaii.org. The website had separate menus for program and performance schedules. The program menu showed venues such as HCC, the Stan Sheriff Center, and the Bishop Museum. The performance schedule had a separate menu showing times and venues. All events were free and open to the public because the Hawai'i legislature and Governor Green had funded the festival, and it was important for everything to be accessible. Without the support of Governor and First Lady Green, the festival would not have been possible. Mr. Ka'anā'anā also thanked the cabinet, local communities, and everyone who had made FestPAC possible.

Members of the public had been asked to register ahead of time for the opening and closing ceremonies at Stan Sheriff Center. This allowed staff to predict the number of participants and arrange for traffic control and parking. Mr. Ka'anā'anā said that Board members could text him for specific information.

This concluded the CEO's report.

Mr. Arakawa stated that he had requested Mr. Ka'anā'anā to arrange for Board members to be sent invitations since the HTA had helped to fund the event. He also mentioned that a large ethnic organization had offered to volunteer and made three separate requests to a FestPAC leader without response. Mr. Ka'anā'anā replied that volunteers were still needed, so he would work with the organization to recruit their volunteers.

Dir. Tokioka reminded Board members that there had been time issues at the previous Board meeting. He noted that the Attorney General had been invited to attend this meeting and suggested that the agenda items she was involved in should be taken at that point.

Chair Hannemann stated that he would postpone his report until after the Executive Session to take advantage of the presence of the Attorney General. The Chair explained that an Executive Session was required for Agenda Items 8, 9, and 10b and asked Attorney John Cole to explain.

Atty. Cole thanked Chair Hannemann and stated:

"The Board will be going into Executive Session for Agenda Item 8, pursuant to HRS §92-5 (a)(4), which is where the Board consults with the Board's attorneys on questions and issues pertaining to the Board's powers, duties, liabilities and immunities. For Agenda Item 9, we will be going into Executive Session pursuant to HRS §92-5(a)(2), which is to consider employee hire, evaluation, discipline, and

where consideration of matters affecting privacy would be involved. For Agenda Item 10b, the statutory reason would be HRS §92-5(a)(4), consulting with the Board's attorneys, and subsection 8, which is to consider matters that must be confidential pursuant to law. We do need a vote to go into Executive Session."

Chair Hannemann asked for a motion to go into Executive Session. Mr. McCully proposed a motion to go into Executive Session, which was seconded by Mr. Arakawa. The motion was carried unanimously.

There was a brief pause while everyone except Board members left the room physically or virtually.

7. Board Chair Report

Chair Hannemann said Honolulu received a high honor, being named the safest city to visit in the world. They held a press conference with Mayor Blangiardi. They also invited the city prosecutor and the police chief, as well as various stakeholders. He pointed out that the ranking coincided with a visitor satisfaction survey done by DBEDT that showed that over 90% of visitors rated the Hawaiian Islands as excellent or above average regarding safety and security. He said this helped give them a competitive advantage over other competitors. They must give their residents, workers, and guests safe.

He mentioned a recent purchase of Turtle Bay Resort by Host Hotels & Resorts, the nation's largest lodging, and real estate investment trust. He liked the fact that The Marriott and The Ritz-Carlton were involved. Hawai'i has had a long-term relationship with them. It also comes at a good time when they are experiencing a soft summer. Investors will know that they have a strong brand. He said they will be folding out a new program from workforce development. The legislators want this to be a high priority of the HTA. Ms. Anderson has been tasked with leading the efforts.

The following week, they will be folding out a new program called Work Wise, which will recruit local high school students for summer employment. They are targeting Maui, Honolulu, and West O'ahu. The Department of Education has been apprised of this effort, and the HTA is working with ClimbHI to ensure that the program can be rolled out quickly. Interested employers have stepped up; the initial target is to get 40-60 students. Ms. Anderson has also been speaking to the other stakeholders to see how they can continue to collaborate on this. Ms. Paishon asked how that was funded. Chair Hannemann said it is funded by the employers. Ms. Paishon said the Good Jobs Initiative could also help support this.

Chair Hannemann gave kudos to Mr. Ka'anā'anā and his team for FestPAC. There is a new painting, a flower lei surrounding the capitol where the HTA has been involved. The artist involved approached him to help with the state process of approvals. They helped identify opportunities to assist with this. This is a great segway to ensure the state capitol looks good.

Chair Hannemann had asked staff to consider having one of their meetings on the neighbor islands. They are looking at the cost and feasibility of this. Now that the legislature has passed, they must have regular meetings and updates with the mayors of every county. They will do it in conjunction with the HVCB and the HLTA.

Chair Hannemann mentioned Ms. Iona being successful in another area of gratitude and generosity. The charity walk they do every year, where the HTA participated, set an all-time record of raising \$600,000 on Kaua'i. Ms. Iona is driving that process.

Mr. Arakawa said they took two motions in the Executive Session relating to items 8 and 9 and asked Mr. Cole to elaborate on them. Mr. Cole suggested putting it off for the next meeting and assigning it to a committee as it was not on that day's agenda.

Mr. Cole reported that there was a full discussion on agenda item 8. The Board consulted with its attorney on the questions and issues related to the Board's powers and duties. No action was taken or required to be taken.

9. Discussion of HTA Personnel Matters ***

Mr. Cole reported that the Board had a long discussion, and no action was taken, including a vote by the Board to take no action on the personnel matter that was discussed.

10. Report and Update by the ADMINISTRATIVE & AUDIT STANDING COMMITTEE of their Meeting Held on May 28, 2024***

a. Discussion and/or Approval on the Establishment of a Selection Process for the Next HTA President and Chief Executive Officer***

Mr. White said they have had discussions over several meetings about the search for a President and CEO. Through the work done during the session, they have secured funding, and the CEO's salary is in the budget of up to \$300,000. He said they feel it is time to move forward with the search. They will be establishing the selection committee at the next Board meeting. They need the Board to approve the initiation of an RFP to solicit search companies to help find the right person for the positions. He asked for a motion to instruct the Administration to draft an RFP to send out to search firms to help find a new President and CEO of the HTA. Mr.

Arakawa made a motion, and Ms. Paishon seconded.

Mr. Arakawa said they must try to clean up the issues that were raised in the governance deliverables. To attract a good CEO, they must get their house in order. Chair Hannemann said Mr. Choy had presented the procurement ethics to Mr. Cole and him the previous day, as it applies to the HTA Executive search. He asked Mr. Cole to review and update it, and then they would make it available to the Board to ensure they do not make any violations.

The motion passed unanimously with reservations.

b. Update on the HTA Legislative Audit***

Mr. Cole reported that the Board discussed the status and some issues pending with the State auditor for the HTA audit. There will be some action taken under the Administrative & Audit committee later. There was no action by the Board.

11. Report and Update by the BRANDING STANDING COMMITTEE of their Meeting Held on May 16, 2024

a. Presentation and/or Discussion on an Update of "*The People, The Place, The Hawaiian Islands*" by Hawai'i Tourism United States

Chair Hannemann announced that this agenda item would be deferred to the June Board meeting.

12. Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets

Chair Hannemann announced that this agenda item would be deferred to the June Board meeting.

13. Report and Update by the BUDGET, FINANCE, AND CONVENTION CENTER STANDING COMMITTEE of their Meeting Held on May 17, 2024

a. Discussion and/or Action on HTA's Financial Report for April 2024

b. Presentation, Discussion and/or Action on Fiscal Year 2024 Budget Allocations

c. Discussion and/or Action on Fiscal Year 2025 Hawai'i Tourism Authority Operating Budget

d. Discussion and/or Action on the Hawai'i Convention Center's April Financial Report

and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan

Chair Hannemann announced that this agenda item would be deferred to the June Board meeting.

14. Report and Update by the HO'OKAHUA HAWAI'I STANDING COMMITTEE of their Meeting Held on May 20, 2024

a. Presentation, Discussion and/or Action on Foundational Technical Assistance & Community Tourism Collaboratives Planning

Chair Hannemann announced that this agenda item would be deferred to the June Board meeting.

15. Adjournment

Chair Hannemann encouraged the Board members to participate in FestPAC. Ms. Agas proposed the motion for adjournment and seconded it to Mr. Miyasato. The meeting adjourned at 2:52 p.m.

Respectfully submitted,



Sheillane Reyes
Recorder