



**HĀLĀWAI PAPA ALAKA'I KŪMAU O KE KE'ENA KULEANA HO'OKIPA O HAWAII'
REGULAR BOARD MEETING OF THE HAWAII TOURISM AUTHORITY**

**HĀLĀWAI HŌ'EA KINO A KELEKA'A'IKE
HYBRID IN-PERSON & VIRTUAL MEETING**

**PŌ'AHĀ, 25 IULAI 2024, 9:30 AM
THURSDAY, JULY 25, 2024 AT 9:30 AM**

Kikowaena Hālāwai O Hawai'i
Papahale Ho'okū Ka'a | Lumi Nui A
1801 Alaākea Kalākaua
Honolulu, Hawai'i 96815

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

E ho'olele 'iwa'ia ka hālāwai ma o ka Zoom.

Meeting will be live streaming via Zoom.

<https://us06web.zoom.us/j/87158075631>

*E noi 'ia 'oe e kainoa me kou inoa. E 'olu'olu, e ho'okomo i kou inoa piha akā hiki nō iā 'oe ke ho'ohana i ka inoa kapakapa e like me kou makemake. E noi 'ia 'oe e hā'awi mai i kōu helu leka uila. Hiki nō ke ho'opihapiha penei, ****@****mail.com*

You may be asked to enter your name. The Board requests that you enter your full name, but you may use a pseudonym or other identifier if you wish to remain anonymous. You may also be asked for an email address. You may fill in this field with any entry in an email format, e.g., ****@****mail.com.

**Kelepona / Call In: (669) 444-9171
Helu Hālāwai / Webinar ID: 871 5807 5631**

Hiki i ka lehulehu ke hō'ike mana'o ma o ka palapala a i 'ole ma o ka waha. E kau palena 'ia ka hō'ike mana'o waha (ma ke kino a i 'ole ma o ka Zoom) he 'elima minuke ka lō'ihī no kēlā me kēia kumuhana. E kāinoa no ka hō'ike mana'o waha ma ke pākaukau ho'okipa ma ka lumi hālāwai. E kāinoa no ka hō'ike mana'o waha ma o ka Zoom ma o ke pihi "Q&A."

Members of the public may provide written or oral testimony on agenda items. Oral testimony (in-person or via Zoom) will be limited to five minutes for each testifier per agenda item. Signup for oral testimony in-person will be at the registration table in the meeting room. Signup for oral testimony via Zoom will be accepted through the Q&A feature on Zoom.

E ho'ohui 'ia nā palapala hō'ike mana'o i hiki ma ka pū'olo hālāwai. No nā palapala hō'ike mana'o i hō'ea mai ma hope o ka pa'a o ka pū'olo hālāwai ('elua lā ma mua o ka hālāwai), e kāka'ahi 'ia nā kope i ka papa alaka'i a e mākaukau no ka 'ike 'ia e ke anaina ma ka hālāwai. E leka uila 'ia nā palapala iā Carole Hagihara-Loo ma carole@gohta.net, a i 'ole, e lawe kino 'ia i ke ke'ena.

Written testimony received ahead of the preparation of the board packet will be included in the board packet. Written testimony received after the issuance of the board packet (two business days prior to the meeting) will be distributed to the board and available for public inspection at the meeting. Email written testimony to Carole Hagihara-Loo at Carole@gohta.net or hand-deliver or mail to the Hawai'i Tourism Authority office, 1801 Kalākaua Avenue, 1st Floor, Honolulu, HI 96815.

**PAPA KUMUMANA'O
AGENDA**

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 Protocol
4. *Hō'ike O Nā Hālāwai 'Ae 'Ia*
Report of Permitted Interactions at Informational Meetings or Presentations Not Organized by the Board Under HRS section 92-2.5(e)
5. *Āpono Mo'olelo Hālāwai*
Approval of Meeting Minutes
 - a. **Approval of Meeting Minutes of the June 27, 2024 Regular Board Meeting**
 - b. **Approval of Meeting Minutes of the July 8, 2024 Special Board Meeting**
6. *Hō'ike A Ka Luna Ho'okele*
CEO Report
 - a. *Hō'ike Kāko'o Maui*
Update on the Maui Wildfires Recovery
 - b. *Hō'ike 'Aha'ōlelo*
Legislative Update
7. *Hō'ike A Ka Luna Ho'omalū Papa Alaka'i HTA*
Board Chair Report
8. *Hāpai A Ho'oholo I Ka Luna Ho'omalū Me Ka Hope Luna Ho'omalū*
Nomination and Election of the Board Chair and Board Vice Chair of the Hawai'i Tourism Authority
9. *Kūkākūkā No Nā Lālā O Nā Kōmike*
Discussion on the Membership of Standing Committees and Permitted Interaction Groups

10. *Kūkākūkā A Ho'oholo No Ka Ho'okumu I Kōmike Ho'okō*
Motion, Discussion and Action to Create an EXECUTIVE STANDING COMMITTEE for the Purpose of Guiding Tourism Policies and the Authority's Strategic Direction. The Committee Shall be Responsible for the Review, Evaluation, and Recommendation for the Authority's Workforce, Tourism Education, Training, and Career Counseling Programs. The Committee Shall also be Responsible for Matters Relating to Legislative and Governmental Affairs
11. *Kūkākūkā A Ho'oholo No Ka Ho'ololi I Ke Kuleana O Ke Kōmike Ho'okele A Hō'ōia*
Motion, Discussion and Action to Change the Purpose of the ADMINISTRATIVE & AUDIT STANDING COMMITTEE by Deleting the Sentence: "The Committee Shall also be Responsible for Matters Relating to Legislative and Governmental Affairs."
12. *Kūkākūkā A Ho'oholo No Ka Ho'okumu Hui Noi'i Koho Pelekikena a Luna Ho'okele*
Discussion and Action Regarding the Formation of a Permitted Interaction Group to Assist in the Selection Process for the Position of President and CEO of the Hawai'i Tourism Authority
13. *Ho'okuleana I Nā Lālā Papa Alaka'i I Nā Kōmike*
Action to Elect Board Members to Standing Committees and Permitted Interaction Group
14. *Hō'ike'ike A Kūkā No Nā 'Ike A Kūlana Mākeke O Kēia Wā I Hawai'i A Me Nā Mākeke Kipa Nui*
Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets
15. *Hō'ike A Ke Kōmike Ho'okahua Hawai'i*
Report and Update by the HO'OKAHUA HAWAI'I STANDING COMMITTEE of their Meeting Held on July 24, 2024
 - a. *Hō'ike'ike, Kūkā, a Hana no ka Palapala Hō'ike Hō'ana I Ka Papahana Mālama 'Āina Ho'okipa*
Presentation, Discussion and/or Action on the Destination Management Action Plan Evaluation Report Findings by Pacific Research and Evaluation (PRE)
 - b. *Hō'ike'ike na ka Omnitrak Group no ka Hopena Anamana'o Mana'o Mea Noho*
Presentation of DBEDT's Spring 2024 Resident Sentiment Survey by Chris Kam of Omnitrak Group

16. *Hō'ike A Ke Kōmike Mo'ohelu Kālā, 'Oihana Kālā, a me ke Kikowaena Hālāwai*
**Report and Update by the BUDGET, FINANCE, AND CONVENTION CENTER
STANDING COMMITTEE of their Meeting Held on July 16, 2024**

- a. *Kūkākūkā a Ho'oholo No Ka Mo'olelo Kālā*
**Motion, Presentation, Discussion, and Action on HTA's Financial Reports
for April and May 2024**
- b. *Hō'ike'ike, Kūkākūkā, a Ho'oholo No Ka Ho'omahele Makahiki Kālā 2024*
**Motion, Presentation, Discussion, and Action on Fiscal Year 2024 Budget
Allocations**
- c. *Kūkākūkā a Ho'oholo No Ka Mo'olelo Kikowaena Hālāwai O Hawai'i*
**Motion, Presentation, Discussion, and Action on the Hawai'i Convention
Center's April, May, and June Financial Report and Update on the Hawai'i
Convention Center's 6-Year Repair and Maintenance Plan**
- d. *Kūkākūkā a Ho'oholo No Ka Mo'ohelu Makahiki Kālā 2025*
**Motion, Presentation, Discussion, and Action on Fiscal Year 2025 Hawai'i
Tourism Authority Operating Budget**
- e. *Noi, Hō'ike'ike, Kūkā a Ki'ina Hana no nā Mo'ohelu Kālā Hana me Hokona FY25
no ke Kikowaena Hālāwai o Hawai'i*
**Motion, Discussion, and Action Regarding the Fiscal Year 2025 Hawai'i
Convention Center (HCC) Operating and Sales and Marketing Budgets**

17. *Hō'ike A Ke Kōmike Alowelo*
**Report and Update by the BRANDING STANDING COMMITTEE of their Meeting
Held on July 23, 2024**

- a. *Hō'ike'ike a Kūkā no ka 'Oihana Kāko'o Puni Honua no ka Ho'omalua Alowelo a
Hokona*
**Presentation and/or Discussion on Global Support Services for Brand
Management and Marketing**

18. *Hō'ike A Ka Hui Noi'i Hō'ulu'ulu Ho'omalua*
Report of the Governance Study Permitted Interaction Group

19. *Ho'oku'u*
Adjournment

*** *ʻAha Hoʻokō: Ua hiki i ka Papa Alakaʻi ke mālama i kekahi hālāwai kūhelu i kū i ka Hawaiʻi Revised Statutes (HRS) § 92-4. E mālama ʻia 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 Alakaʻi kūkā a hoʻoholo ʻana i nā nīnūnē a nīnau i pili i ko ka Papa Alakaʻi kuleana me ko ka Papa Alakaʻi loio. He hālāwai kūhelu kēia i ʻole paulele ʻia ka ʻikepili a i mea hoʻi e mālama kūpono ai i ko Hawaiʻi ʻano, he wahi i kipa mau ʻia e nā malihini.*

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawaiʻi 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, 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 Hawaiʻi's competitive advantage as a visitor destination.

Ma lalo o ka māhele 531.5 o ka Budgetary Control Accounting Manual, Mokuʻāina ʻo Hawaiʻi, he māhele ka ʻaina awakea o ka hālāwai. E mau ana ka hālāwai ma loko nō o ka ʻai ʻana, ʻaʻole hoʻi ia he wā hoʻomalolo.

Pursuant to Section 531.5, of the Budgetary Control Accounting Manual, State of Hawaiʻi, lunch is served as an integral part of the meeting, while the meeting continues in session, and not during a break.

Inā he lawelawe a mea like paha e pono ai ke kīnānā, e hoʻokaʻaʻike aku me Carole Hagihara-Loo ma (808)-973-2289 a ma ka leka uila e like me ka wikiwiki i hiki, ʻaʻole hoʻi a ma ʻō aku o ka ʻekolu lā ma mua o ka hālāwai. Inā ʻike ʻia he noi i ka lā ma mua o ka hālāwai, e hoʻāʻo mākou e ʻimi i ka lawelawe a mea like paha, ʻaʻole naʻe hoʻi e hiki ke hoʻohiki ʻia ke kō o ua noi lā. Ua noa pū kēia hoʻolaha ma nā kino ʻokoʻa e like me ka mea pono.

If you need an auxiliary aid/service or other accommodation due to a disability, contact Carole Hagihara-Loo at (808) 973-2289 or carole@gohta.net as soon as possible, preferably no later than 3 days prior to the meeting. **Requests made as early as possible have a greater likelihood of being fulfilled.** Upon request, this notice is available in **alternative/accessible** formats.

E like nō me ka ʻōlelo o ke Kānāwai Hawaiʻi i hoʻoholo ʻia māhele 92-32.7, ʻaʻole e mālama ana ke Keʻena Kuleana Hoʻokipa o Hawaiʻi i kekahi wahi kaʻawale no ka lehulehu a lālā papa alakaʻi e nānā a e komo ai i ka hālāwai ma ka hoʻohana i ka ʻenehana komo hālāwai, no ka mea, hiki nō i ka poʻe o ka lehulehu a lālā papa alakaʻi ke nānā a komo pū ma ka hālāwai hōʻea kino.

In accordance with HRS section 92-3.7, the Hawaiʻi Tourism Authority will not 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) because there will be an in-person option for members of the public and board member to view and participate in the meeting.