



**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, 27 IUNE 2024, 9:30 AM  
THURSDAY, JUNE 27, 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/82843937629>

*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 kāu helu leka uila. Hiki nō ke ho'opihapiha penei, [\\*\\*\\*\\*@\\*\\*\\*\\*mail.com](mailto:****@****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](mailto:****@****mail.com).**

**Kelepona / Call In: (719) 359 4580  
Helu Hālāwai / Webinar ID: 828 4393 7629**

*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 kumuahana. 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](mailto: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](mailto:Carole@gohta.net) or hand-deliver or mail to the Hawai'i Tourism Authority office, 1801 Kalākaua Avenue, 1<sup>st</sup> 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 of the May 30, 2024 Regular Board Meeting**
6. *Mahalo I Nā Lālā Papa Alaka'i E Ha'alele Ana*  
**Recognition of Departing Board Members**
7. *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**
8. *Hō'ike A Ka Luna Ho'omalua Papa Alaka'i HTA*  
**Board Chair Report**
9. *Hō'ike No Ka Papahana Hō'ulu'ulu Ho'omalua*  
**Presentation of the Governance Study**
10. *Hō'ike A Ke Kōmike Alowelo*  
**Report and Update by the BRANDING STANDING COMMITTEE of their Meeting Held on June 20, 2024**
  - a. *Hō'ike'ike a Kūkā no nā Ho'olaha a ka Hawai'i Tourism USA*  
**Presentation and/or Discussion on HTUSA's Recent Advertising and Messaging Campaigns and Marketing Maui Recovery Plan**

11. *Hō'ike'ike, Kūkā, a Ho'oholo nā Pāhana Kumu Waiwai Kaiāulu*  
**Presentation, Discussion and/or Action on Foundational Technical Assistance, Community Tourism Collaboratives Planning, and Visitor Education & Post Arrival Marketing Program**
  
12. *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 June 26, 2024**
  - a. *Hō'ike'ike, Kūkā, a Hana no ke Ka'akālai Mālama 'Āina Ho'okipa no ka Makahiki Kālā 2025, Makahiki Kālā 2026-2027*  
**Presentation, Discussion and/or Action on Destination Stewardship Strategies for Fiscal Year 2025, Fiscal Year 2026-2027**
  
13. *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**
  
14. *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 June 24, 2024**
  - a. *Kūkākūkā a Ho'oholo No Ka Mo'olelo Kālā*  
**Motion, Discussion and/or Action on HTA's Financial Report for April and May 2024**
  
  - b. *Hō'ike'ike, Kūkākūkā, a Ho'oholo No Ka Ho'omahele Makahiki Kālā 2024*  
**Motion, Discussion and/or Action on Fiscal Year 2024 Budget Allocations**
  
  - c. *Kūkākūkā a Ho'oholo No Ka Mo'olelo Kikowaena Hālāwai O Hawai'i*  
**Motion, Discussion and/or Action on the Hawai'i Convention Center's April and May Financial Report and Update on the Hawai'i Convention Center's 6-Year Repair and Maintenance Plan**
  
15. *Kūkākūkā a Ho'oholo No Ka Mo'ohelu Makahiki Kālā 2025*  
**Motion, Discussion and/or Action on Fiscal Year 2025 Hawai'i Tourism Authority Operating Budget**
  
16. *Kūkākūkā A Ho'oholo No Ka Ho'okumu Hui Noi'i Koho Pelekikena a Luna Ho'okele*  
**Discussion and/or 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**
  
17. *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](mailto: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.